

2020

AOPA

MEDIA GUIDE



REACH THE **LARGEST** AND **MOST LOYAL COMMUNITY** OF GENERAL
AVIATION PILOTS, AIRCRAFT OWNERS AND ENTHUSIASTS ON THE PLANET



AOPA Media Consumers Are Different

The AOPA community is composed of loyal, informed consumers with a deep passion for aviation. As a trusted source for product reviews, industry news, and advocacy, we engage an audience that actively invests in their flying experience. Our content reaches hundreds of thousands of followers and millions of viewers across our magazines, website, newsletters, social media, videos, and podcasts. These are some of the most engaged aviation audiences on the planet, and you can connect with them through the most trusted media channels in the industry.

ADVERTISING WITH AOPA IS DIFFERENT

AOPA Media offers more than exposure. We deliver valuable, lasting connections to engaged, mission-driven aviation communities around the world.

HERE'S HOW:

- **Unmatched Reach**

AOPA is the world's largest pilot community, reaching over 800k pilots, aircraft owners, and aviation enthusiasts globally each month across our media network.

- **Trusted Authority**

With 87 years of history, AOPA is a respected voice in aviation, known for reliable news, expert product reviews, trusted training resources, and powerful advocacy.

- **Mission-Aligned Audiences**

Aviation brands that align with AOPA's commitment to protecting and promoting general aviation form deep connections with our active, passionate members—engaged consumers who care about the future of flight.

- **Diverse, High-Value Content**

From training and travel to careers, airshows, avionics, safety, and aircraft ownership, AOPA's content covers every corner of aviation, helping you reach a wide range of interests and needs.

- **Multi-Platform Engagement**

AOPA Media spans print, digital, video, podcasts, events, and social media, ensuring your message reaches aviation audiences wherever and whenever they engage.

- **Repeat Engagement & Lasting Impact**

Our readers, viewers, and listeners return time and again for high-quality stories, expert reviews, and real-world insights that keeps them inspired, informed, and ready to take flight.

AOPA PILOT READERS TELL US THEY PREFER



Effective print ads will drive digital purchases

WHATEVER YOU'RE SELLING, AOPA MEMBERS ARE BUYING

- \$1.6M average net worth
- 50% Own/operate their own aircraft
- Log an average of 110 hours annually
- 84% travel to islands, resorts, golf, hunt, fish, dive, ski, and camp
- 84% own more than three vehicles
- 67% travel the globe
- 64% enjoy adventure sports
- 42% own more than two homes
- 40% fly their own plane to vacation destinations
- 40% have increased flight hours YOY
- 46% are auto enthusiasts
- 32% are entrepreneurs and c-suite executives
- 26% own motorcycles



TABLE OF CONTENTS

PRINT

Pages 3–10

AOPA Pilot Magazine pg. 3

INTEGRATED

Pages 11–12

Native Advertising Campaign pg. 11

DIGITAL

Pages 15–28

[AOPA.org](#) pg. 23

VIDEO/PODCASTS

Pages 29–32

Podcasts pg. 30



AOPA Pilot Magazine

Since 1958, *AOPA Pilot* has grown alongside the AOPA membership, establishing itself as the leading publication in aviation media. Reaching the world's largest, unduplicated audience of certificated pilots and aircraft owners across both print and digital platforms, *AOPA Pilot* offers the most cost-effective advertising solution with the lowest cost-per-thousand in the industry.

Produced entirely in-house by award-winning editors and photographers, *AOPA Pilot* anchors the only fully integrated media network dedicated to serving the entire general aviation community.

AOPA'S ACTIVE FLYERS ARE YOUR ACTIVE BUYERS

- 50% of the GA fleet is owned or operated by *AOPA Pilot* readers
- 3% YOY growth in reach and circulation
- 493,000 pilots reached monthly
- 290,000 subscribing members*
- 115,000 digital-edition subscribers
- 32% plan to fly more next year

AOPA'S BUYERS ARE BUYERS YOU CAN COUNT ON FOR THE NEXT TWO YEARS

- 67,200 plan to buy new or used single engine aircraft
- 93% use an Electronic Flight Bag (EFB)
- 64% plan to purchase recurrent training services
- 62% plan to purchase engine and prop overhauls or upgrade interiors
- 44% want to add more glass instrumentation to their cockpits

*Source: June 2025 Alliance for Audited Media Statement.

AOPA Pilot reaches the world's largest, unduplicated audience of certificated pilots and aircraft owners across all ages and experience levels.



AOPA Pilot Turbine Edition



AOPA Pilot Turbine Edition targets current and prospective turbine aircraft owner-operators, offering advertisers direct access to this specialized audience. As a premium extension of *AOPA Pilot*, it includes:

- 16 dedicated pages focused on the buying, owning, and operating of turboprop and turbine aircraft
- Exclusive cover design and expert-driven content

This monthly edition is a core component of AOPA Media's fully integrated network—the largest and most effective platform for connecting with the turbine aviation community.

