

# NBAA.org

## The Premier 24/7 Online Resource for Business Aviation

NBAA.org is the leading 24-hour resource for business aviation, making it the perfect choice for advertisers looking for brand exposure within the industry. It delivers more than 100,000 users per month and 7 million page views annually.

The website delivers a highly responsive audience of purchasers on a daily basis, including company CEOs, aviation department managers, chief pilots and other decision-makers representing more than 11,000 NBAA member companies.

**Coming in 2018!** NBAA soon will launch a redesigned website featuring a fresh look, improved functionality and mobile-friendly design, to provide better user experience and advertiser ROI.



## Advertising Rates and Specs

Ad Positions (All Rates Net)	1x	3x	6x	12x
Tier 1 – 50,000 guaranteed impressions	\$2,500	\$2,350	\$2,200	\$2,070
Tier 2 – 30,000 guaranteed impressions	\$1,500	\$1,410	\$1,100	\$1,040

Rates and specs subject to change following website redesign.

- **Banner Dimensions:** All display ads are 240x400p.
- **Artwork:** Accepted formats include JPG, GIF, PNG and third-party ad tag, 40K maximum file size.

## NBAA Sales Representatives

Melissa Murphy  
 AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX  
 in the U.S.; all other countries outside Europe  
 830-608-9888  
 mmurphy@idc.nbaa.org

Amanda Dumont  
 All other U.S. states  
 Europe  
 864-373-1168  
 adumont@idc.nbaa.org

## Key Dates

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

**Artwork Due:** At least three business days prior to publication; deliver files to Jessica Allston, jallston@nbaa.org