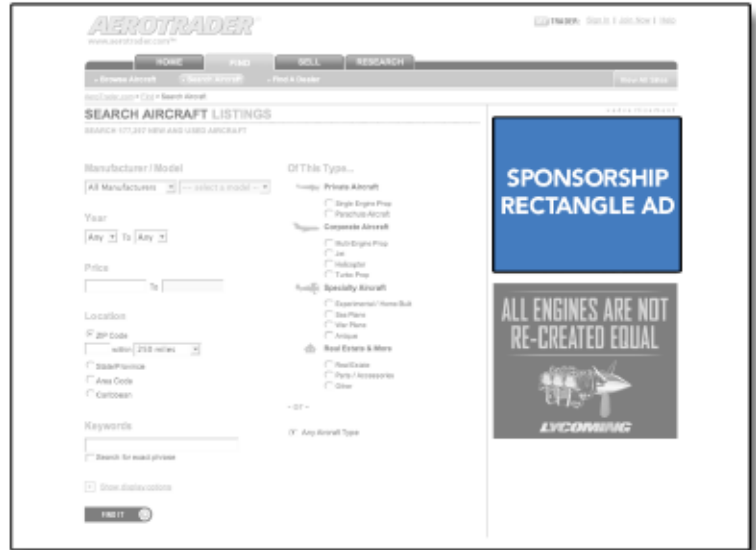


Effective October 2008  
Reaching Over 1 Million Airplane Enthusiasts Per Year

## Website Ad Sizes & Placement



### Banner Ads

#### Top Leader Board

Leader Boards are located at the top of the search result pages and embedded in the center of the browse result pages.

#### Skyscrapers

These vertical ads are located on the right rail of the search result and ad detail pages.

#### Vertical Banners

Vertical banners are located on the right rail of the search result pages below the skyscraper ads as well as the right rail of the browse result pages.

#### Button Ads

These square ads are located directly under the vertical banners.

#### Embedded Liner Ads

Embedded Liners are located in the center of the search and browse result listings.

#### Resource Sponsorship Tile

Sponsorship ads are located on resource pages. Maximum of four sponsorship tiles per page. All ads rotate to the top left hand position.

#### Sponsorship Rectangle Ads

These are located on the Advanced Search, Payment Calculator, MyTrader and Price Checker pages.

