



EAA AIRVENTURE
OSHKOSH
2021

**EAA[®] AIRVENTURE[®] OSHKOSH[™]
& YEAR-ROUND**

ADVERTISING OPPORTUNITIES

***WE'RE YOUR
CONNECTION***

To The World's Largest
Group of Aviation Enthusiasts.

BOUNCEBACK

We know that 2020 has been anything but predictable for many companies. When you succeed, we succeed, and that's why we're excited to help you meet your 2021 goals by connecting you with an engaged audience of more than 240,000 aviation enthusiasts!



Buy one get one free on equal or lesser value advertising opportunities with EAA's print and digital channels:

- EAA *Sport Aviation* Magazine
- EAA Website Banner Ad
- eHotline Newsletter Banner
- AirVenture Digital Properties
- AirVenture Print Publications

Email businessdevelopment@eaa.org or call 800-236-1025 to schedule your 2021 ads now!

This offer is applicable to any new advertising schedule throughout 2021 placed October 1, 2020 through February 28, 2021. Offer may be used multiple times. Offer not valid for July and August issues of Sport Aviation. Buy one get one free applies to equal or lesser value ad buys. Other exclusions may apply.

Sport Aviation Magazine

EAA *Sport Aviation* is the association's flagship monthly, a full-color magazine consistently rated as the No. 1 reason members belong to EAA. More than 240,000 passionate readers

The award-winning magazine informs and entertains aviators and aviation enthusiasts who are interested in the broad scope of recreational aviation and EAA activities and programs with editorial geared to the flying, buying, building, restoring, and maintaining of all types of aircraft.

EAA *Sport Aviation* contains the broadest editorial content and coverage for recreational aviation today – introductions to new aircraft and innovations, the latest aviation products and services, hands-on and personal experience in the nuts and bolts of aircraft ownership, detailed flying adventures, profiles of readers, members, chapters and their aviation activities, and supporting sport aviation's heritage.

- About 90% of readers feel the ads running in EAA *Sport Aviation* keep them informed on the latest technology in general aviation
- Nearly 55% seek out EAA *Sport Aviation* advertisers at AirVenture because of their ability to deliver a high quality product
- 78% of readers are more likely to purchase goods from an advertiser offering an EAA member discount
- The digital edition provides advertisers even greater exposure through this must read publication

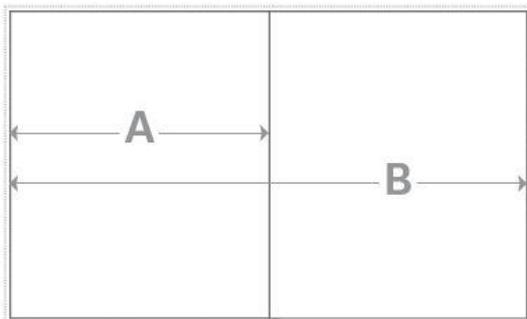
Sport Aviation- Digital Ads

- Over 70,000 prefer to receive the digital issue of *Sport Aviation*
- Embedded video in digital ads are proven to provide more power to deliver a higher impact message
- *Sport Aviation App* allows readers the opportunity to stay current while on the go



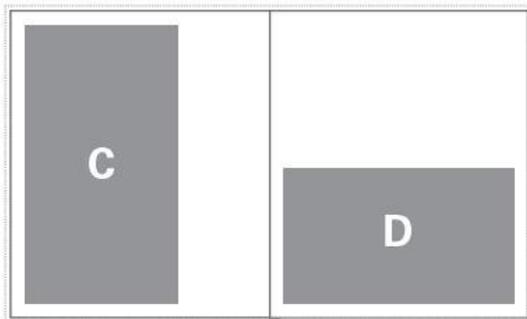
EAA Sport Aviation

Mechanical requirements and advertising rates



A: Publication size (trim size)..... 9.00" x 10.875"
 Bleed size 9.25" x 11.125"

B: 2-page Spread 18.00" x 10.875"



C: 2/3 page (vertical) 5.278" x 9.778"

D: 1/2 page (horizontal) 8.000" x 4.736"

