



EAA® AIRVENTURE® OSHKOSH™ & YEAR-ROUND

ADVERTISING OPPORTUNITIES

DESTINATION SUCCESS:

The *journey*
is the
adventure

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 250,000 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

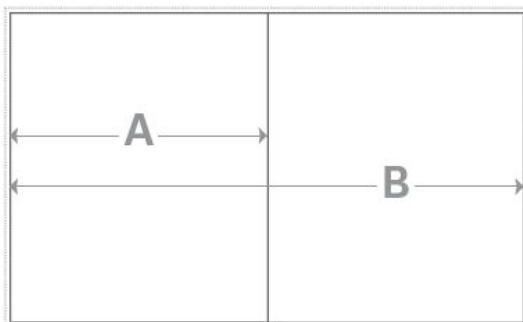
Sport Aviation- Digital Ads

- 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



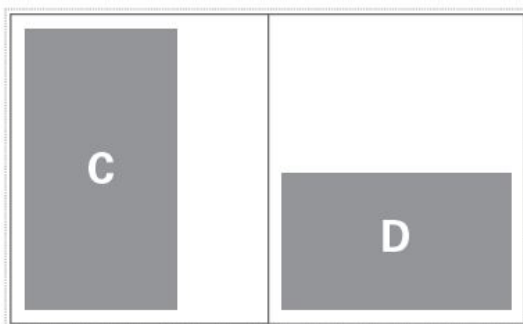
Sport Aviation

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

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 links like Newsletter Sign-up, Chapters, Events, Volunteer, Shop, and Contact. Below this is a large featured article titled "The Best in EAA Content 2018" with a photo of an airplane. Other articles include "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". A red box highlights a banner for "CELEBRATE THE NEW YEAR" with "FREE SHIPPING WITH CODE FREESHIP2020" and a "SHOP NOW" button. Another red box at the bottom highlights a banner for "OSHKOSH 2020" with "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:

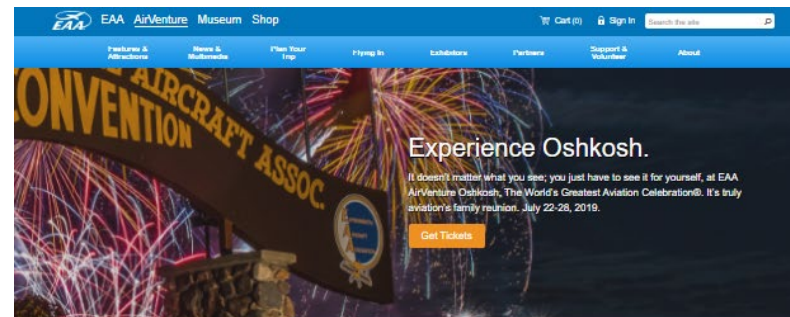
EAA Home Page Banner Ad: **\$5,000** per month (static) / **\$6,000** per month (Animated)

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 OSHKOSH come alive through videos from this year's convention.

[Read More](#)


YOUR AD HERE

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)

Join the Family
Your search for a like-minded, curious community of flyers is over. Welcome home.

Member Benefits & Discounts

There are many reasons to become part of EAA's 201,000-plus grassroots community of aviators and innovators. One of EAA's most popular member benefits is EAA Sport-A-Plane, the award-winning monthly magazine that covers the full spectrum of association activity. You can also take advantage of our variety of resources to help you with your aircraft projects, along with access to affordable insurance and financing, credit that rewards you for aviation purchases, discounted options for car rentals, FREE access to aviation museums across the country and much more!

[Join EAA](#) [View EAA Member Handbook](#)

TIER A
YOUR AD HERE

TIER B
YOUR AD HERE

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 20,000 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.

2021 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™ Digital Advertising AirVenture Today eNewsletter

Similar to our premier weekly update from Oshkosh, eHotline, EAA's AirVenture Today eNewsletter is deployed 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 over 105,000 regular subscribers, with the addition of all AirVenture advanced ticket purchasers.

