



EAA Advertising Opportunities





EAA Sport Aviation Magazine

EAA Sport Aviation is the association's monthly, full-color magazine and is consistently rated as *the* favorite benefit of EAA members.

With more than 240,000+ passionate readers, *EAA Sport Aviation* contains the broadest editorial content and coverage of recreational aviation today. Included are introductions to new aircraft and innovations, the latest aviation products and services, hands-on and personal experience in the nuts & bolts of aircraft ownership, detailed flying adventures, profiles of readers, members, chapters and their aviation activities all brought to life with incredible photography.

Size	1X	3X	6X	12X
Cover 4	\$8,925	\$8,484	\$8,038	\$7,586
Cover 2, 3	\$7,722	\$7,391	\$6,987	\$6,567
Full Page	\$7,260	\$6,898	\$6,536	\$6,173
2/3 Page	\$5,442	\$5,180	\$4,902	\$4,633
1/2 Page H	\$4,361	\$4,140	\$3,996	\$3,709
1/3 Page	\$3,274	\$3,105	\$2,948	\$2,779
1/4 Page	\$2,543	\$2,418	\$2,290	\$2,164
1/6 Page	\$1,813	\$1,728	\$1,640	\$1,545

*EAA Sport Aviation ads are due the 20th of the 2nd preceding month

EAA Home Page Banner Ads

Get the most impact for your advertising dollar with EAA's digital offerings. AirVenture attendees begin planning early, checking the website often as they plan their annual migration to Oshkosh. Advertising on EAA's home pages allows you the opportunity to reach this audience not only in advance of AirVenture but during and after.

- EAA Home Page Banner Ad Impressions annually: 1,150,256
- AirVenture Home Page banner Ad Impressions annually: 1,532,359

Monthly Pricing	Jan-Jun	July	Aug-Dec
EAA.org (animated)	\$6,000	\$6,900	\$5,000
EAA.org (static)	\$5,000	\$5,750	\$4,000
AirVenture.org (animated)	\$8,000	\$9,200	\$7,000
AirVenture.org (static)	\$7,000	\$8,050	\$6,000
*Materials are due 2 weeks before the run date			

TWO AD FILES NEEDED AND URL	Desktop	Mobile	File Size
EAA.org	1140px w x 90px h	350px w x 175px h	50k, JPEG, 72 DPI, RGB
AirVenture.org	1140px w x 90px h	350px w x 175px h	50k, JPEG, 72 DPI, RGB
*Note: animated sequences can contain no more than 3 frames. Last frame will be static, animation ends. No looping animations. (Specs: 50k, GIF (no flash files))			



Your Official Countdown to AirVenture 2024
July 22 - July 28, 2024

Countdown is sponsored by



EAA AirVenture Merchandise
Join us in celebrating 70 years of dreams and open with our exclusive collection of EAA AirVenture Oshkosh merchandise.
[Read More](#)



AirVenture Videos
See #Oshkosh come alive through videos from this year's celebration.
[Read More](#)



AirVenture News
Stay up to date with the latest information surrounding the World's Greatest Aviation Celebration.
[Read More](#)



AirVenture Social Media
Connect with EAA on our social media platforms to stay up-to-date with everything that's happening on the grounds and in the sky! Share your posts and photos using #Oshkosh to be featured on our feed.
[Read More](#)