COVERS	1x	3x	6x	12x
C 4	\$8,925	8,484	8,038	7,586
C 2,3	\$7,722	7,391	6,987	6,567

COLOR	1x	3x	6x	12x
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

B&W	1x	3x	6x	12x
Full Page	\$5,085	4,833	4,581	4,323
2/3 Page	\$3,815	3,626	3,436	3,242
1/2 Page-H	\$3,057	2,905	2,748	2,595
1/3 Page	\$2,290	2,180	2,065	1,950
1/4 Page	\$1,781	1,692	1,608	1,518
1/6 Page	\$1,271	1,209	1,146	1,083

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

Digital Advertising eHotline

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
- Due date for materials: Week prior to posting
- Placements are limited:

Top Banner Position: 640 pixels wide x 115 pixels high - 1 placement available per issue

- Animated banner ad available for top position only- Call for pricing and availability

Second Banner Position: 640 pixels wide x 100 pixels high - 1 placement available per issue

ROS Banner Position: 640 pixels wide x 90 pixels high - 6 placements available per issue

TOP BANNER	\$ PER AD	2ND BANNER	\$ PER AD	ROS BANNER	\$ PER AD
1 WEEK	\$2,000.00	1 WEEK	\$1,500.00	1 WEEK	\$1,300.00
1 MONTH	\$1,900.00	1 MONTH	\$1,425.00	1 MONTH	\$1,100.00
3 MONTH	\$1,800.00	3 MONTH	\$1,350.00	3 MONTH	\$1,025.00
6 MONTH	\$1,700.00	6 MONTH	\$1,250.00	6 MONTH	\$920.00
12 MONTH	\$1,600.00	12 MONTH	\$1,150.00	12 MONTH	\$825.00



The Best in EAA Content 2018
The end of the year is always a great time to look back, and we wanted to know which EAA stories interested you most in 2018. So, we ran the numbers and ranked the most-consumed content by EAA members and other aviation enthusiasts. [Read more...](#)

EAA Mourns Death of Board Member David Lau
Longtime EAA-based member and aviator David Lau, who served on the EAA and EAA Aviation Foundation boards of directors for more than 50 years and supported many of EAA's major programs and initiatives, died on December 28 in Milwaukee, Wisconsin. [Read more...](#)

EAA's The Green Dot — EAA CEO and Chairman Jack J. Pelton
The Green Dot crew will debut with EAA CEO and Chairman of the Board Jack J. Pelton to look back at 2018 from an EAA and general aviation or legal perspective. [Watch now...](#)

Museum Staff Members Join MIA Research Project
On December 16, EAA Aviation Museum staff had the chance to work alongside researchers with the MIA Recovery and Identification Project from the University of Wisconsin-Madison. [Read more...](#)

CELEBRATE THE NEW YEAR
FREE SHIPPING WITH CODE **FREESHIP2020**

SHOP NOW

*Free shipping only on domestic orders only. International customers will require a 30% discount on their shipping costs. Free shipping ends 1/2/2020 at 11:59 p.m. CST.

News

Bellanca Reborn: A Stunning Stearman Flies Home
Spending five years in the restoration yard, a stunning 1928 single-wing Stearman SR-8A (Serial # 10) was recently restored in time for the EAA Homebuilders' Hall of Fame. Its striking profile was unmistakable, with its regular, one-type airfield, white-wood trim gear, and large, rounded fuselage. [Watch now...](#)

My Scholar Earns Private Pilot Certificate
Ray Aviation Scholarship recipient Hayden Brooks recently earned his pilot's pilot certificate. [Full story...](#)

What Should Be in Your Master's Log
A pilot's log is an essential item to have for any pilot. [Full story...](#)

Come West: EAA Homebuilders' Hall of Fame Honors 'Bob' Whittier
EAA Homebuilders' Hall of Fame and 2018 EAA Homebuilder of the Year 'Bob' Whittier died peacefully and honorably lived over in St. Louis, Missouri, on December 24, 2018. [Read more...](#)

Timeless Voices
[Sharon Scharf](#) wanted to fly in her native land as she when it was a truly for women to fly. She was the first woman to hold a sport pilot certificate by the FAA, and is currently very active in the Navy-Navy.

