

AVIATION BUSINESS

→ ASIA PACIFIC



www.aviationbusiness.com.au

Written by industry insiders for industry insiders

Aviation Business Asia Pacific magazine is Australia's leading business-to-business magazine for the aviation, aerospace and airports industry sectors. In the online space, the magazine's website www.aviationbusiness.com.au has become a focal point for industry news and information.

- The trusted site serving the business to business sector of aviation, aerospace and airports
- Brought to you by the industry-leading *Aviation Business AP* magazine
- www.aviationbusiness.com.au is the ideal forum for extending your print campaign or for that special one-off campaign
- The options are endless:
 - Advertise dates for your next training programs
 - Promote your support capabilities
 - Advertise job vacancies – link to jobs on your site
 - Promote new products and services to the industry

- Promote your capabilities
- Build brand awareness and corporate identity

SITE

www.aviationbusiness.com.au offers online visitors:

- Breaking news from the sector
- Daily news updates
- Supplier news
- Features
- Events listing
- Free AVIATION HEADLINES enewsletter sign up, sent weekly
- Extensive, fully-searchable archive of articles from the magazine
- Suppliers – fully searchable online

STATISTICS

- 6,800+ unique visits per month and growing fast
- 12,000+ page views per month and growing fast
- 1,700+ newsletter subscribers
- 300% increase year on year in site traffic (Nov 2009-Nov 2010)

AUDIENCE

The Aviation Business website is used by the industry to access current information about the aviation, aerospace and airports sector in Australia and internationally.



www.aviationbusiness.com.au

Advertising & Features Manager – Andrew Murphy

> andrewmurphy@yaffa.com.au > Tel 02 9213 8272



RATECARD

WEBSITE



Leaderboard
728 x 90

Large Island
300 x 250

Tile
150 x 150

E-NEWSLETTER



Leaderboard
468 x 60

Tile
150 x 150

WEBSITE ADVERTISING RATES

Page / Section	Ad size	Monthly
Home page	Leaderboard	1200
	Large Island	1150
	Tile	350
Run of site	Leaderboard	850
	Large Island	700
	Tile	300

PLEASE NOTE: The position on the website is not an exclusive position. If you require an exclusive position, please enquire first regarding the premium this will attract.

* Rates do not include GST. Australian companies add 10%.

FILE REQUIREMENTS

- » Maximum file size 39K
- » Include click-through URL
- » Files can be Flash (swf files), static GIFs or animated GIFs.
- » Flash files should be in Flash 7 format.
- » If supplying Flash files a backup GIF must also be supplied.
- » The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternate GIF file supplied.
- » Animation must not contain strobing effects.

- » Looping should be continuous
- » The creative should not disable fields or functionality of the site.
- » The creative should not disable browser back buttons or force any plugins to be downloaded.
- » Material deadline 3 days prior.

For e-news only:

- » Static or animated GIF files only
- » No rich media or flash creatives
- » Maximum file size 39K
- » Include click-through URL
- » Maximum 70 characters for text links

- » Material deadline 3 days prior
- » Send files to:
online@aviationbusiness.com.au

Production Enquiries
Make up service available.
For details, contact
Joanna Brown, Tel 02 9213 8301
E. joannabrown@yaffa.com.au

E-NEWSLETTER ADVERTISING RATES

Page / Section	Ad size	Monthly
E-Newsletter	Leaderboard	1200
	Tower	1150
	Tile	350

* Rates do not include GST. Australian companies add 10%.

SPECS (PIXELS)

Size	Width	Depth
WEBSITE		
Leaderboard	728	90
Large Island	300	250
Tile	150	150
E-NEWSLETTER		
Banner	468	60
Tile	150	150

