

## ABOUT US

Who are we

Aviator is a source of market intelligence for the commercial airline industry. It provides data on a daily basis to thousands of companies composed of airlines, lessors, manufacturers, MROs, remarketers, asset managers, financiers, attorneys, and more. These companies have been relying on our news and intelligence since 2008, when we were founded in San Francisco by the Tigernach Corporation.

A few of our subscribers include:



Our Products

Aviator products include our daily newsletter, a search engine of over 100,000 news articles going back to 2008, profiles on all major companies & executives affiliated with the commercial airline industry, and customized reports tailored to your needs. We also offer advertising in nearly all of products, at very affordable rates. Both iOS and Android apps are also available for users 24/7.

Our Brand

The Aviator brand is well recognized in the industry, especially in the leasing community. We have a strong presence in many events with the most prominent being ISTAT. Additionally we have partnered with other leading event hosts, such as ALTA, Boyd's Aviation Forecasting Summit, Everest Events, and Terrapin's World Low Cost Airlines Congress. Further partnerships include leading valuation company, MBA, and asset records management company, LeaseWorks.

Current and past media partnerships include:



## OUR REACH

### Demographics

Worldwide circulation of our newsletter is 10,000 executives each day — with forwards the number is approx. 25,000 — reaching many C-Level, marketing executives, analysts, decision makers and more. The top countries of engagement/readership are: United States, United Kingdom, France, Ireland, Australia, Germany, Sweden, India, Netherlands, China, Canada, UAE, Lithuania, Singapore and Japan.

### Product Engagement

Our two newsletters, PRO and free, have a high engagement rate and ads are strategically embedded within the content as seen here: <http://avtr.co/1LnMeRw>. The same ads will also appear throughout our website and mobile apps for one price.

Our website, although limited to paid subscribers only, gets approx. 22,500 page views each month, with a portion of the traffic from public access via our published press releases and company data.

### Social

We are one of the top airline-related data providers in the world, and our following of over 10,000+ people on Twitter validates this. As the next-generation of executives are utilizing social media to communicate, we aim to grow in this medium.

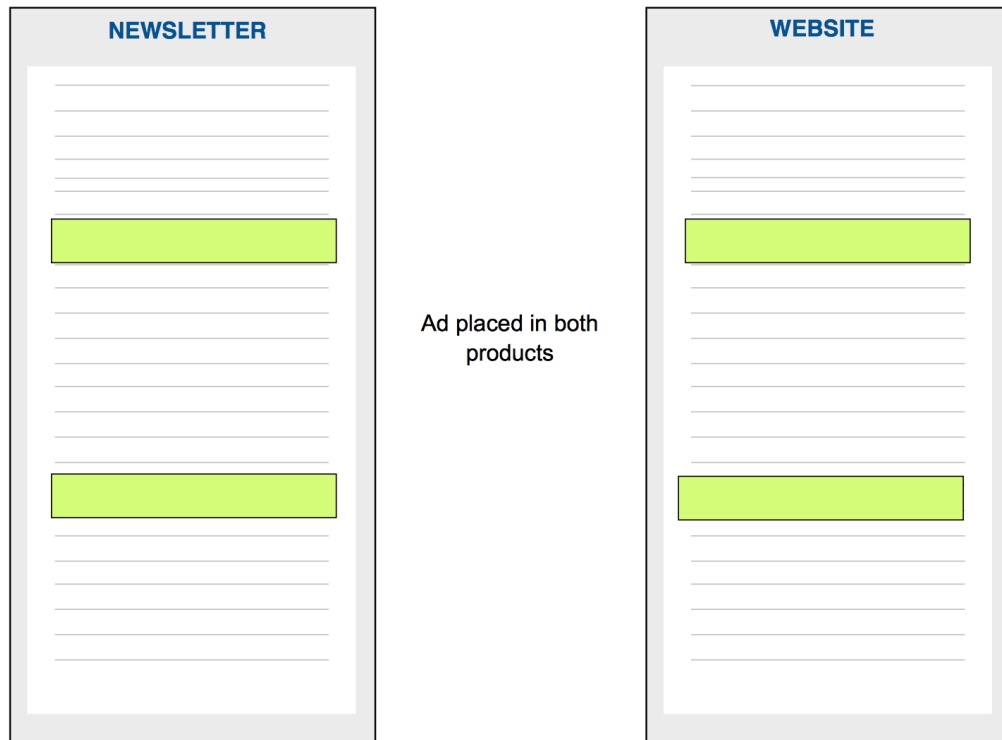
## AD DETAILS

### Placement

All ads placed with Aviator appear in both our newsletters, throughout our website, and in our mobile ads, no matter the term selected. Due to limited availability in the hard copy of our newsletter, all current ads must be rotated each day.

All ads are placed in between our published news content, so readers will engage them as they scroll through our published material. Each ad appears as a banner ad, sized 528x90 px. Ads can be placed in as little as two days given artwork is ready and contract has been signed. We are happy to help design your advertisement, if need be.

# = AVIATOR =



Sample 528x90 advertisement:



Pricing for 528x90 px advertisement:

TERM	4 weeks	12 weeks	26 weeks	52 weeks
COST	\$660	\$1736	\$3557	\$6295*

Pricing for 528x180 px advertisement:

TERM	4 weeks	12 weeks	26 weeks	52 weeks
COST	\$990	\$2604	\$5335	\$9442*

\* Purchase of 52-week advertisement includes complimentary subscription for two persons.



## ADVERTISEMENT ORDER FORM

Please select ad duration

4 weeks    12 weeks    26 weeks    52 weeks

### Billing Information

Name

Company

Telephone

Email

Website

Payment method

Mastercard    Visa    American Express    Discover    Bill me

Credit Card Number

Expiration

CVV Number

Total USD

Signature

Date

Start date of advertisement

DD/MM/YYYY

Order forms may be emailed to [info@aviator.aero](mailto:info@aviator.aero) or faxed to +1.925.689.2402. Canceled ads will be pro-rated to end of current month or quarter, plus 10% penalty. For questions, email or call +1.925.689.2402.

All prices in USD. Please send ad in JPG, PNG or GIF format, not larger than 200K, and no "flashing" ads.