



## **MEDIA KIT**

**2012**

**The most compelling reason to advertise in AirWaves!**

***To reach the CEO and Senior Executives of major Airlines and Industry Providers!***

**AirWaves**, Aviation Global News, is published by AvNews, Inc. which has published a newsletter dedicated to Latin America & Caribbean for the past 20 years, and, now publishes a commercial aviation industry newsletter of the global aviation and travel industry.

AvNews, Inc. has the experience of 20 continuous years and is highly respected and read by airline CEO's and key decision makers in more than 50 countries.

**AirWaves** is delivered weekly to the desk top of airline CEO's and other Aviation key decision makers around the Globe.

**AirWaves** provides invaluable insight and information in a format that covers everything from aircraft transactions to tourism. It is a complete, authoritative compilation of industry news plus interviews, insight on what really happened, who the players are and what it means to the reader and advertiser.

**AirWaves** is a free "green" publication distributed weekly via email in electronic format.

**AirWaves** is published every Wednesday and each advertiser obtains weekly exposure and your ad is linked to your website or a specific landing page providing more exposure than any print media can ever offer!

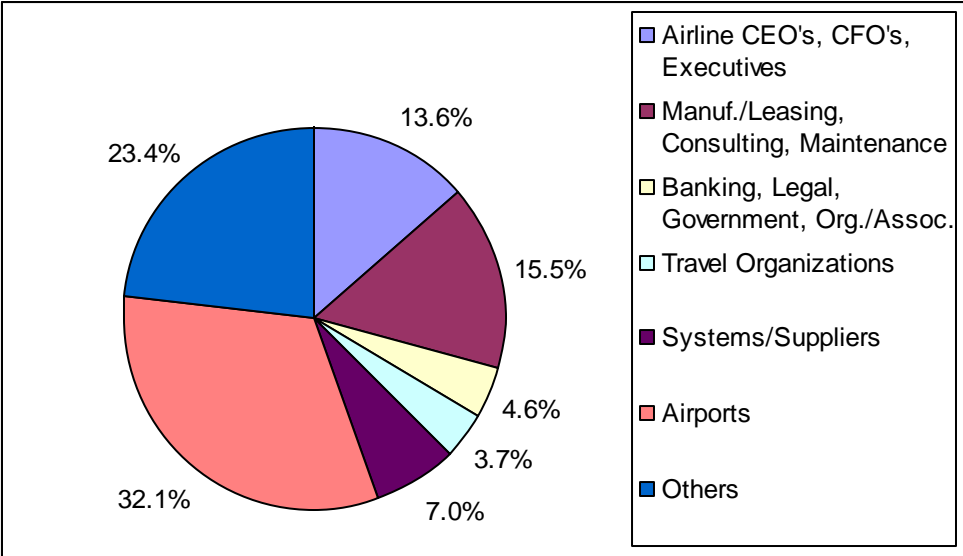
**AirWaves** has over 8,500 key decision makers in the distribution list with an estimated 20,000+ readers from email forwarding.

Visit the AvNews web site at [www.avnewsinc.com](http://www.avnewsinc.com) to view the archives.

Contact:

AirWaves at [airwaves@avnewsinc.com](mailto:airwaves@avnewsinc.com) for further advertising details.

**AirWaves Demographic Chart**





**ADVERTISING RATES**

**AirWaves – Aviation Global News**

<u>Frequency</u>	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/3 Page</u>	<u>1/4 Page</u>	<u>Banner</u>
1X	\$1500	\$950	\$750	\$550	\$350
3X	\$1450	\$900	\$725	\$525	\$325
4X	\$1400	\$850	\$700	\$500	\$300
6X	\$1300	\$800	\$675	\$475	\$275
9X	\$1200	\$750	\$650	\$450	\$250
12X	\$1100	\$700	\$625	\$425	\$225

Advertising Dimensions @ 100 dpi

Full Page	8" x 10.5"	800 x 1050 pixels
1/2 Page	8" x 5.3"	800 x 530 pixels
1/3 Page	8" x 3.5"	800 x 350 pixels
1/4 Page	8" x 2.6"	800 x 260 pixels
Banner	8" x 1.3"	800 x 130 pixels

Advertising Materials

Resolution: 72 dpi (or higher)

Format: JPG, GIF or TIFF

Media: CD, Zip, Flash drive, email or FTP

- Advertising is linked to the client’s web site or specific landing pages.
- Advertising is placed every week providing maximum exposure.
- Advertiser selects months to place ads and **AirWaves** will insert ad in every issue during the selected month(s).
- There is no position premium and no position guarantee.
- Agency Commission: 15% to recognized advertising agencies.

Note: Web edition allows Flash/Animation (generally in GIF format).

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**AirWaves** is published by AvNews, Inc.

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