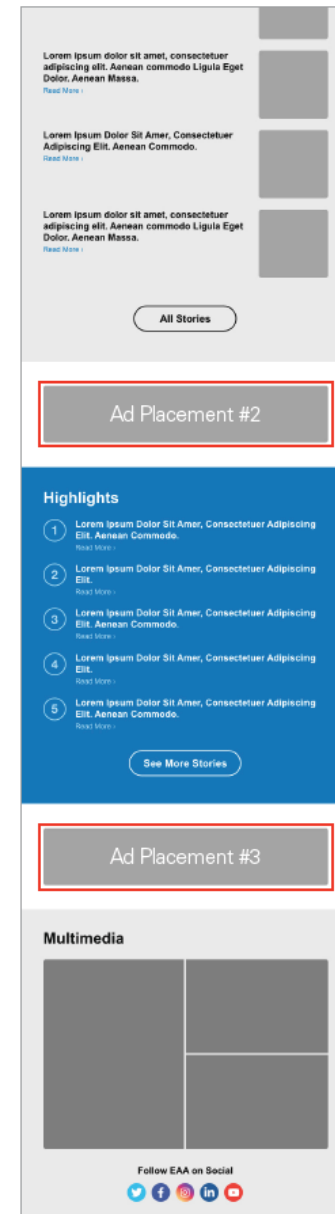
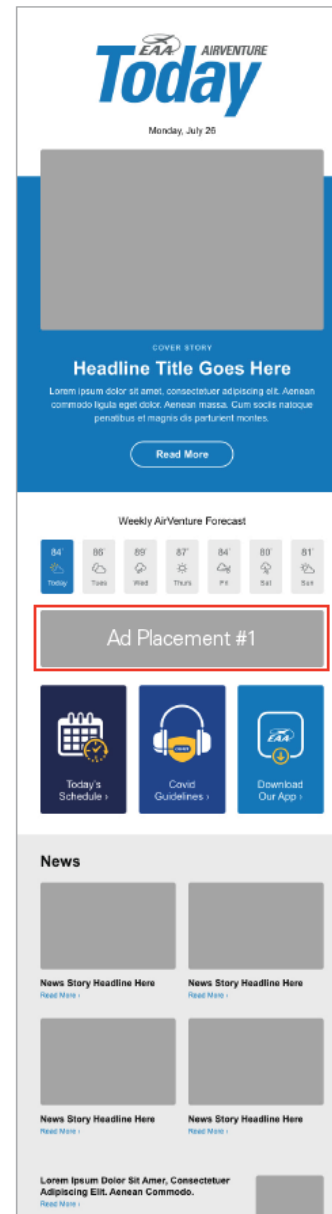
- Over 105,000 opt-in subscribers daily
- 2.04 million impressions annually
- Open rate averages over 32%, which is above industry standard

Due date for artwork: One week prior to scheduled run

Artwork specifications: 550 pixels wide x 110 pixels high
Please include a destination URL with any analytics tracking parameters you'd like included.

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

Placement	Cost per day
Ad Placement #1	\$2,000.00
Ad Placement #2	\$1,500.00
Ad Placement #3	\$1,300.00



EAA® AirVenture® Oshkosh™ Official Visitors Guide

The Official EAA Visitor 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

2021 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™

Commemorative Souvenir Program

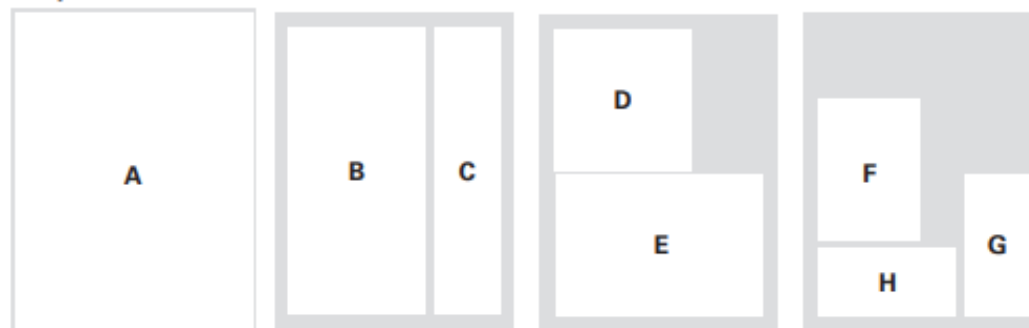
There is so much to see and do at EAA AirVenture Oshkosh. Whether you are here at AirVenture or reminiscing about previous years, the Commemorative Souvenir Program reaches those looking for more behind-the-scenes information. Your message will be seen well after AirVenture as the program is a keepsake, 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

[2021 Commemorative Souvenir Program - Digital Issue](#)

Ad Specifications:



A. Full Page	7.875" x 10.5"
	add .125" bleed on all sides
2-page Spread	15.75" x 10.5"
	add .125" bleed on all sides
B. 2/3 page vertical	4.521" x 9.50"
C. 1/3 page vertical	2.167" x 9.50"

D. 1/3 page square	4.521" x 4.656"
E. 1/2 page horizontal	6.875" x 4.656"
F. 1/4 page vertical	3.344" x 4.656"
G. 1/6 page vertical	2.167" x 4.656"
H. 1/6 page horizontal	4.521" x 2.230"



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)

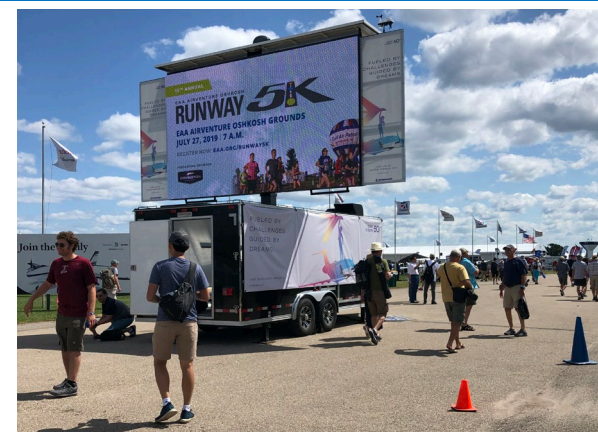
EAA® AirVenture® Oshkosh™ Advertising- *Jumbotron* at Main Gate

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



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

 **AIRVENTURE**
OSHKOSH
2022