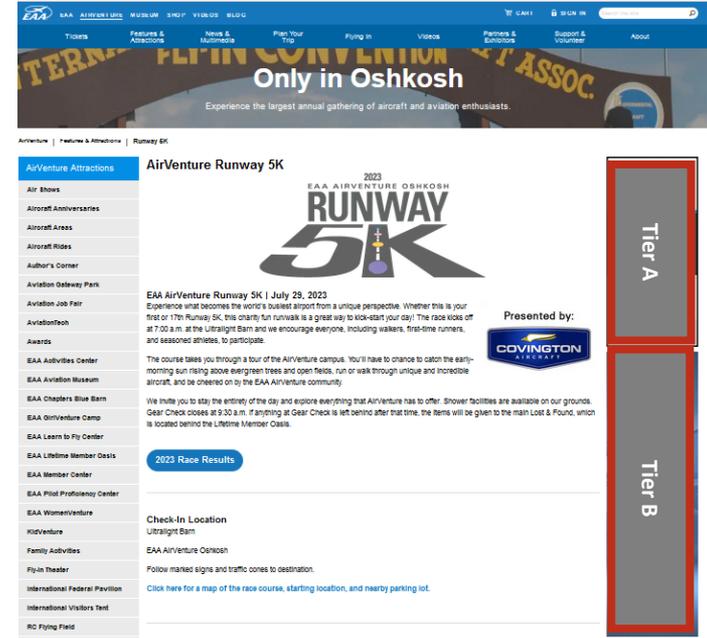


EAA Website Tier A & Tier B

EAA's website is an invaluable, 24/7 resource for our members as well as the aviation industry. We provide news, updates, upcoming event information, membership benefits, programs and more. With 13 million+ annual webpage views, banner ads are a solid and proven way to reach potential clients & customers.

Monthly Pricing	Jan-Jun	July	Aug-Dec
Tier A (animated)	\$2,025	\$2,330	\$1,620
Tier A (static)	\$1,620	\$1,865	\$1,296
Tier B (animated)	\$1,140	\$1,315	\$1,125
Tier B (static)	\$1,125	\$1,295	\$900
*Materials are due 2 weeks before the run date			

TWO AD SIZES NEEDED & URL	Desktop	Mobile	File Size
Tier A	190px w x 400px h	350px w x 175px h	50k, JPEG, 72 DPI, RGB
Tier B	190px w x 600px h	350px w x 130px h	50k, JPEG, 72 DPI, RGB
*Note: animated sequences can contain no more than 3 frames. Last frame will be static, animation ends. No looping animations. (Specs: 50k, GIF (no flash files). All ads run in rotation. Analytics provided monthly			



EAA eHotline Weekly Newsletter

eHotline is *the* premier, weekly update from Oshkosh for EAA members and AirVenture attendees who depend on EAA to feed their “aviation fix” all year long. eHotline is sent out every Thursday to over 105,000 subscribers and showcases feature stories and updates from the aviation world.

- 2.04 million+ impressions annually
- Over 105,000 opt-in subscribers WEEKLY
- Open rate averages over 32% which is above industry standard
- eHotline is distributed weekly and each day during AirVenture

	1 week	4 weeks	12 weeks	24 weeks	52 weeks
Top banner (animated)	\$2,500	\$9,500	\$27,000	\$51,360	\$104,000
Top banner (static)	\$2,000	\$7,600	\$21,600	\$40,800	\$83,200
Second banner (static)	\$1,500	\$5,700	\$16,200	\$30,000	\$59,800
Run of schedule (static)	\$1,300	\$4,400	\$12,300	\$22,080	\$42,900
*Materials are due 2 weeks before the run date					

	Ad Size	File Size
Top banner	640px w x 115”px h	50k, JPEG, 72 DPI, RGB
Second banner	640px w x 100px h	50k, JPEG, 72 DPI, RGB
Run of schedule	640px w x 90px h	50k, JPEG, 72 DPI, RGB
*Note: animated sequences can contain no more than 3 frames. Last frame will be static, animation ends. No looping animations. (Specs: 50k, GIF (no flash files))		



Devotion Highlights Fly-In Theater Lineup at EAA AirVenture Oshkosh 2023
Last year's biographical film highlighting Medal of Honor recipient Tom Hudner and Jesse Brown leads this year's impressive schedule of aviation movies at the Fly-In Theater during EAA AirVenture Oshkosh 2023. [Read more.](#)

Your Ad Here

NEWS STORIES

Stay Connected With the EAA Events Mobile App. Download the EAA Events mobile app from the iOS or Google Play store and look for this year's EAA AirVenture Oshkosh 2023 event. From here, you'll be able to explore AirVenture maps, discover exhibits and attractions, find food venues and menus, locate shuttle and tram schedules, and build your own custom itinerary for a personalized AirVenture experience. [Learn more.](#)

