

NBAA Flight Plan

Podcast Advertising Gives Cross-Channel Reach

Make your message more memorable by advertising in NBAA Flight Plan, the association’s weekly podcast covering the latest business aviation news and information for industry professionals on the go.

Averaging more than 2,000 downloads per month, NBAA podcasts are a vibrant part of the association’s communications mix. They have staying power, drawing listeners not only during the week of publication but continuing to accumulate downloads over the course of the year.

To give advertisers maximum exposure, NBAA publishes and promotes every podcast editions across several different media channels:

- NBAA Flight Plan website at www.nbaa.org/flight-plan
- Apple iTunes and Google Play Music subscriptions
- NBAA Facebook, Twitter and LinkedIn social media sites
- NBAA Update e-newsletter, which mails to a targeted audience of more than 30,000 business aviation stakeholders every Monday

Primary advertisers receive both verbal recognition at the beginning of the podcast and a 30-second commercial in the first half of the podcast.

Advertising Rates and Specs

Ad Positions (All Rates Net)	1 Month	6 Months
Primary position	\$1,000	\$5,000

- **30-Second Spot:** Advertiser provides either audio file or 75-word script.
- **Note:** Podcasts are published every Monday, except for holidays and other select dates determined by NBAA. NBAA reserves the right to sell second ad position.

NBAA Sales Representatives

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Key Dates

Orders Due: The 25th of the month prior to publication

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