

AIR TRANSPORT SPONSORSHIP

Exclusive monthly sponsorships available to reach AIN's global air transport readership.

METRICS	AINonline	Air Transport Perspective
	<ul style="list-style-type: none"> 25% of AINonline's readership engages with our air transport content Over 3 minutes spent on the average air transport story page Global reach with 54% of traffic from the Americas, 21% from Europe, 18% from Asia 	<ul style="list-style-type: none"> 11,000 opt-in readers worldwide Over 25% open rate 45% mobile readership

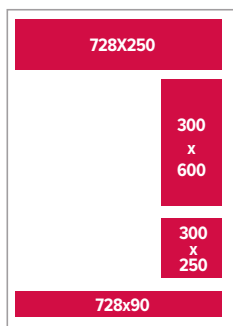
SPONSORSHIPS	Monthly Rate	Creative Required	Estimated Impressions	Inventory
100K SPONSOR*	\$8,900	728x250, 728x90, 300x250, 300x600, 300x100, 1000x600 (Newsletter), logo	100,000 & 200,000 logo	2
50K SPONSOR	\$3,600	728x90, 300x250, 300x100	50,000	3
AUDIENCE EXTENSION	\$1,800	728x90, 300x100, 300x250, 300x600	30,000–50,000	2

All rates before agency discount.
* Banner in Air Transport Perspective included with 100K sponsor.

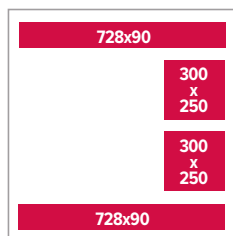
POSITIONS	Monthly Rate	Creative Required	Estimated Impressions
EXCLUSIVE POSITIONS			
INTERSTITIAL/ SPLASH	\$5,000 per week	700x420	25,000
AINONLINE MOBILE APP	\$5,000	728x90	50,000
PRE-ROLL	\$2,900	15 sec. pre-roll video	10,000
NATIVE ADVERTISING			
STORY	\$6,500	Article content, logo Applicable images	40,000 article teaser impressions Social promotion
VIDEO BOOST	\$5,700	Supplied video (no length requirements) Video description	20,000 video teaser impressions YouTube distribution to 65,000 subscribers
AIR TRANSPORT PERSPECTIVE NEWSLETTER (sent every Monday)			
BILLBOARD	\$2,500	1000x600	11,000

Inventory limited to four advertisers per month.

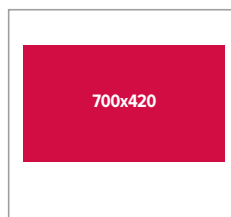
100K SPONSOR



50K SPONSOR



INTERSTITIAL/SPLASH



MOBILE APP



ONLINE

ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif, HTML5
- Third-party banners accepted—must be SSL compatible
- iPhone application requires .png file
- 75kb max static-file size

RICH MEDIA FILE SIZE

- 75k initial, 150kb polite
- 2mb max user initiated

MAX ANIMATION LENGTH

- 15 seconds
- Looping permitted with 5-sec. pause

EXPANDABLE GUIDELINES (BILLBOARD AD UNIT)

- Close ad text and button are required in the top-right corner
- Audio must be user-initiated

TARGET URL

- Must be submitted with banner

VIDEO

RESOLUTION

- 1920x1090 preferred/1280x720 min.

FILE FORMAT

- .mp4, .mov, .avi, .m4v, .m4a

CODECS

- h.264, mpeg4, MJPEG, AppleProRes, Uncompressed, WMV.

NATIVE ADVERTISING

- Word document containing copy
- At least one high-res image to accompany story
- Image should have 2x1 WxD ratio
- Company logo

NEWSLETTER

SIZE

- 1000x600

ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif
- Third-party served banners and rich media **NOT** accepted.
- Static File Size: 75kb max

MAX ANIMATION LENGTH

- 10 seconds
- Looping permitted with 5-sec. pause

TARGET URL

- Must be submitted with banner



Please send digital files to:

Tom Hurley, thurley@ainonline.com
Creative due 1 week before campaign start date.