Hints for Homebuilders
[Bob Scharf](#) took a few tips from the use and overhaul elements of the pneumatic vent gun. Bob is an EAA staff member who coordinates the EAA SportAir Workshop.

2020 OSHKOSH
July 2020

BUY NOW & SAVE!

Website Advertising Home Page Banner Ads

You can get the most impact for your advertising dollar with EAA's digital offerings. Not only do EAA's print and digital advertising opportunities reach an avid audience hungry for information, but they also reach those who are planning their trip to EAA AirVenture Oshkosh. 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 alike.

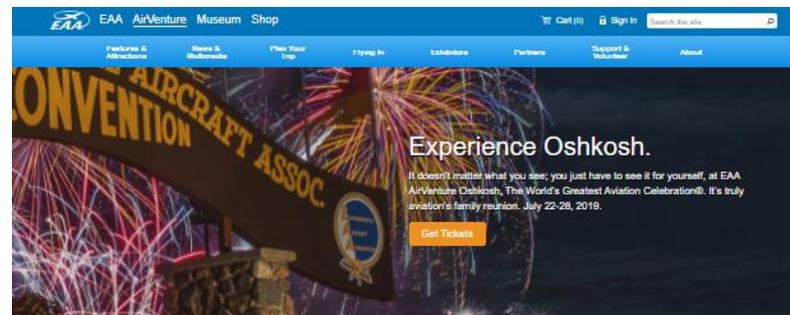
- EAA Home Page Banner Ad Impressions annually: 1,150,256
- AirVenture Home Page banner Ad Impressions annually: 1,532,359
- 1440 pixels wide x 90 pixels high (Desktop)
- 350 pixels wide x 175 pixels high (Mobile)
- Maximum file size 50K
- File format accepted: JPEG
- Resolution: 72 dpi
- Colorspace: RGB
- Complete URL must be included for hyperlinking
- Rotations: 4 total
- EAA has final approval of all ads
- Due date for materials: Week prior to posting

March - August:

EAA Home Page Banner Ad: **\$5,000** per month (static) / **\$6,000** per month (Animated)
 AirVenture Home Page Banner Ad: **\$7,000** per month (static) / **\$8,000** per month (Animated)

September - February:

EAA Home Page Banner Ad: **\$4,000** per month (static) / **\$5,000** per month (Animated)
 AirVenture Home Page Banner Ad: **\$6,000** per month (static) / **\$7,000** per month (Animated)



Tickets
 Join us for the World's Greatest Aviation Celebration from July 22-28. Purchase your admissions, camping...
[Read More](#)



AirVenture 2018 Photos
 See Oshkosh through the lens of talented, dedicated photographers.
[Read More](#)



AirVenture 2018 Videos
 See OSH18 come alive through videos from this year's convention.
[Read More](#)



EAA AirVenture Oshkosh 2018 – Experience Oshkosh

Experience the largest annual gathering of aviation enthusiasts. From unique, historic aircraft to world-class daily air shows, you don't want to miss the World's Greatest Aviation Celebration. Buy your tickets today and save!



Website Advertising Tier A & Tier B

The EAA website is an invaluable resource for our member as well as the aviation industry highlighting news, updates, upcoming event information, membership benefits and programs. Leverage the power of partnership and further your reach by advertising on EAA's website- subpages.