TURBINE OWNERS/OPERATORS

- 86,000 reached monthly
- 51,000 subscribing readers
- 17,000 digital-edition subscribers
- 19,300 turbine-aircraft operators
- 76% make decisions on aircraft purchases
- 54% personally own an aircraft
- 39% hold a top management title
- 34% are self-employed
- 26% fly for hire
- 20% have purchased recurrent training within the past 12 months
- 6,710 plan to purchase a turbine aircraft within 24 months
- 9% own an aircraft in partnership with one or more individuals
- The majority make decisions on MRO and maintenance aircraft within 24 months

Flight Training Magazine

Flight Training is available in both print and digital formats and meets the growing demand for trusted instructional, career, and aspirational content. It reaches more students, new pilots, flight instructors, and aviation schools than any other publication. As the only publication dedicated exclusively to flight training, it features the quarterly Aviation Career Connection section, providing unparalleled access to the learn-to-fly community.

MORE STUDENT PILOTS = MORE MEDIA CONSUMPTION

200,000 distributed to 1,100 flight schools annually

6% YOY growth in reach & circulation

202,000 reached monthly

119,000 issue subscribers

89,000 digital edition subscribers

FIRST-TIME BUYER DATA

65% “passive” aviation headset

33% buy active noise reduction (ANR) headsets

61% buy eyewear and sunglasses

41% buy aviation gear and apparel

52% plan to upgrade their certificates in the next 12 months

24% personally own an aircraft

6% own part of an aircraft in partnership

19% are self-employed and/or entrepreneurs



MAXIMIZING YOUR FLIGHT TRAINING REACH

Advertising in *Flight Training* taps into AOPA's multi-channel network, maximizing your reach and return. The Flight Training Network delivers trusted content to a focused audience of student pilots, instructors, and flight schools—both Part 61 and 141 – for recreational aspirations and professional track.

More Student Pilots

Flight Training reaches over 202,000 readers through its print and digital editions, including pass-along readership. Published eight times a year, this award-winning magazine is a trusted resource for student pilots, flight instructors, and flight school operators throughout their training journey. It also features the quarterly Aviation Career Connection and the annual Aviation College Directory, offering unique opportunities to connect with the aviation community.

More Flight Schools

The *You Can Fly* Special Edition is distributed to current and prospective student pilots year-round at 1,100 of the most active flight schools across the U.S. AOPA publishes and circulates 200,000 copies annually.

Weekly Newsletter & Online Content

Flight Training's opt-in weekly newsletter reaches over 222,000 subscribers, delivering essential training tips and industry news. Students can't get enough of our videos, animations, quizzes, podcasts, and original online content. In addition, aspiring professional pilots and certified flight instructors receive our biannual Career Special Edition newsletters, offering insights and opportunities for career growth.

A Focus On Career-Minded Students

AOPA's website features a dedicated section for career-focused flight students, supporting their accelerated journey from primary to advanced training. Resources include the popular Aviation College Directory, scholarship information, an Aviation Jobs Board, Career Special Edition newsletters, and more!

AOPA Pilot Rates

SIZE	4 COLOR			B/W*		
	1X	6X	12X	1X	6X	12X
2-pg spread	\$38,048	\$35,416	\$33,072	N/A		
Full pg	\$23,780	\$22,135	\$20,670	\$15,150	\$13,780	\$12,890
2/3 pg	\$17,770	\$16,150	\$15,085	\$11,060	\$10,065	\$9,395
1/2 pg	\$13,500	\$12,270	\$11,475	\$8,405	\$7,655	\$7,150
1/3 pg	\$9,625	\$8,760	\$8,185	\$6,005	\$5,455	\$5,110
1/6 pg	\$4,840	\$4,550	\$4,280	\$3,080	\$2,810	\$2,620
1 Inch	N/A			\$630	\$570	\$525

Additional \$200 charge for 4-color column-inch ads.

Covers (non-cancelable)

COVERS	1X	6X	12X
2 & 3	\$27,965	\$25,460	\$22,805
4	\$29,180	\$26,565	\$23,780

Multi-page rates **

TYPE	12X	18X	24X
Black & White	\$12,040	\$11,750	\$11,445
4 Color	\$19,345	\$18,850	\$18,345

Classified Rate

TEXT	COST (PER WORD)
Per Word	\$5.90

Turbine Edition AOPA Pilot Rates

Four color only

SIZE	1X	6X	12X
2-pg spread	\$22,500	\$18,000	\$14,500
Full pg	\$12,500	\$10,000	\$8,000
2/3 pg	\$8,500	\$6,800	\$5,440
1/2 pg	\$6,500	\$5,200	\$4,200
1/3 pg	\$4,700	\$3,700	\$3,100

