

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 |

| DIGITAL POSITIONS | | | | |
|---------------------|----------|---|------------------------|-----------|
| | Net Rate | Creative Required | Estimated Impressions | Inventory |
| SPONSORSHIPS | | | | |
| 100K SPONSOR* | \$7,600 | 728x250, 300x250, 300x600, 300x100, 1000x600 (Newsletter), logo | 100,000 & 200,000 logo | 2 |
| 50K SPONSOR | \$3,100 | 728x90, 300x250, 300x100 | 50,000 | 3 |

All rates are net. * Banner in Air Transport Perspective included with 100K sponsor.

| EXCLUSIVE POSITIONS | | | | |
|----------------------|------------------|---------|--------|---|
| INTERSTITIAL/ SPLASH | \$5,000 per week | 700x420 | 25,000 | 1 |

| NATIVE ADVERTISING | | | | |
|--------------------|---------|---|--|---|
| STORY | \$5,900 | Article content, logo Applicable images | 40,000 article teaser impressions Social promotion | 2 |
| VIDEO BOOST | \$5,500 | Supplied video (no length requirements) Video description | 20,000 video teaser impressions YouTube distribution to 65,000 subscribers | 4 |

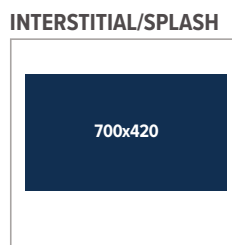
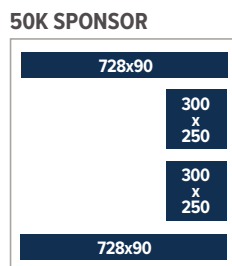
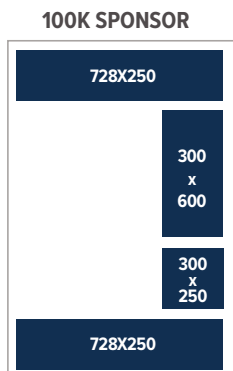
Call rep for details regarding custom content creation.

| AIR TRANSPORT PERSPECTIVE NEWSLETTER (sent every Monday) | | | | |
|--|---------|----------|--------|---|
| BILLBOARD | \$2,500 | 1000x600 | 11,000 | 4 |

Inventory limited to four advertisers per month.

| AUDIENCE EXTENSION | | | |
|--------------------------------------|--|--------------|---|
| | Commitment | Impressions* | Creative |
| AUDIENCE EXTENSION & TARGETED POP-UP | Monthly: \$ 2,000 | 30,000 | 728x90, 300x100, 300x250, 300x600, 495x90 |
| | Quarterly (3 consecutive months): \$5,400 (\$1,800 per month) | 125,000 | |
| | Annually: \$15,000 (\$1,250 per month) | 500,000 | |

Retarget your message to AINonline's qualified audience based on the content they are reading, demographics, or geography.
*Impressions could vary based on targeting parameters. Impressions will deliver evenly across program timeframe.
One month commitment can be upgraded at the discounted rate to a quarterly or annual program at the end of the first month.



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

TARGET URL

- Must be submitted with banner

VIDEO

RESOLUTION

- 1920x1080 preferred/1280x720 min.

FILE FORMAT

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

CODECS

- H.264, MPEG4, AppleProRes

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.