

2023



**MEDIA
KIT**





Hello Aviation Partner,

Thank you for giving me the opportunity to present California Flyer for your consideration.

At Aviation Group Ltd. (AGL) we are committed to providing you with excellent brand recognition regionally and globally. Your digital advertisements on California Flyer will be seen by owners and operators who are 100% decision makers.

We offer a highly qualified, web presence, and a phenomenal social media reach of 4600 and counting.

If you have any questions regarding advertising, special offers, rates, marketing strategies, or website opportunities please give me a call. I'm here to listen and work together to tailor a solution to meet your marketing objectives.

I look forward to adding you to our expanding list of supporters.

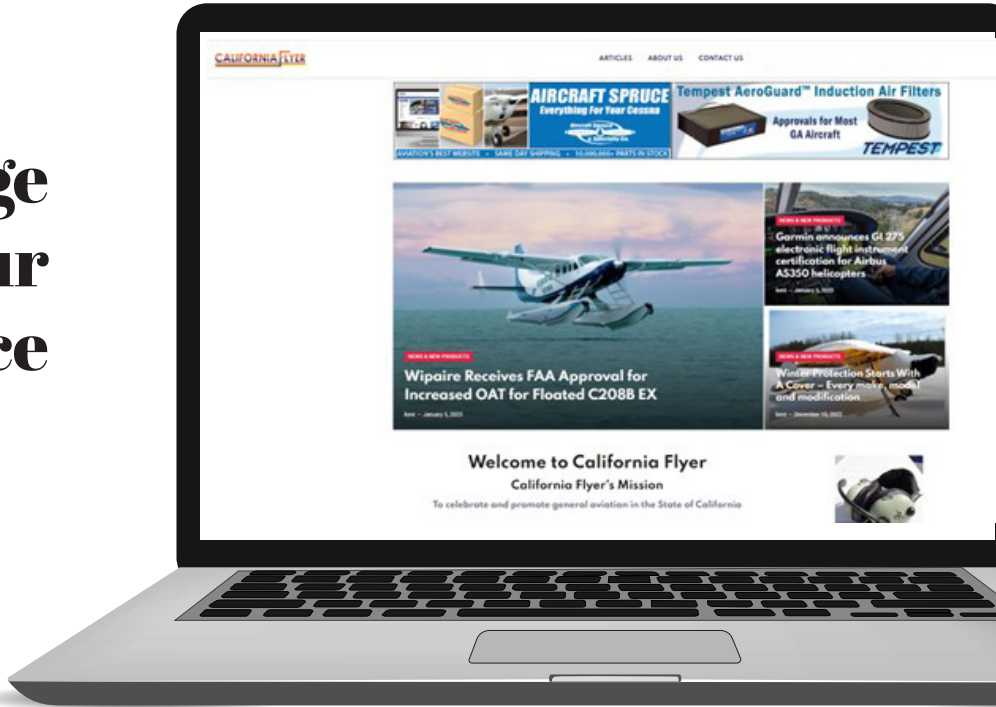
Best regards.

A handwritten signature in black ink that reads "Kent Dellenbusch". The signature is written in a cursive style with a large, sweeping "K" and "D".

Kent Dellenbusch
Vice President, Aviation Ltd. Group
CaliforniaFlyer.com



Digital Coverage to Reach Your Target Audience



WEBSITE BANNER AD RATES

| BANNER TIER | 1 X | 6 X OR MORE | DIMENSIONS |
|-------------------------|-------|-------------|------------------|
| TIER-1 -190 PX X 150 PX | \$217 | \$190 | 1.75”H X 2.125”W |
| TIER-2 -190 PX X 200 PX | \$340 | \$291 | 2.25”H X 2.125”W |
| TIER-3 -190 PX X 400 PX | \$404 | \$343 | 4.50”H X 2.125”W |
| TIER-4 -190 PX X 600 PX | \$444 | \$413 | 6.75”H X 2.125”W |

Give me a call! I like to make deals. – Kent

PAYMENT TERMS

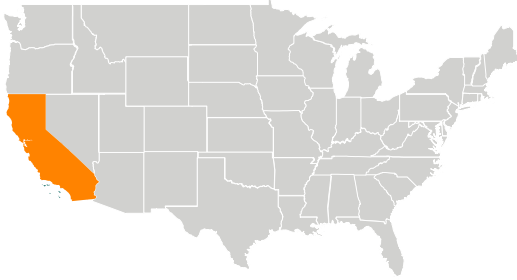
Net 30. A service charge of 1.5% per month is charged on all past due accounts. Cancellations must be received prior to space closing deadline. Payment by credit card and paperless invoicing available. Discounts available with credit card on file or prepayment. And please. No live or frozen poultry accepted for payment at this time. Ask Kent for details.

