

Effective October 2008

Reaching Over 1 Million Airplane Enthusiasts Per Year

Ad Reservation

Location	Ad Unit	Ad Size	Pricing
Home Page	Skyscraper	120x600	\$79.20
	Vertical Banner	120x240	\$33.00
Advanced Search Page	Sponsorship Rectangle Ad TOP	300x250	\$79.20
	Sponsorship Rectangle Ad BOTTOM	300x250	\$33.00
Find Page	Skyscraper	120x600	\$79.20
	Vertical Banner	120x240	\$33.00
Browse Pages	Vertical Banner	120x240	\$33.00
	Embedded Leader Board	728x90	\$39.60
Search Results Pages	Top Leader Board	728x90	\$79.20
	Skyscraper	120x600	\$79.20
	Vertical Banner	120x240	\$33.00
	Button Ad	120x120	\$19.80
	Embedded Liner Ad	468x60	\$39.60
Research Page	Skyscraper	120x600	\$79.20
	Vertical Banner	120x240	\$33.00
	Button Ad	120x120	\$19.80
loan Calculator	Sponsorship Rectangle Ad TOP	300x250	\$26.40
	Sponsorship Rectangle Ad BOTTOM	300x250	\$19.80
My Trader Sponsorship	Skyscraper	120x600	\$66.00
Inventory Management Tool	Skyscraper	120x600	\$66.00
Price Checker	Sponsorship Rectangle Ad TOP	300x250	\$26.40
	Sponsorship Rectangle Ad BOTTOM	300x250	\$19.80

Location	Tier 1 Pricing	Tier 2 Pricing
Finance	\$99.00	\$66.00
Real Estate	\$99.00	\$66.00
Insurance	\$99.00	\$66.00
Aircraft Headsets	\$79.20	_____
Aircraft Brokers	\$79.20	_____
Aircraft Engines	\$79.20	_____
Parts & Accessories	\$99.00	\$66.00
Apparel	\$79.20	_____
Gifts	\$46.20	_____
Events	\$79.20	_____
Auctions	\$79.20	_____

Dealer IMT**Limited**New Accts: \$46.20/wk,
max. 10 planesIncludes company info & up
to 6 pictures of each plane**Unlimited**New Accts: \$79.20/wk,
unlimited number of planesIncludes company info
& logo, website url/link,
up to 12 photos of each plane,
and a toll free tracking no.*All Resource Page Ads are 250x250 and are charged by the week. **All rates are open rates
and are subject to change.