Flight Training Rates

SIZE	4 COLOR						B/W*				
	1X	4X	8X	12X	16X	24X	1X	4X	8X	16X	24X
2-pg spread	\$19,540	\$17,586	\$16,707	\$15,871	\$15,078	\$14,324	N/A				
Full pg	\$11,620	\$10,470	\$9,990	\$9,770	\$9,490	\$8,915	\$8,151	\$7,470	\$7,140	\$6,790	\$6,370
2/3 pg	\$8,840	\$7,940	\$7,600	\$7,390	\$7,220	\$6,790	\$6,310	\$5,690	\$5,430	\$5,160	\$4,840
1/2 pg	\$6,510	\$5,860	\$5,590	\$5,480	\$5,310	\$4,890	\$4,655	\$4,180	\$4,000	\$3,790	\$3,565
1/3 pg	\$4,540	\$4,090	\$3,900	\$3,790	\$3,710	\$3,490	\$3,245	\$2,925	\$2,800	\$2,650	\$2,500
1/6 pg	\$2,560	\$2,305	\$2,210	\$2,160	\$2,100	\$1,975	\$1,840	\$1,635	\$1,580	\$1,495	\$1,400
1 Inch	N/A						\$175	\$165	\$160	N/A	N/A

Additional \$200 charge for 4-color column-inch ads.

Covers (non-cancelable)

COVERS	COST
2 & 3	\$10,990
4	\$11,520

Classified rate

TEXT	COST (PER WORD)
Per Word	\$2.95

Flight Training You Can Fly Annual Special Edition Rates

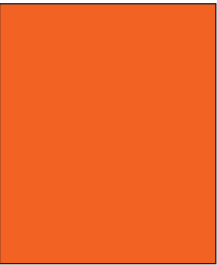
Covers (non-cancelable)					
SIZE	1X	SIZE	1X	COVERS	COST
Full pg	\$18,160	1/2 pg	\$10,160	2 & 3	\$19,980
2/3 pg	\$13,820	1/3 pg	\$7,090	4	\$20,940

Discount available for *Flight Training* Regular issue and Special Edition bundle.

SPECIFICATIONS

AOPA PILOT / AOPA PILOT TURBINE EDITION / FLIGHT TRAINING

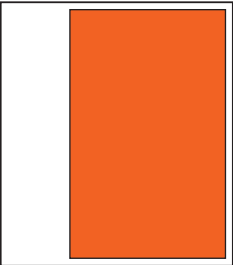
TRIM SIZE - 8.125" x 10.875"
BLEED SIZE - 8.375" x 11.25"



FULL-PAGE

BLEED
Pg. Size 8.125" x 10.875"
Bleed Setting .125"

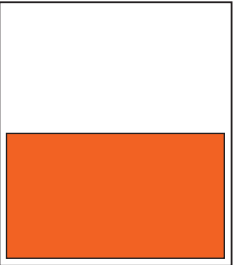
NON-BLEED
7" x 10"



TWO-THIRDS

BLEED
5.3125" x 11.25"

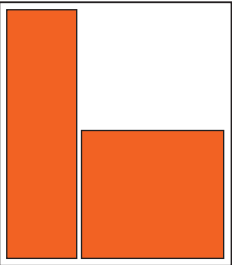
NON-BLEED
4.625" x 10"



ONE-HALF

BLEED
8.375" x 5.5625"

NON-BLEED
7" x 4.9375"

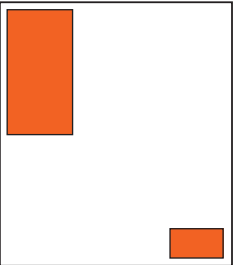


ONE-THIRD

VERTICAL NON-BLEED
2.25" x 10"

VERTICAL BLEED
3" x 11.25"

HORIZONTAL
4.625" x 4.9375"



ONE-SIXTH

VERTICAL
2.25" x 4.9375"

ONE-INCH HORIZONTAL
2.25" x 1"

SPACE UNITS	FORMAT	INCHES WIDE	INCHES HIGH	FORMAT	INCHES WIDE	INCHES HIGH
2-pg spread	N/A			Bleed	16.75	11.25
1 pg	Non-Bleed	7	10	Bleed	8.375	11.25
2/3 pg	Non-Bleed	4.625	10	Bleed	5.3125	11.25
1/2 pg	Non-Bleed	7	4.9375	Bleed	8.375	5.5625
1/3 pg	Non-Bleed	2.25	10	Bleed	3	11.25
1/3 pg	Non-Bleed	4.625	4.9375	N/A		
1/6 pg	Non-Bleed	2.25	4.9375	N/A		
1 Inch	Non-Bleed	2.25	1	N/A		

ELECTRONIC FILE SPECIFICATIONS

- **Preferred format:** PDF/X4 is the preferred file format for submission.
- **Resolution:** All images/files should be high resolution 300 DPI. Total Area or Ink Density is 300%.
- **Colors:** Only use CMYK colors; convert spot colors to process. No RGB, LAB, or ICC profiles.
- **Fonts:** Always embed all fonts. Do not allow font substitutions. Do not use True Type fonts.
- **Transparency:** All transparent objects must be flattened at a high resolution. Avoid placing transparent objects on top of text or other critical vector objects.
- **Bleed:** Accepted for full pg, 2/3 pg, 1/2 pg, and 1/3 pg pages only.

SUBMIT YOUR FILE

- Visit <https://aopa.sendmyad.com> to set up an account. Follow the instructions to submit your PDF file via this portal.
- Email files to the following address: **pilot.ads@aopa.org**
Failure to provide the required materials can negatively impact the quality of reproduction and may result in production charges.

