

NBAA Update

Reaching Business Aviation Stakeholders Every Monday

Filled with industry news and information, NBAA Update offers weekly distribution to more than 30,000 stakeholders, making it the best choice to promote your company's new products and upcoming events, drive traffic to your website and keep your brand prominently in front of our highly responsive membership.

Readers of NBAA Update are the decision-makers in flight departments and corner offices – the owners and operators of business aircraft ranging from jets and helicopters to turboprops and piston aircraft. Other key stakeholder segments include aviation regulatory officials, elected government officials and members of the industry trade press.

Advertising Rates and Specs

Ad Positions (All Rates Net)	1x	3x	6x	12x
Leaderboard – premium position at the very top of the issue	\$5,000	\$4,750	\$4,510	\$4,285
Horizontal 1 – immediately after first story, within first news section	\$3,220	\$3,060	\$2,905	\$2,760
Horizontal 2 – immediately after third story, within first news section	\$2,880	\$2,735	\$2,595	\$2,465
Horizontal 3 – immediately above featured Business Aviation Insider story	\$2,505	\$2,380	\$2,260	\$2,150

- Banner Dimensions:** All banner ads are 728x90p.
- Artwork:** Files should be GIF or JPG format, 40K maximum file size. Note: NBAA Update 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: The 25th of the month prior to publication

Artwork Due: The Wednesday prior to publication; deliver files to Jessica Allston, jallston@nbaa.org

Distribution: The newsletter is mailed to more than 30,000 opt-in subscribers every Monday, including holidays