Don't Miss the Savings: Early Bird Pricing Ends Next Week! Don't miss your chance to save on EAA AirVenture Oshkosh 2023 tickets! Early bird pricing is in effect until June 15, 2023. If you purchase your daily or weekly wristbands before June 15, you also qualify for Express Arrival. [Buy tickets.](#)

AirVenture Commemorates 30 Years of Women Flying Combat Aircraft During EAA WomenVenture on July 26. Celebrating women advancing in aviation, including 30 years of flying active-duty combat aircraft, will be part of EAA WomenVenture on July 26 during EAA AirVenture Oshkosh. [Learn more.](#)

spotlights an air show performer who has demonstrated superb showmanship ability and is presented annually by *World Airshow News* and friends and family of the late Bill Barber, air show performer extraordinaire. The award will be presented during EAA AirVenture Oshkosh 2023.

Ultralight Stories Wanted. Are you passionate about the lighter side of flying? We're looking for a variety of stories, insights, advice, and/or tips to share in the monthly "Ultralight World" column in *EAA Sport Aviation*. Submissions should be sent as 1,200-1,500-word documents, MS Word or equivalent (no PDFs, please), with 2-3 accompanying high-res photos as standalone files (not embedded in the document). Use this link for submissions or questions: [Email us.](#)

Your Ad Here

EAA AirVenture Today Newspaper

EAA invites you to reach our 600,000+ AirVenture attendees! AirVenture Today is AirVenture’s free, daily newspaper. With 88,000 copies of this essential, daily newspaper distributed on the AirVenture grounds, Red One Markets and EAA’s Camp Scholler.

News, daily highlights, forum schedules, personal interest stories and great photography make it a daily “must-read”. Each day’s edition is also available digitally for those who weren’t able to make the trip to Oshkosh.

Your company *will* get noticed in AirVenture Today, the perfect start to every attendee’s AirVenture day.

[Click to View Past Digital Issues](#)



Size	1X	8X
Cover 4	n/a	\$29,000
Cover 2, 3	n/a	\$25,000
Full page	\$4,000	\$21,000
1/2 page	\$3,000	\$14,600
1/3 page	\$2,000	\$11,500
1/4 page	\$1,700	\$9,500

Size	No bleeds for all sizes	
Cover 2, 3, 4, Full Page	9.88”w x 10.00”h	
1/2 page	Horizontal: 9.88”w x 4.66”h	Vertical: 4.86”w x 9.5”h
1/3 page	Horizontal: 9.88”w x 3.0”h	Vertical: 3.18”w x 9.5”h
1/4 page	Square: 4.86”w x 4.66”h	Vertical: 2.35”w x 9.5”h
*Note: ads due July 15th/printed on newsprint/8-day run		

