

Parts & Services Packages

Package Name	Basic	Enhanced	Deluxe
	Ideal package for a smaller parts/service/repair facility in the Aviation industry. This package will provide branding exposure on AeroTrader.com and in the monthly publication reaching FBO's and Cessna/PIPER owners.	Designed for medium sized parts/service/repair facilities. This package will provide increased exposure on AeroTrader.com and in the monthly publication reaching FBO's and Cessna/PIPER owners.	Perfect for larger for national exposure. This package will provide increased exposure on AeroTrader.com and monthly publication reaching FBO's and Cessna/PIPER owners.
Print	1/6 page listing in the Parts and Service category 3.229"x3.139"	1/4 page listing in the Parts and Service category Vertical: 3.229"x4.729" Horizontal: 6.5"x2.344"	Full page listing in the Parts and Service category 6.5"x 9.5"
Online	Search Result Liner Ad (468x60) on AeroTrader.com with 4,500 impressions per week.	Search Result Liner Ad (468x60) on AeroTrader.com with 6,000 impressions per week.	Search Result Liner Ad (468x60) on AeroTrader.com with 7,500 impressions per week.
Open Rate (min of 4weeks required)	\$80.68	\$154.69	\$306.90
26 Week/6 Month Discount Rate	\$72.61	\$139.22	\$276.21
52 Week/12 Month Discount Rate	\$64.55	\$123.75	\$245.52

Rates are per week. Open rates must run for a min. of 4 weeks. Ad for open rate will include 5 week online and 1 issue of AeroTrader. Six month rate is 26 weeks of internet and 6 issues of AeroTrader. Twelve Month rate is 52 weeks of internet and 12 issues of AeroTrader.