

# BACE Report Newsletters

## Reach Attendees at Business Aviation's Biggest Shows

In 2018, NBAA will produce targeted newsletters with show news and highlights about its international exhibitions in Asia, Europe and the United States. Share your company's message with tens of thousands of highly engaged stakeholders in conjunction with the industry's biggest shows.

The **ABACE Report** English and Chinese editions will mail in advance of the Asian Business Aviation Conference & Exhibition (ABACE), April 17-19 in Shanghai, China, on the following three dates:

- Feb. 7, March 14, April 11

The **EBACE Report** will mail in advance of and during the European Business Aviation Convention & Exhibition (EBACE) in Geneva, Switzerland:

- Four advance dates: Feb. 28, March 28, April 25, May 23
- Three show dates: May 29, 30 and 31

The **NBAA-BACE Report** will mail in advance of and during the National Business Aviation Convention & Exhibition (NBAA-BACE) in Orlando, FL:

- Seven advance dates: July 18; Aug. 1, 15 and 29; Sept. 12 and 26; Oct. 10
- Three show dates: Oct. 16, 17 and 18



## Advertising Rates and Specs

Ad Positions (All Rates Net)	ABACE 3 issues*	EBACE 7 issues	NBAA-BACE 10 issues
Leaderboard – premium position at the very top of the issue	\$3,000	\$4,000	\$5,000
Horizontal 1 – immediately after first story	\$1,250	\$2,250	\$3,220
Horizontal 2 – immediately after second story	\$1,000	\$2,000	\$2,880

\*ABACE Report published in both English and Chinese.

- **Banner Dimensions:** All banners are 728x90p.
- **Artwork:** Files must be GIF or JPG format with 40K maximum file size. NBAA is unable to accept rich media ads (using Flash, Java, etc.) and discourages the use of animated GIFs, which do not display properly in all e-mail clients.

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## Key Dates

**Orders Due:** Two weeks prior to initial publication date

**Artwork Due:** One week prior to initial publication date; deliver files to Jessica Allston, jallston@nbaa.org