



EAA AIRVENTURE[®]
OSHKOSH[™]
2021

EAA[®] AIRVENTURE[®] OSHKOSH[™]
& YEAR-ROUND
ADVERTISING OPPORTUNITIES

***WE'RE YOUR
CONNECTION***

To The World's Largest
Group of Aviation Enthusiasts.

EAA® AirVenture® Oshkosh™ 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

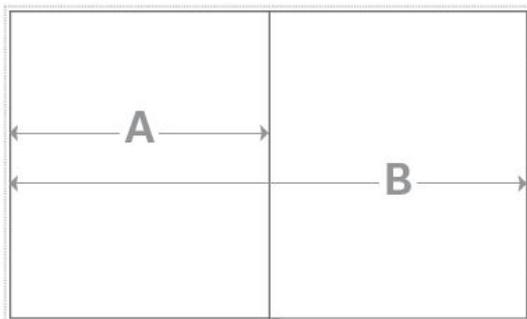
Sport Aviation- Digital Ads

- 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



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

EAA® AirVenture® Oshkosh™ 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 screenshot shows the eHotline website interface. At the top, there's a navigation bar with 'eHotline' and links for Newsletter Sign-Up, Chapters, Events, Volunteer, Shop, and Contact. Below this is a large featured image of an airplane on a tarmac. The main content area includes several news articles with titles and brief descriptions, such as 'The Best in EAA Content 2019', 'EAA Mourns Death of Board Member David Lau', 'EAA's The Green Dot - EAA CEO and Chairman Jack J. Pelton', and 'Museum Staff Members Join MIA Research Project'. There are two promotional banners highlighted with red boxes: one for 'CELEBRATE THE NEW YEAR' with a 'FREE SHIPPING WITH CODE FREESHIP2020' offer and a 'SHOP NOW' button, and another for '2020 ADVENTURE OSHKOSH 2020' with a 'BUY NOW & SAVE!' offer.

EAA® AirVenture® Oshkosh™ Website Advertising EAA 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.

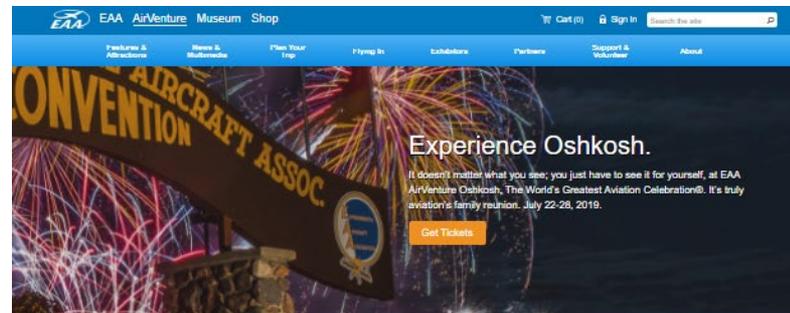
- EAA Home Page Banner Ad Impressions annually: 1,150,256
- AirVenture Home Page banner Ad Impressions annually: 1,532,359
- 1440 pixels wide x 90 pixels high (Desktop)
- 350 pixels wide x 175 pixels high (Mobile)
- Maximum file size 50K
- File format accepted: JPEG
- Resolution: 72 dpi
- Colorspace: 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)



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!





EAA® AirVenture® Oshkosh™ 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.

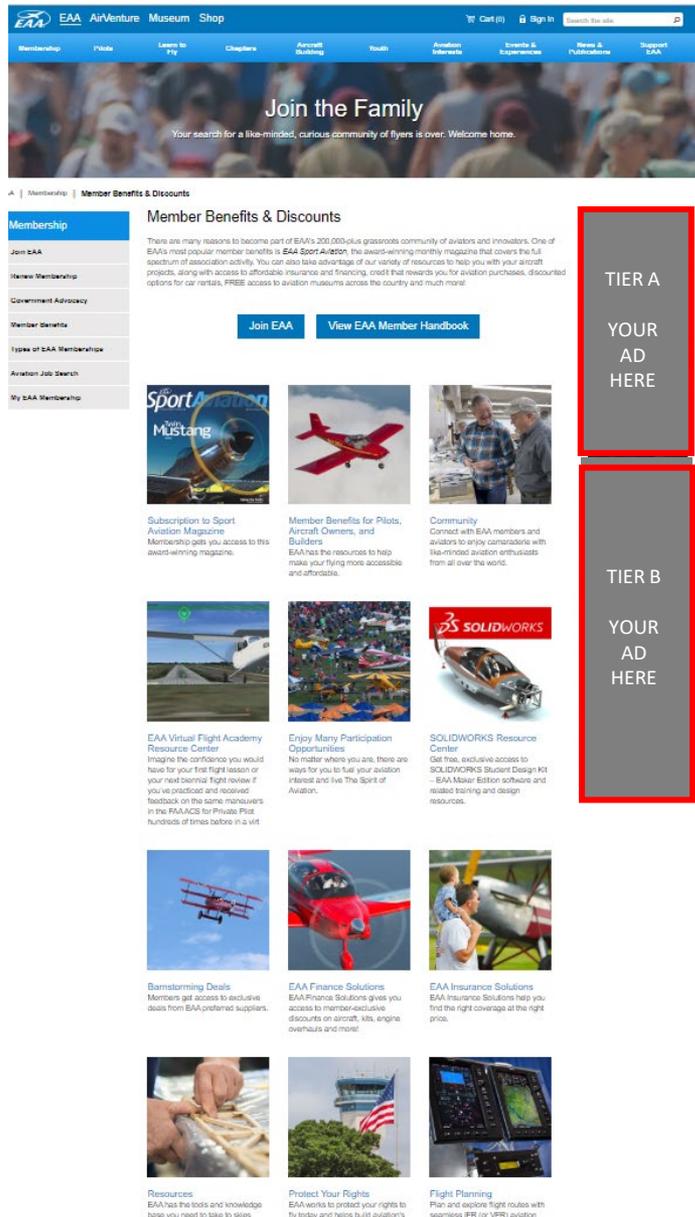
- Tier A and Tier B banner ads are placed on website subpages
- Tier A: 190 pixels wide x 400 pixels high (Desktop) / 350 pixels wide x 175 pixels high (Mobile)
Ad Impressions annually: 12,086,959
- Tier B: 190 pixels wide x 600 pixels high (Desktop) / 350 pixels wide x 130 pixels high (Mobile)
Ad Impressions 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:	1x	8x
Full-page (ROB)	\$3,360	\$20,076
Half-page (ROB)	\$2,353	\$14,120
Third-page (ROB)	\$1,785	\$10,735
Quarter-page (ROB)	\$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:

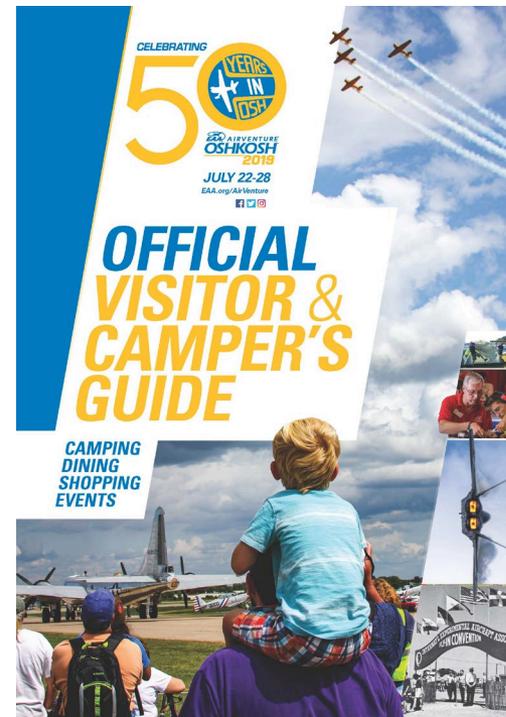
Full-page 6.75" w x 9.75" h
(add .125" on all sides for ads with bleeds)

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



CONTENTS

GENERAL INFORMATION

- 2 Camping
- 18 Grounds Access Policy
- 20 Visitor Services
- 26 Dining
- 36 Shopping
- 38 Neighborhoods
- 54 AirVenture Map
- 86 Local Advertising

EXHIBITORS

- 44 A to Z
- 72 Location Maps

CAMPING

PHONE DIRECTORY

Aircraft Parking (static/landing)	\$00-230-7050
Bus Park (over 24hr/line info)	\$00-230-7952
Camp Scheduler Registration	\$00-230-7770
EAA Flightline Operations	\$00-230-7750 / \$00-230-7755
EAA Control Tower	\$00-424-8000
FAA Radar Flight Services	\$00-230-7920
First Aid, Camp Shelter	\$00-230-7880
Flight Services	\$00-230-7420
Hornbuckle Headquarters	\$00-230-7790
Hornbuckle Aircraft Parking	\$00-230-7810
North 40 Aircraft Camping/Parking	\$00-230-7727
South 40 Aircraft Camping/Parking	\$00-230-7750
Shoreplane Camping	\$00-230-7810
South 40 Aircraft Camp	\$00-230-7710
Ultralight Camp	\$00-230-7940
Weather Headquarters	\$00-230-7700
Wisconsin Regional Airport	\$00-230-4020

WEATHER WATCH

A watch means that conditions are favorable for severe storms/tornado development. Take these actions when a watch is issued:

- Storms here that could be blown away in high winds.
- Continue to monitor the weather for any changes or additional alerts.
- Be prepared to unplug your electric cord from the electric outlets.
- If camping by your aircraft, make sure it is tied down securely.
- You may not use "dog boxes" tendons to secure your aircraft.

WEATHER WARNING

A warning means that dangerous weather is threatening the area. It is important for you to monitor weather conditions and not rely on the siren to be sounded to notify you of imminent severe weather.

SEVERE THUNDERSTORM WARNING

A severe thunderstorm warning is issued when winds reach 50 mph or greater and hail has been measured 3/4 inch in diameter.