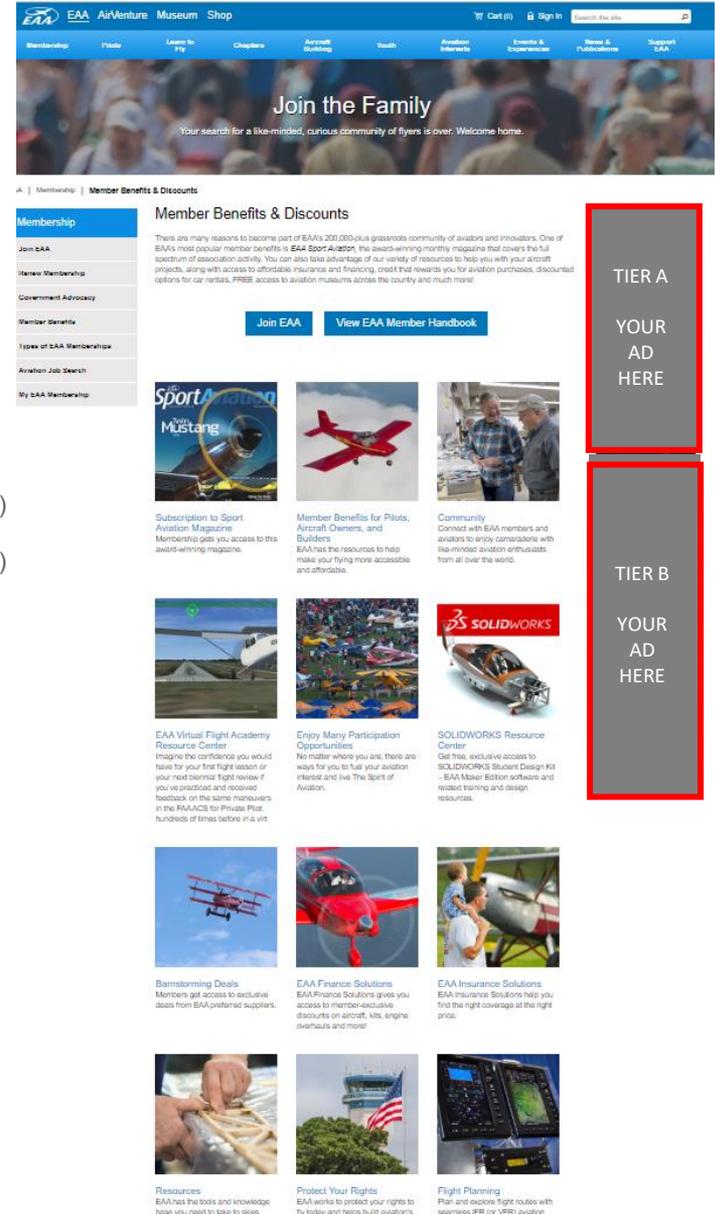
- Tier A and Tier B banner ads are placed on website subpages
- Tier A: 190 pixels wide x 400 pixels high (Desktop) / 350 pixels wide x 175 pixels high (Mobile)
Ad Impressions annually: 12,086,959
- Tier B: 190 pixels wide x 600 pixels high (Desktop) / 350 pixels wide x 130 pixels high (Mobile)
Ad Impressions annually: 12,055,798
- Maximum file size 50k
- File format accepted: JPEG
- Resolution: 72 dpi
- Colorspace: RGB
- Linking: Complete URL must be included for hyperlinking
- Rotations: 12 ads
- EAA has final approval of all ads
- Due date for materials: Week prior to posting

March – August:

Tier A Banner Ad: **\$1,620** per month (Static) / **\$2,025** per month (Animated)
Tier B Banner Ad: **\$1,125** per month (Static) / **\$1,140** per month (Animated)

September- February:

Tier A Banner Ad: **\$1,296** per month (Static) / **\$1,620** per month (Animated)
Tier B Banner Ad: **\$900** per month (Static) / **\$1,125** per month (Animated)



EAA® AirVenture® Oshkosh™ AirVenture Today Newspaper

EAA would like to invite you to advertise directly to our 645,000 AirVenture attendees! AirVenture Today is AirVenture's free, daily newspaper and reaches an audience of 30,000 each day. Copies of this essential, daily newspaper are distributed throughout show groups, in the EAA campground, and throughout the Oshkosh and surrounding communities.

Providing daily highlights and news happening on convention grounds. Each day's edition is available digitally for those who aren't able to make the trip to Oshkosh.

Your company's product and service will be noticed in AirVenture Today, the perfect start to every attendee's AirVenture day.

