



# PILOT'S GUIDE

The AEA's annual avionics buyer's guide and membership directory

## ONE LOW PRICE • ONE FULL YEAR THOUSANDS OF POTENTIAL CUSTOMERS

The 2020-21 *AEA Pilot's Guide* is the pilot's single source for avionics buying decisions. If your customers are pilots or owners of general aviation, business aviation or sport aviation aircraft, the *AEA Pilot's Guide* is your can't-miss advertising opportunity.

The 2020-21 edition of the *AEA Pilot's Guide* will debut in July 2020, at EAA AirVenture in Oshkosh, Wisconsin.

Deadline for ad space reservations is May 8, 2020.

## PILOT'S GUIDE DISTRIBUTION

- HAI Heli-Expo
- EAA AirVenture
- AEA Convention
- AEA Connect Conferences
- AOPA Fly-Ins
- NBAA BACE
- All Aircraft Electronics Association members
- Thousands of individual online requests

## ADVERTISING RATES

One Price for Year-Round Advertising and Exposure

Back Cover . . . . .	\$ 6,600
Inside Front Cover, Inside Back Cover, Page 1 . . . . .	\$ 5,400
Full page 4-color, preferred spot . . . . .	\$ 2,500
Full page 4-color . . . . .	\$ 2,295
1/2 page 4-color . . . . .	\$ 1,295
1/2 page black & white . . . . .	\$ 995
1/6 page 4-color . . . . .	\$ 850
1/6 page black & white . . . . .	\$ 600

Black & White Logo placement next to company member listing (AEA Members Only). . . . . \$ 220

Any AEA member who places an ad (of any size) will receive a logo placement next to its company member listing at a discounted rate. . . . . \$ 110

No agency discounts.

Distribution of the 2020-21 AEA Pilot's Guide begins July 2020.

## PILOT'S GUIDE AD SIZES



**Full Page (Full Bleed)**

7 3/4" x 10 1/4"

(trimmed to final size: 7 1/2" x 10")



**Half Page**

6 1/4" x 4 1/4"



**1/6 Page**

2" x 4 1/4"

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