SPECIAL POSITION: Add 10% per issue.

INSERTS: Furnished inserts at black and white earned rate, less 10%. Additional mechanical inserting charges may be required. Other inserts and gatefolds are available; rates and specifications provided on request. Each side of an insert counts as one page, regardless of its dimensions. Charges do not include printing.

MINIMUM ADS ACCEPTED: 1 inch. Ads less than 1/6 page must be in even units with 2 1/4-inch maximum widths. Ads 1/6 page and larger must be standard units only. Bleed plate size 8 3/8 x 11 1/4 inches. Trim size 8 1/8 x 10 7/8 inches. Safety margin: Live matter must be kept 1/4 inch away from final trim size. Page is three columns wide; each column is 2 1/4 inches wide by 10 inches deep.

CLASSIFIED ADVERTISING & MAILING INSTRUCTIONS: A minimum of 10 words is required for classified ads. Prepayment discounts are as follows: 5% for six months, 10% for 12 months. Prepayment in full is required for all discounts. Credit cards are accepted as method of payment. The ad-insertion deadlines for display advertisements also apply to classified ads. Classified ads may be emailed to **donna.stoner@aopa.org** or transmitted via fax to 301-695-2396.

* Full-page black & white ads may be used in combination with four-color rates to earn the most favorable frequency. Fractional black & white ads (1/3 pg or larger) may be used only in combination with fractional color ads.

** The rates apply whenever more than 12 full pages are used during the contract period.

DISCOUNT FOR AOPA PILOT and FLIGHT TRAINING: A discount off the general rate is available to qualified FAA-approved flight and ground schools; FBOs; travel agencies and resorts; nonprofit organizations, government entities, and direct-response firms selling products for a stated price and not available for general distribution. Publisher reserves the right to make final determination for qualification at this discount.

World Directory of Light Aviation Magazine

The *AOPA World Directory of Light Aviation* (WDLA) is a unique aviation publication published by AOPA and FlyingPages. Available worldwide in four languages—English, German, French, and Chinese—it features detailed descriptions, technical data, and photos of over 1,000 aircraft.

With nearly 300 color pages and over 100,000 printed copies, the WDLA reaches more than 400,000 aviation enthusiasts globally.

The WDLA digital edition is a free online membership benefit available in English to more than 300,000 AOPA-US members.



World Directory of Light Aviation Rates

ADVERTISING OPPORTUNITY	INTERNATIONAL COVERAGE		US DOMESTIC COVERAGE	
	Black & White	Full-Color	Black & White	Full-Color
Full 2-page spread	\$6,500	\$9,300	\$4,200	\$6,225
Full pg	\$3,915	\$5,600	\$2,625	\$3,750
Inside front & back cover	-	\$7,830	-	-
Outside back cover	-	\$8,950	-	-
2/3 pg	\$2,740	\$4,200	\$1,975	\$2,815
1/2 pg	\$2,350	\$3,360	\$1,575	\$2,247
1/3 pg	\$1,765	\$2,520	\$1,175	\$1,680
1/4 pg	\$1,365	\$1,965	\$925	\$1,310
1/6 pg	\$975	\$1,400	\$650	\$935
1/8 pg	\$785	\$1,110	\$525	\$755
1/16 pg	\$470	\$670	\$315	\$450

For Worldwide Coverage (China included), add 25% to International Coverage rates. Ask about bundled rates and flight training/school discounts.

FILE SPECIFICATIONS

- We accept artwork generated by a Mac or a PC in the following formats: PDF, TIFF, EPS and JPG. Resolution should be 300 dpi and color mode CMYK.
- Files up to 7 Mb can be emailed, to submit larger files please contact us.
- If you originate your own artwork, it is your responsibility to ensure that it contains no

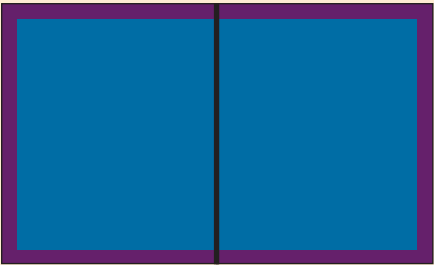
typographical errors. If you notice a problem after you have submitted the artwork, contact us, we will do our best to help.

- If you are supplying different artwork for the different language editions, note that the changes must affect the black plate only. Please supply a color proof.

- Don't forget to activate your «hyperlinks» when you are recording your ad.
- A fully professional advertisement design service is available at modest cost. Please ask for details.