AD CREATION

Free creation with six-month minimum commitment.

ACCEPTED FILE FORMATS

- PDF files are preferred.
- TIFF, JPG or EPS files (300 dpi or higher, no compression) in CMYK color space. Files submitted as RGB will be converted to CMYK in preflight and we can't guarantee a color match. If submitting a TIFF, JPG or EPS, convert all text to outlines and/or flatten layers.
- InDesign files (.idd), Photoshop files (.psd) and Adobe Illustrator (.ai) are also acceptable. Be sure to send all necessary support files if submitting in these formats, including all fonts and all embedded/linked graphics, and provide a hard copy proof or a PDF so we can ensure that your ad prints the way you intend.



General aviation contributes over **\$32.7 billion to California's total economic output.**

Aviation by the Numbers*

According to the 2018 Aviation in California: Fact Sheet, California has **214** general aviation airports, which, according to the FAA, support **68,846** pilots and **24,756** registered aircraft.

Number of Jobs*

According to the PricewaterhouseCoopers study, Contribution of General Aviation to the US Economy in 2018, general aviation supports 148,300 jobs in California, resulting in over **\$11.3** billion in labor income.

Economic Impact*

According to the same study, general aviation in California contributes over **\$32.7** billion to the state's total economic output.

According to the FAA, California is home to **555** repair stations, **65** FAA-approved pilot schools, **25,562** student pilots, and **10,353** flight instructors. According to Helicopter Association International, there are **503** heliports in California. In addition, there are **232** fixed-base operators according to the AC-U-KWIK directory.

According to the University Aviation Association, flight departments in California include California Aeronautical University in Bakersfield, California Baptist University in Riverside, Cal State LA Department of Technology in Los Angeles, Mt. San Antonio College in Walnut, San Jose State University in San Jose, and University of Southern California in Los Angeles.

Sustainability*

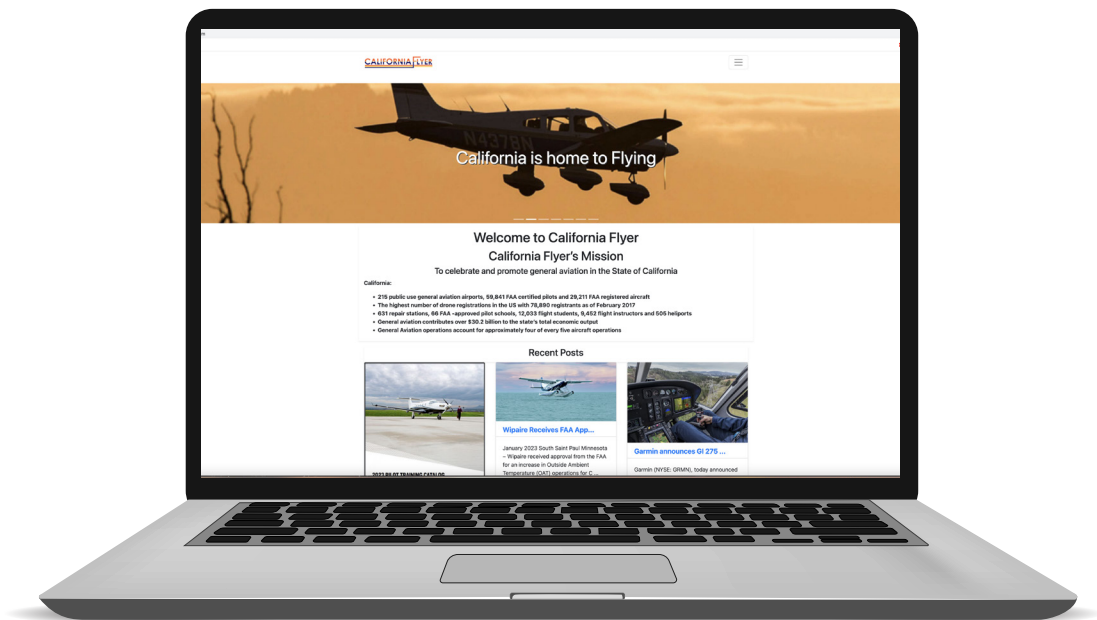
In California, sustainable aviation fuel (SAF) is available at many general aviation airports across California, including Los Angeles International Airport, Van Nuys Airport in Los Angeles, John Wayne-Orange County Airport, Monterey Regional Airport, Camarillo Airport, San Francisco International Airport, and Oakland International. Philip 66 and World Energy are converting facilities for SAF production in Rodeo and Paramount respectively.

*PricewaterhouseCoopers study, Contribution of General Aviation to the US Economy in 2018



THANK YOU

Make California Flyer part of your Strategic Advertising Plan.



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