2019 AirVenture Today- Digital Issues

Ad Pricing & Dimensions:	1x	8x
Full-page (ROB / 9.88" w x 10" h)	\$3,360	\$20,076
Half-page (ROB / 4.86" w x 9.5" h or 9.88" w x 4.66" h)	\$2,353	\$14,120
Third-page (ROB / 3.18" w x 9.5" h or 9.88" w x 3.0" h).....	\$1,785	\$10,735
Quarter-page (ROB / 2.35" w x 9.5" h or 4.86" w x 4.66" h).....	\$1,514	\$9,098

- Call for cover placement availability and pricing
- AirVenture Today ads due July 15th



EAA® AirVenture® Oshkosh™ Official Visitor & Camper's Guide

The Official EAA Visitor & Camper's Guide is the go-to source for all things AirVenture. Featuring over 100 pages of exclusive information on EAA® AirVenture® Oshkosh™ attractions and performers, AirVenture maps, exhibitor listings, camping information, and more, this is the essential guide for all AirVenture attendees. Distribution is not limited to just the 642,000 attendees on the AirVenture grounds! The official EAA Visitors & Camper's Guide will be available online as well as at local businesses, hotels, restaurants, convenience stores and more. Plus it is free to all attendees! Over 75,000 total distribution.

Sizing:

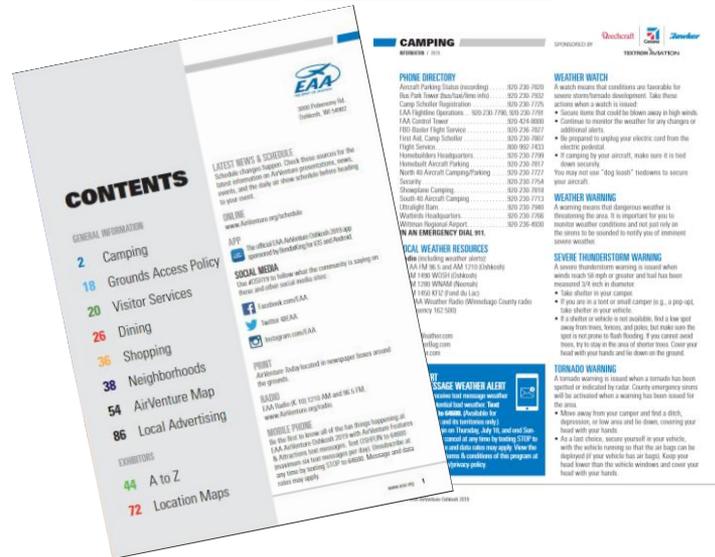
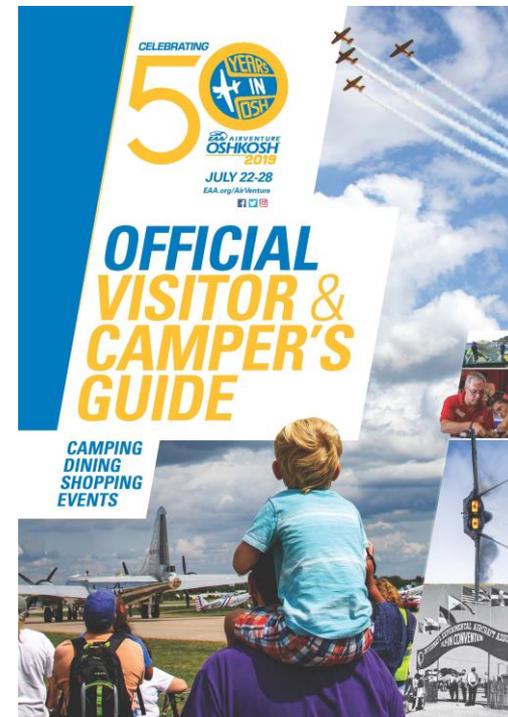
Full-page 6.75" w x 9.75" h
(add .125" on all sides for ads with bleeds)

Ad Pricing:

Full-page (ROB) \$1,900

[2019 Official Visitor & Camper's Guide- Digital Issue](#)

- Call for cover placement availability and pricing
- Official Visitor & Camper's Guide ads due May 15th





EAA® AirVenture® Oshkosh™ Official Schedule *Guide* Advertising

There is so much to see and do at EAA AirVenture Oshkosh- forums, workshops, concerts, air shows, movies, and more. Whether you are attending for the day or for the whole week, utilize the Schedule Guide to get the most out of your visit.