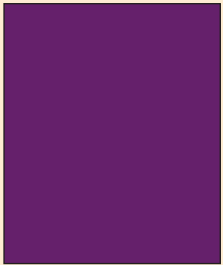
NEW

SPECIFICATIONS



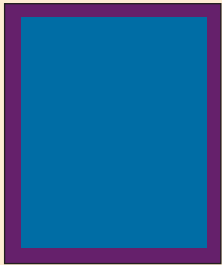
FULL 2-PAGE SPREAD

B: 16.54" x 11.69"
N: 15.59" x 10.75" **



COVER

B: 8.27" x 11.69"



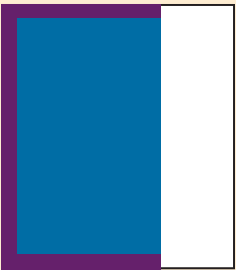
FULL PAGE

B: 8.27" x 11.69"
N: 7.28" x 10.75"

***B:** Trimmed.
Finished size of ads printed to edge of paper. Add bleed allowance of 0.19 inches all round to figures shown. No type within 0.39 inches of edge.

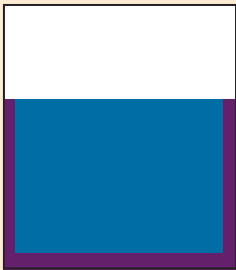
****N:** Normal. Within normal type area (with margin).

Space and materials due **May 16, 2026**.
Hardcopy available **July 21, 2026**.



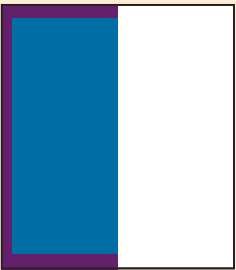
2/3 VERTICAL

B: 5.28" x 11.69"
N: 4.8" x 10.75"



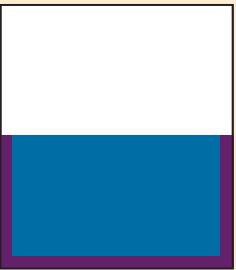
2/3 HORIZONTAL

B: 8.27" x 7.56"
N: 7.28" x 7.09"



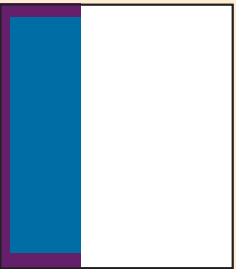
1/2 VERTICAL

B: 4.06" x 11.69"
N: 3.54" x 10.75"



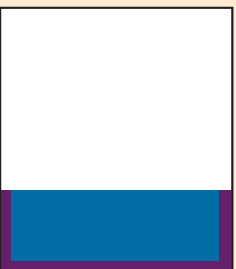
1/2 HORIZONTAL

B: 8.27" x 5.75"
N: 7.28" x 5.28"



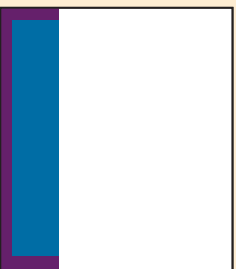
1/3 VERTICAL

B: 2.52" x 11.69"
N: 2.32" x 10.75"



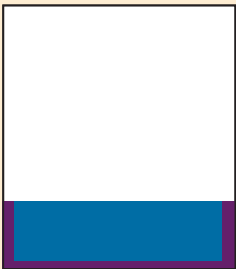
1/3 HORIZONTAL

B: 8.27" x 3.94"
N: 7.28" x 3.46"



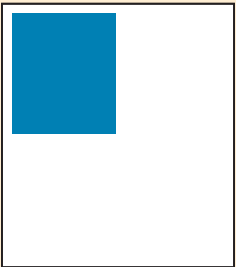
1/4 VERTICAL

B: 2.13" x 11.69"
N: 1.65" x 10.75"



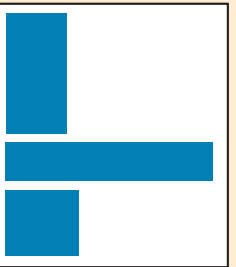
1/4 HORIZONTAL

B: 8.72" x 2.95"
N: 7.28" x 2.59"



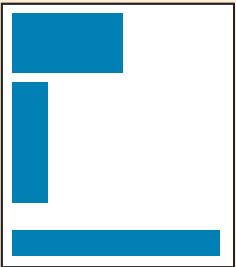
1/4 BLOCK

3.54" x 5.28"



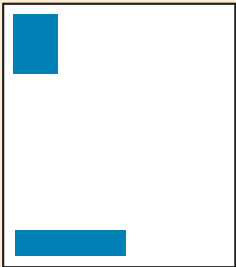
1/6 VERTICAL

2.32" x 5.28"



1/8 BLOCK

3.54" x 2.59"



1/16 VERTICAL

1.69" x 5.28"

1/6 HORIZONTAL

7.28" x 1.65"

1/8 VERTICAL

1.69" x 5.28"

1/6 BLOCK

3.54" x 3.46"

1/8 HORIZONTAL

7.28" x 1.18"