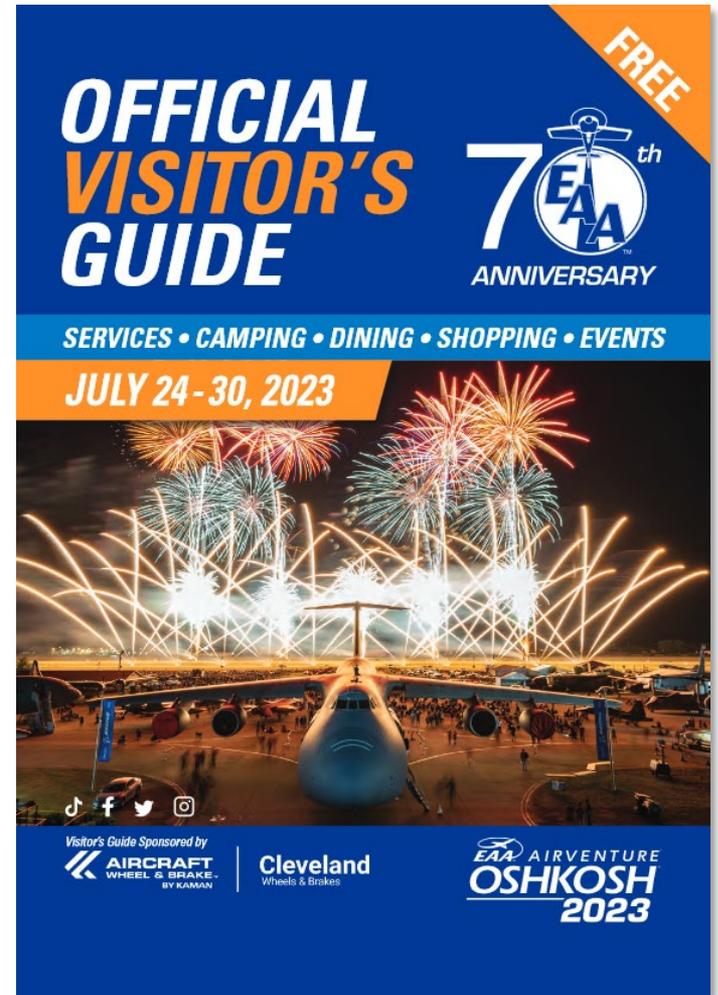
EAA AirVenture Official Visitor's Guide

The Official Visitor's Guide is the "go-to" source for all things AirVenture. This publication is free to all attendees and features over 100 pages of information including maps, weather & emergency procedures, exhibitor listings, forum schedules, food vendor listings & descriptions, camping information, and much more! This IS the essential guide for all AirVenture attendees.

[View the 2023 Official Visitor's Guide Digital Issues](#)

Size	1X
Cover 2, 4	\$2,800
Cover 3	\$2,400
Interior 1, 2	\$2,200
Full-page	\$2,000
*Note: All ads are full-page	

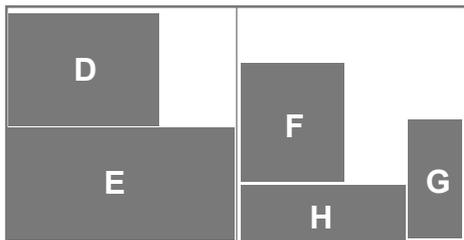
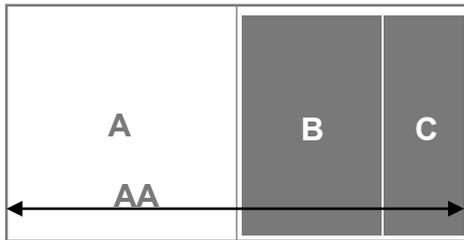
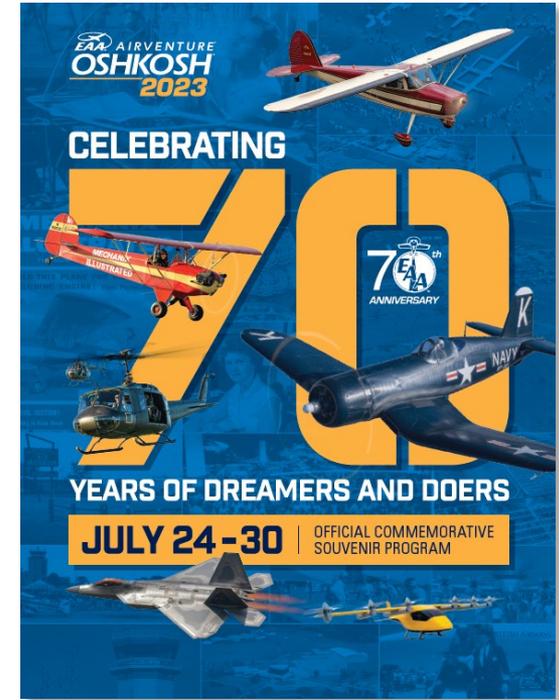
Live Area	Trim	Bleed
6.25"w x 9.25"h	6.75"w x 9.75"h	7.00"w x 10.00"h
*Note: All ads are due June 15th/send at bleed size		



EAA AirVenture Souvenir Program

Whether you're here at AirVenture or reminiscing about previous years, the Commemorative Souvenir Program reaches those looking for more behind-the-scenes information. Your message will be seen well after AirVenture as each year's program becomes a treasured keepsake. The EAA AirVenture commemorative souvenir program is the "must-have" to complete the AirVenture experience and is sold on grounds at all EAA retail venues.

