

Dealer Packages

Package Name	Bronze	Silver	Gold
	Ideal for small dealers with as few as 1 or as many as 5 planes per month for sale. Provides branding for the dealer/broker and national exposure with minimal expense	Designed for the small dealers with as few as 1 or as many as 5 planes per month for sale that require added exposure to reduce the sale time of those planes. Coverage includes larger photos in print and more photos online.	Perfect for dealers with more than 5 planes for sale per month. A full inventory management tool with an unlimited # of ads, email and web link. Coverage includes larger photos in print and more photos online.
Print	2 medium color newsprint classifieds	2 large color newsprint classifieds	2 large color glossy classifieds
Online	Limited Inventory Management Tool (IMT) with up to 5 planes with a max of 6 photos for each plane. Includes email link, website link and Estaraphone #.	Limited Inventory Management Tool (IMT) with up to 5 planes with a max of 9 photos for each plane. Includes email link, website link and Estaraphone #.	Unlimited Inventory Management Tool (IMT) with up to 9 photos for each plane. Includes email link, website link and Estaraphone #.
Open Rate (min of 4 weeks required)	\$61.60	\$93.50	\$141.90
26 Week/6 Month Discount Rate	\$55.44	\$84.15	\$127.71
52 Week/12 Month Discount Rate	\$49.28	\$74.80	\$113.52