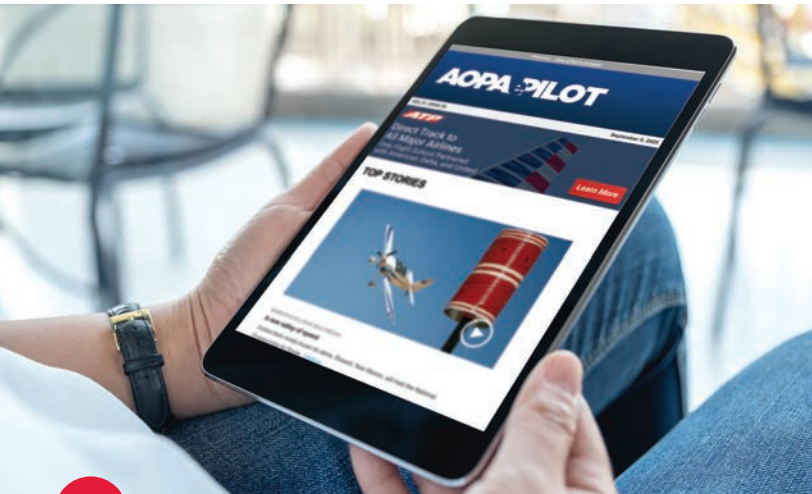
1/16 HORIZONTAL

3.54" x 1.18"

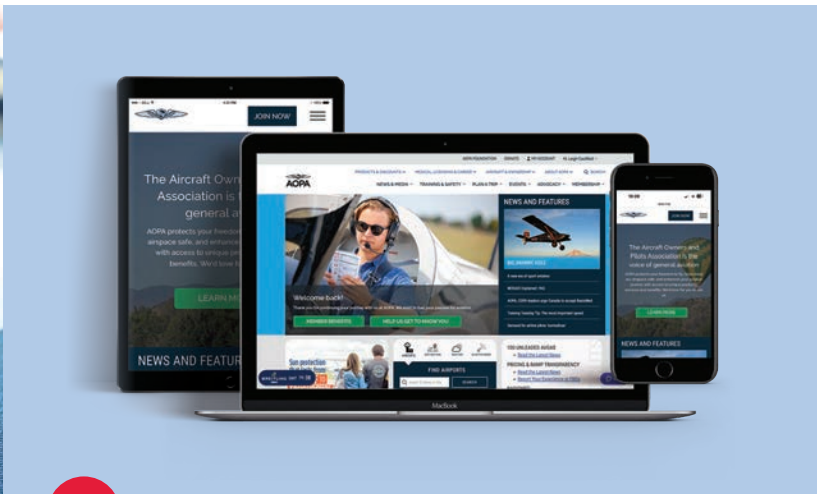
NATIVE ADVERTISING CAMPAIGN

Amplify your brand with AOPA Media. Deliver your brand’s story through a customized Native Advertising Campaign tailored to your format, timeline, and marketing goals. Whether you have ready-to-publish content or need assistance creating it, our editorial team will bring your message to life with compelling storytelling, vibrant visuals, and engaging video.

WITH A NATIVE ADVERTISING CAMPAIGN YOU GET:



1 **FRIDAY REACH:** Connect with 230,000 qualified pilots through a linked headline and story brief in AOPA’s trusted *ePilot* newsletter.



2 **MONTHLY EXPOSURE:** Gain visibility with over 800,000 pilots and aviation enthusiasts who use AOPA.org for planning tools and aviation content. Your native article, images, and video will be featured alongside valuable resources and linked directly to your site or sales team.



3 **AOPA PILOT MAGAZINE INTEGRATION:** Reach 493,000 engaged readers of *AOPA Pilot*, with three out of four reading each issue cover-to-cover. Your story will receive repeated, high-impact exposure.

RESULTS THAT MATTER
A typical 30-day campaign delivers over 1 million impressions across AOPA Media channels—driving quality leads and measurable ROI.

AOPA Native Advertising Campaign

Partner with AOPA to showcase your advertising content through a tailored Native Advertising Campaign across our media channels, following the format and timeline outlined below. Need creative support? AOPA Media offers full editorial services to help bring your product or service to life with compelling storytelling and dynamic visuals.

EXPOSURE

CHANNEL	DURATION	
AOPA PILOT/Turbine or Flight Training magazine*	Single ad/article; 30 days plus pass-along	AOPA Pilot/Turbine or Flight Training - Native ad/article in 1 print issue. 1/3 page or larger ad unit (30 days).* (see rates on page 7) ePILOT - Native ad/article summary—links to native article on AOPA.org (single placement; Friday launch) AOPA.org - Promo block with headline and image on homepage in “From Industry” section (1 week) - Promo block on News & Media landing page (2 weeks) - Full native online article with images/video on article page - tagged for up to 3 keywords (30 days) Target Banner - Right-Rail on article page 300 x 250 Banner (30 days) Advertisers are encouraged to provide appropriate images and video content to accompany native articles. (See specifications on previous page). Advertiser bears responsibility for hosting any video provided.
ePILOT weekly eNewsletter	Single ad/article; 1 week	
AOPA.org homepage from industry promo block	1 week	
News & Media page—from industry promo block	2 weeks	
Online article page—text, images, video	30 days	
Target Banner	30 days	
TOTAL Campaign Period	1 Month Campaign	All native ad placements will be labeled “From industry,” “Your Company created content,” and/or “Advertisement.”