Size	Rate	Size	Rate
Cover 4	\$4,805	1/2 page	\$1,930
Cover 2, 3	\$4,170	1/3 page	\$1,445
2-page spread	\$6,410	1/4 page	\$1,514
Full page	\$3,205	1/6 page	\$800
2/3 page	\$2,400		



	Publication Trim Size	Bleed Size
A: Full page	7.875" w x 10.50" h	8.125" w x 10.75" h
AA: 2-page spread	15.75" w x 10.50" h	16.00" w x 10.75" h (gutter 1" center of ad)
B: 2/3 page (vertical)	4.521" w x 9.50" h	None
C: 1/3 page (vertical)	2.167" w x 9.500" h	None
D: 1/3 page (square)	4.521" w x 4.656" h	None
E: 1/2 page (horizontal)	6.875" w x 4.656" h	None
F: 1/4 page (vertical)	3.344" w x 4.656" h	None
G: 1/6 page (vertical)	2.167" w x 4.656" h	None
H: 1/6 page (horizontal)	4.521" w x 2.230" h	None

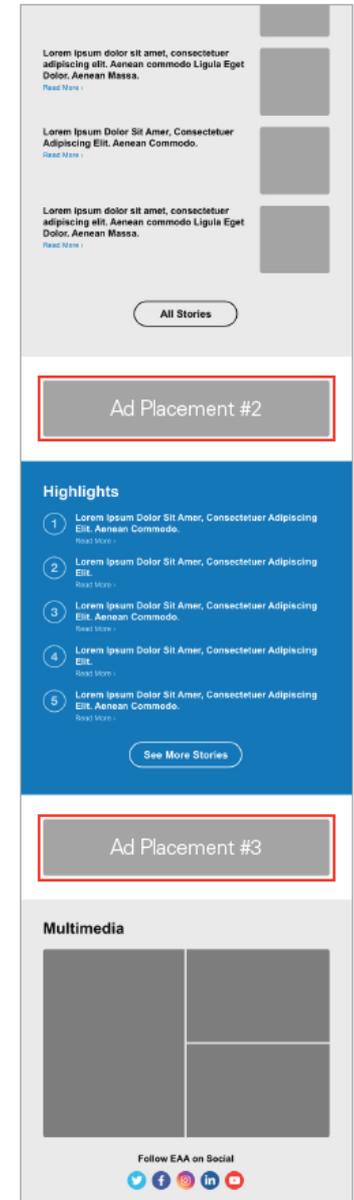
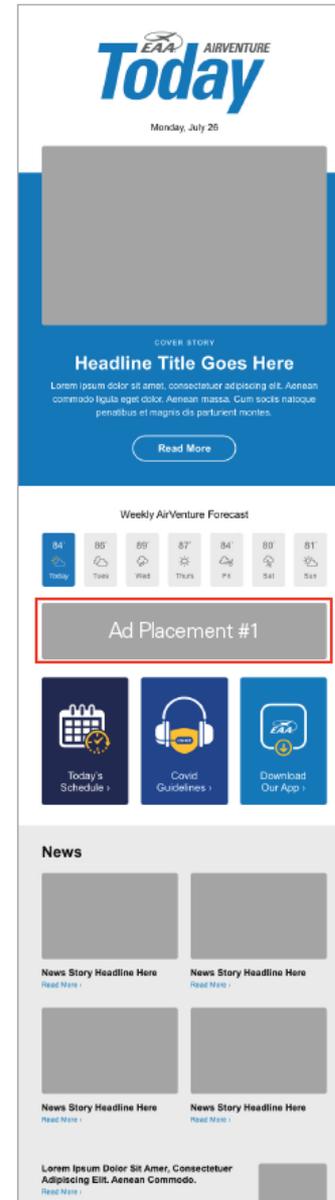
AirVenture Today eNewsletter

Similar to our premier weekly update from Oshkosh, eHotline, EAA’s AirVenture Today eNewsletter is deployed daily to EAA members and AirVenture attendees who depend on EAA to relay timely and engaging content highlighting the week’s events, news and multimedia. This newsletter is sent out daily during the week of AirVenture to 105,000+ regular subscribers and all AirVenture advanced ticket purchasers.