The Schedule Guide includes a list of forums, seminars, workshops, demonstrations and special events occurring during AirVenture. Distribution on the grounds of 88,000+. Daily listing of these events will also be included on the EAA.org website, in *AirVenture Today* and the *AirVenture App* which will provide up-to-date schedules and locations.

The Schedule Guide is distributed from the following locations: Campground, Convention HQ, Exhibit Office, Forums, Homebuilders HQ, Main Gate, Museum, North 40, Press Headquarters, Showplane Registration, Ultralights, Warbirds HQ, Warehouse, Weeks Hangar, and Welcome Center.

Sizing:

Full-page..... 7" w x 10" h
(6.75" w x 9.75" h for ads with bleeds)

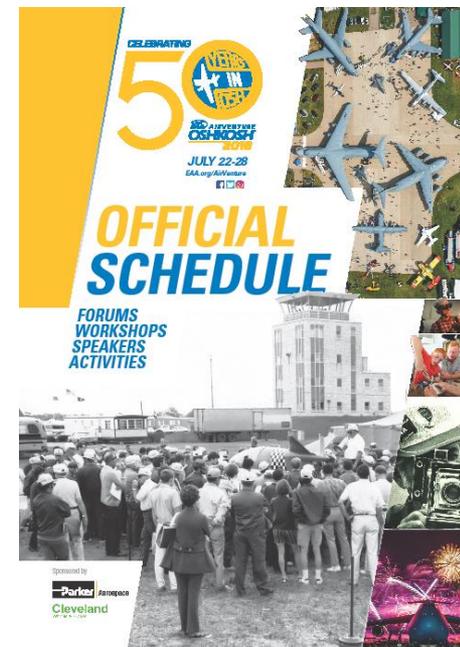
Ad Pricing:

Cover 2 (Inside front cover, full-page, 4 color):..... \$2,625
Cover 3 (Inside back cover, full-page, 4 color):..... \$2,100

Full-page (ROB, 6 placements available).....\$1,300

ROB ads run only in Black and White

- Schedule Guide ads due July 1st



EAA® AirVenture® Oshkosh™ Commemorative Souvenir Program

There is so much to see and do at EAA AirVenture Oshkosh. Whether you are 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 the program is a keepsake, read for entertainment.

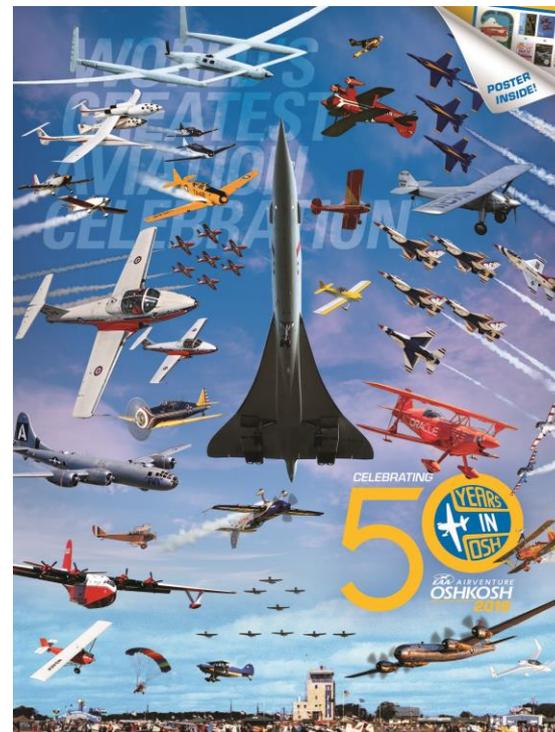
The EAA AirVenture commemorative souvenir program is the “gotta have” to make the AirVenture experience everything it promises to be.....and at a great value!