NATIVE CAMPAIGNS	Rate and Service Options		
	PRINT	ONLINE	
Native Ad/Article(s)	1 Issue* AOPA Pilot Turbine Edition Flight Training	1 Month Company-provided content	1 Month AOPA Media-created content
(1) Single ad/article insertion	Separate Print Ad Rates Apply	\$4,500/month per insertion	\$5,000/month per insertion
(2) Two ads/articles insertion	Separate Print Ad Rates Apply	\$4,300/month per insertion	\$4,800/month per insertion
(3) Three ads/articles insertion	Separate Print Ad Rates Apply	\$4,000/month per insertion	\$4,500/month per insertion

AOPA reserves the right to accept/decline or edit company-provided content at its discretion.

AMP UP YOUR IMPACT

Increase your exposure and the effectiveness of your campaign by adding a full- or partial-page print component in either *AOPA PILOT*, Turbine Edition, or *Flight Training* magazines. Discounted rates are available based on publication, frequency, size, and placement.

NET RATE

Rate card pricing for a current advertiser is net \$4,500 per 30-day online native ad campaign or \$5,000 for materials developed by AOPA Media. Advertisers are encouraged to provide new, fresh ads/articles. We offer discounts for multiple campaigns.

MATERIAL SPECIFICATIONS

- Print native ad/article - 1/3 pg or larger purchased separately (see *PILOT* ad specs and rates apply)*
 - Digital native ad/article—up to 500 words (Word.doc)
 - Up to 3 sentences introduction-summary
- Up to 3 images (1080 x 1920 and 3200 x 1800px, 72 dpi)
 - Embed code; associated URL
 - Video (Vimeo/YouTube links) (video hosting remains advertiser responsibility)
- Up to 3 topics selected for keyword tagging from AOPA Controlled Vocabulary list
 - Video length <60 seconds

File A Flight Plan For *Success*

Audience. Interest. Reach. Format. Frequency. Build a bold, results-driven marketing strategy with AOPA Media.

Your AOPA Media rep will help you craft a cost-effective, integrated campaign tailored to your goals—delivering measurable returns and maximum impact.

Let us help you create an ad campaign that **SPEAKS FOR ITSELF!**

AOPA Social

195k

202k

52k

18.5k

85.5k

Total reach of 553k

		PRINT					DIGITAL					VIDEO		
		AOPA PILOT	AOPA PILOT Turbine	Flight Training	Flight Training You Can Fly Special Edition	The World Directory of Light Aviation	AOPA ePilot	Flight Training	Aviation eBrief	Flight School Business	Club Connector	AOPA.org	AOPA Videos + Newsletters	AOPA Podcasts
Audiences	Students & New Pilots	X		X	X	X		X				X	X	X
	Active Pilots	X	X	X		X	X		X		X	X	X	X
	Business and Turbine Pilots	X	X			X	X		X			X	X	X
	Flight Instructors	X	X	X	X	X		X		X	X	X	X	X
	Flying Clubs	X		X	X	X				X	X	X		
	Flight Schools	X		X	X	X		X		X	X	X		
	Aircraft Owners	X	X			X	X		X		X	X	X	X
	Drone Operators	X		X	X			X				X	X	X
	Travelers	X	X				X		X		X	X	X	X
	Format	Print + Digital	Print + Digital	Print + Digital	Print + Digital	Print + Digital	eNewsletter	eNewsletter	eNewsletter	eNewsletter	eNewsletter	Website	Online Video + Newsletter	Audio podcasts
Frequency	Monthly	Monthly	8x/yr	Annual	Annual	Weekly	Weekly	Daily	Monthly	Monthly	24/7	Weekly	On demand	
Reach/Views	493K	86K	202K	260K	400K	55% open rate	54% open rate	43% open rate	54% open rate	53% open rate	2.3M	450K+ monthly views 60% open rate	69k monthly downloads	
Circulation*	290K	51K	119K	200K	100K	230K	222K	102K	13K	15K	800K	110K YouTube subscribers	40K	
Gender M/F	95/5	94/6	88/12	Indispensible resource for Student pilots and flight schools	Global resource for current and future aircraft owners, dealers and operators	95/5	92/8	95/5	B2B for flight school owners, operators, clubs and instructors	95/5	72/28	95/5	72/28	
Average Age	58 yrs	59 yrs	41 yrs			58 yrs	47 yrs	61 yrs		57 yrs	45 yrs	55 yrs	45 yrs	
Average Net Worth	\$1.60M	\$1.85M	\$870K			\$1.33M	\$870K	\$1.4M		For flying club owners, members, and management	\$1.37M	\$1.33M	Segments for aspiring and seasoned pilots	
Average HHI	\$283K	\$396K	\$205k			\$253K	\$192k	\$283K			\$258K	\$253K		
Purchase Habits	Aircraft/Powerplant	X	X	X	X	X	X		X	X	X	X	X	X
	Adventure/Lifestyle	X	X	X	X	X	X	X	X	X	X	X	X	X
	Aviation Services	X	X			X	X		X	X		X	X	X
	Avionics/Technology	X	X	X	X	X	X	X	X	X		X	X	X
	Destinations/Travel	X	X	X	X	X	X	X	X	X	X	X	X	X
	Pilot Supplies/Gear/Drones	X	X	X	X	X	X	X	X	X	X	X	X	X
	Training/Employment	All levels	Advanced - Recurrent	Primary - Instruction	Primary - Instruction	All levels	All levels	Primary- Instruction	Advanced- Recurrent	All levels	Primary - Instruction	All levels	All levels	All levels

*June 2025 AAM Audit

STUDENTS/NEW PILOTS
Reach new and aspiring pilots who are actively in the market for supplies, aviation gear, training, products, services, and more.