- Over 105,000 opt-in subscribers daily
- Over 357,000 opens
- Open rate averages over 46%, which is above industry standard

Availability: *During the week of AirVenture:* Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Daily Pricing	1 day
Ad Placement #1	\$2,000
Ad Placement #2	\$1,500
Ad Placement #3	\$1,300
Specs: 550px w x 110px h include URL	
Note: ads due July 1st	



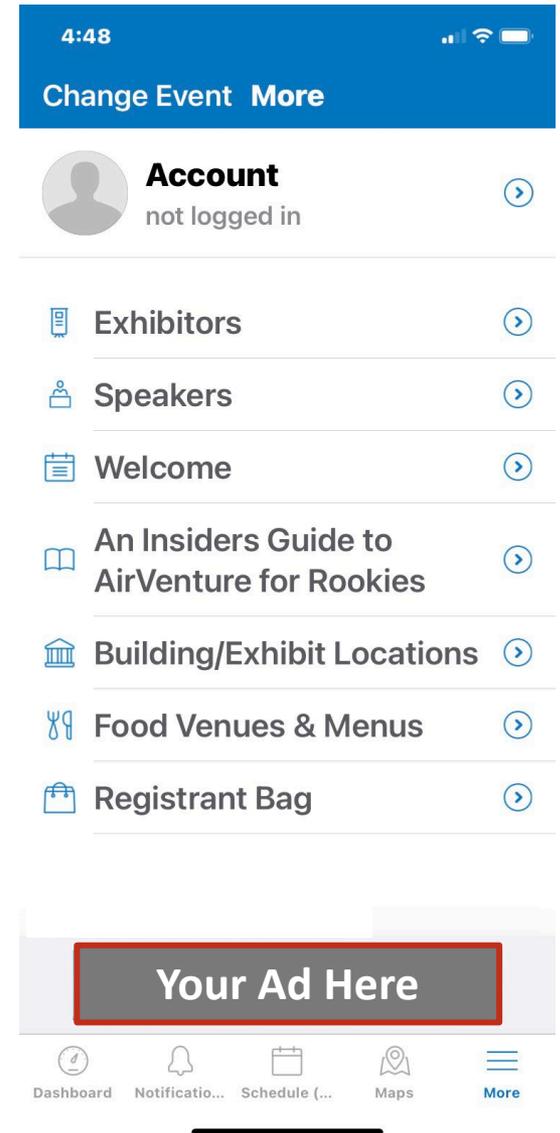
AirVenture Mobile App Banner Ads

EAA's AirVenture Mobile Application for iOS and Android is the official mobile guide for getting the most out of AirVenture. The app is a must-have for EAA AirVenture Oshkosh attendees, providing guests with assistance in navigating and planning their visit.

Features include a personalized itinerary of the week, maps of the convention grounds, ability to browse 1,000+ attractions, workshops, forums, and over 800+ exhibitors. With over 14,000 total participants, the app is the go-to resource for real-time information.

Advertisers can see a potential average of 180,000 impressions throughout the week of AirVenture. These ads will rotate daily throughout the week and be present on all app pages.

	Price	Size	Ads Due
Banner Ad	\$8,000	1200px w x 200 px h	April 15 th
*Note: Opportunity is limited			



AirVenture Fly-In Theater Promo Video

As viewers settle in to enjoy the feature film, your 30 second promotion will be on the silver screen. Reach the 16,000 plus attendees viewing the movies throughout AirVenture week. Videos will run each of the eight evenings prior to films.



	Price	Format	Length	Ads Due
Video	\$5,000	Unencrypted DCP in 4k	30 seconds	July 1st
*Note: Opportunity is limited				



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