- Over 10,000 programs are distributed at various locations on the grounds.
- Program ads due May 15th
- Black & white ad options available- Call for pricing

Ad Specifications:



A. Full Page	7.875" x 10.5"	D. 1/3 page square.....	4.521" x 4.656"
	add .125" bleed on all sides	E. 1/2 page horizontal.....	6.875" x 4.656"
2-page Spread.....	15.75" x 10.5"	F. 1/4 page vertical.....	3.344" x 4.656"
	add .125" bleed on all sides	G. 1/6 page vertical.....	2.167" x 4.656"
B. 2/3 page vertical	4.521" x 9.50"	H. 1/6 page horizontal.....	4.521" x 2.230"
C. 1/3 page vertical.....	2.167" x 9.50"		



Color Ad Sizes

- Cover 4 (\$4,805)
- Cover 2/3 (\$4,170)
- Full Page (\$3,205)
- 2-page Spread (\$6,410)
- 2/3 page vertical (\$2,400)
- 1/2 page horizontal (\$1,930)
- 1/3 page square (\$1,445)
- 1/4 page vertical (\$1,130)
- 1/6 page horizontal (\$800)
- 1/6 page vertical (\$800)



EAA® AirVenture® Oshkosh™ Advertising- *Jumbotron* at Main Gate

The countdown to AirVenture is on! It's time to start thinking about how you will reach the over 600,000 + attendees at The World's Greatest Aviation Celebration, one week every year, only in Oshkosh. The time is now to plug into our engaged marketplace of passionate members by displaying your impactful message on the Jumbotron, a large digital screen, located strategically at the Main Gate of the AirVenture grounds. Boost engagement and broadcast your message through this must have digital opportunity.

- Jumbotron Screen size: 16' wide x 9' high
- Ad Size: 1920 x 1080 px or 1280 x 720 px
- Preferred software is Adobe InDesign or QuarkXPress, saved as EPS
- Ads will appear for an average of six seconds in each rotation
- Ads will be run in rotation with other ads
- Jumbotron located at the Main Admission Gate
- EAA has final approval on all ads
- Jumbotron ads due July 15th

Ad Pricing:

1X (1 day).....\$500.00
 7X (7 days).....\$3,150.00



EAA® AirVenture® Oshkosh™ Advertising- AirVenture Mobile App

EAA's AirVenture Mobile Application for iOS and Android is the official mobile guide for getting the most out of AirVenture. With projected downloads of 65,000 and 2.7 million screen views in 2021, the app is a must-have for EAA AirVenture Oshkosh, providing guests with assistance in navigating and planning their visit.

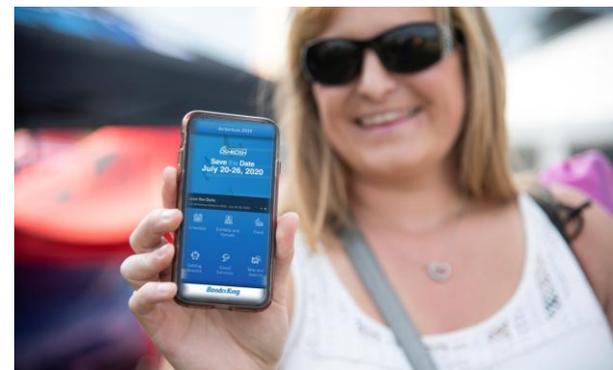
Features include a personalized itinerary of the week, an interactive GPS-enabled map of the convention grounds, ability to browse more than 1,000 projected attractions, workshops, forums, and much more. With over 800 exhibitors and map of locations, the app is the go-to resource for real-time information.

The expected release date of the AirVenture App is June 1, 2021. (Date subject to change)

Banner Advertising Opportunities: (Opportunity limited to two companies- Banner ad placed in a randomized rotation)

- Position A: Schedule Page / 488,750 projected page views in 2021
- Position B: Exhibits & Venues/ 293,250 projected page views in 2021
- Position C: Guest Services/ 151,800 projected page views in 2021
- Position D: Getting Around/ 164,450 projected page views in 2021

*Call for pricing and availability



Thank You!

We appreciate your confidence in EAA and we look forward to exploring the continued partnership between our organizations. Working together, we will make our aviation community stronger and more empowered.

For questions, please contact:

EAA Business Development
1-800-236-1025
businessdevelopment@eaa.org

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