- Take shelter in your vehicle.
- If you are in a boat or small camper (e.g., a pop-up), take shelter in your vehicle.
- If a shelter or vehicle is not available, find a low spot away from trees, towers, and poles, but make sure the spot is not prone to flash flooding. If you cannot avoid trees, try to stay in the area of shorter trees. Cover your head with your hands and lie down on the ground.

TORNADO WARNING

A tornado warning is issued when a tornado has been spotted or indicated by radar. County emergency sirens will be activated when a warning has been issued for the area.

- Move away from your camper and find a ditch, depression, or low area and lie down, covering your head with your hands.
- As a last choice, crouch yourself in your vehicle, with the vehicle centered on the air bags can be deployed if your vehicle has air bags. Keep your head lower than the vehicle windows and cover your head with your hands.

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.

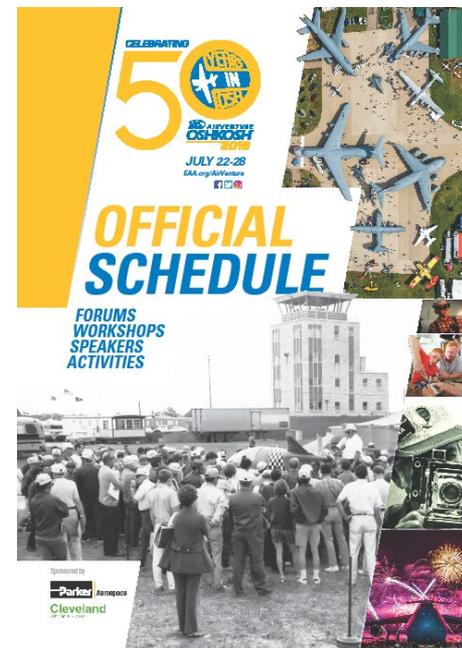
Sizing:

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™ 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-MegaTron Static

Megatrons are prominently located on the AirVenture flightline to provide visuals of everything happening around the grounds. Get in front of AirVenture attendees with your ad that will run continuously leading up to the afternoon air show. With locations near the air show flightline, guests will surely take notice of your message on these electronic mega-billboards.

- Ads rotating during non-air show hours
- MegaTron Screen Size: 27' wide x 15' high
- Ad size: 3' wide x 12' high
- Two MegaTron located on the Flightline
- Impressions: 700,000
- Ads will be run in rotation with other ads
- Ads will appear on screen for an average of 1 minute in each rotation
- EAA has final approval on all ads
- Megatron ads due July 15th

Ad Pricing:

1X (1 day).....\$900.00
7X (7 days).....\$6,000.00



EAA® AirVenture® Oshkosh™ Advertising- Megatron Video

Megatrons are prominently located on the AirVenture flightline to provide visuals of everything happening around the grounds. Get in front of AirVenture attendees with a 30-60 second video promotion that will run once daily leading up to the afternoon air show. With locations near the air show flightline, guests will surely take notice of your message on these electronic mega-billboards.

- Video to run once per day for 7 days
- Two Megatrons located on the flightline
- Length of video: 30-60 seconds
- Resolution: 1920 x 1080
- 59.94 Frames per second
- 8 mbps data rate
- File format accepted: mp4
- EAA has final approval on all ads
- Megatron Videos due July 15th

- Rate: \$3,000.00
- 1 video to run the entire week, once per day



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.

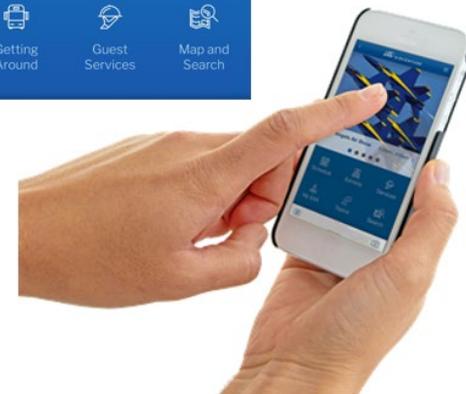
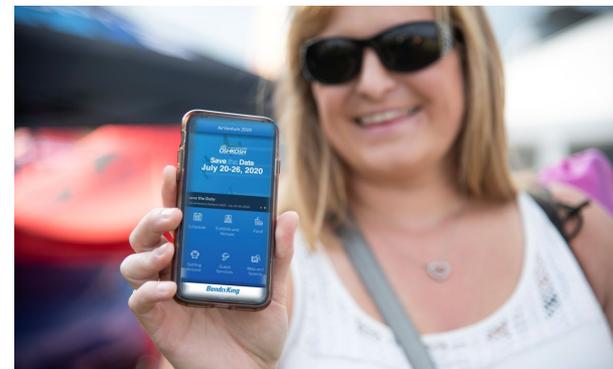
Features include a personalized itinerary of the week, an interactive GPS-enabled map of the convention grounds, ability to browse more than 1,000 projected attractions, workshops, forums, and much more. With over 800 exhibitors and map of locations, the app is the go-to resource for real-time information.

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 continue to make our aviation community stronger and more empowered.

For questions, please contact:

EAA Business Development
Office: 920.426.4800
businessdevelopment@eaa.org

 **EAA** AIRVENTURE[®]
OSHKOSH[™]

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