ACTIVE PILOTS
Connect with the single largest audience of affluent and active pilots in the world who shop for supplies, avionics, advanced training, and their next aircraft for adventure and travel.

BUSINESS AND TURBINE PILOTS
Build your brand with the specialized and highly sought-after owner-operators and pilots who fly business class and turbine aircraft day in and day out.

FLIGHT INSTRUCTORS
Put your company in front of general aviation’s certified flight instructors and educators who help their students make critical buying decisions every day.

FLYING CLUBS
Be seen by flying clubs and their members as a resource to support their fleet and club activities with aircraft parts, supplies, and scheduling tools.

FLIGHT SCHOOLS
Start a profitable partnership with schools that need new aircraft, avionics, tires, simulators, and pilot supplies to train a growing crop of students and pilots seeking advanced ratings.

AIRCRAFT OWNERS
Talk directly to the ultimate decision makers for their next aircraft purchase, refurb, maintenance instance, avionics upgrades, equipment upgrades, and recurrent training.

TRAVEL PILOTS
Introduce your resort, fly-in community, travel service, and foreign or domestic destination to the bags-packed-and-ready-to-fly crowd in search of their next aviation adventure.

AOPA ePilot and Flight Training Newsletters

These two digital GA newsletters are the most widely read and circulated weekly publications in the industry—making them the ideal platform for consistent, high-impact engagement with your flying customers.

AVID READERS

- 230,000 ePILOT weekly subscribers
- 222,000 Flight Training weekly subscribers
- 7% increase in weekly subscribers YOY
- 54% open rates

IMPULSE BUYERS

- Have purchased in past 12 months:
- 51% flight-planning app
 - 35% tires, wheels, brakes
 - 30% avionics
 - 24% headsets

TARGETED & EXCLUSIVE SPECIAL EDITIONS

Reach local and niche audiences with custom state, regional, and audience-specific editions

Exclusive sponsorships opportunities are available for **Special Editions** tied to major aviation events.

Ask your AOPA Media representative how to make the most of your message and budget.



SPECIFICATIONS

TOP BILLBOARD (SPONSOR)
970 x 250px

The mockup shows the top of the Flight Training newsletter. It features a large 'FLIGHT TRAINING' header, a small image of a plane, and a 'Learn More' button. Below this is a section for 'Airline Career Pilot Program' with a 'Learn More' button. At the bottom is a 'TRAINING AND SAFETY TIPS' section with a photo of a pilot in the cockpit.

Please call AOPA ad production for information on sending files.

Telephone: 301-695-2179

Email files to the following address: pilot.ads@aopa.org

NOTE: New ad creative due Friday prior to week of insertion.

TOP BILLBOARD (SPONSOR)
970 x 250px

The mockup shows the top of the AOPA ePILOT newsletter. It features a large 'AOPA ePILOT' header, a small image of a plane, and a 'Learn More' button. Below this is a section for 'Direct Track to All Major Airlines' with a 'Learn More' button. At the bottom is a 'MOSAIC EXPLAINED' section with a photo of a plane and a 'Continue' button.

BILLBOARD
970 x 250px

AOPA ePILOT & FLIGHT TRAINING NEWSLETTERS RATES					
ADVERTISING OPPORTUNITY	ePILOT & eFLIGHT TRAINING COMBO NET MONTHLY RATE	ePILOT ONLY NET	FLIGHT TRAINING ONLY NET	PER REGION	PER STATE
Top Billboard (Sponsor) 970 x 250px	\$8,800	\$7,150	\$2,500	n/a	n/a
Body Billboard 970 x 250px	\$4,950	\$4,400	\$1,675	\$1,000	\$570

NOTE: New ad creative due Friday prior to week of insertion.

FLIGHT SCHOOL BUSINESS RATES	
ADVERTISING OPPORTUNITY	RATE
Top Billboard 970 x 250px	\$1,200/month (1 issue)
Body Billboard 970 x 250px	\$800/month (1 issue)

More than 11,000 flight school owners, operators, and instructors turn to this monthly newsletter that focuses on operations, trends in flight training, marketing, fleet management, and more. Get your B2B message directly in the inbox of this target audience.

CLUB CONNECTOR RATES	
ADVERTISING OPPORTUNITY	RATE
Top Leaderboard 728 x 90px	\$1,200/month (1 issue)
Standard Text 120 x 90px + text*	\$800/month (1 issue)
Body Leaderboard 728 x 90px	

Each month, *Club Connector* delivers practical tips and expert guidance to flying club managers and members—from attracting new members to financing aircraft upgrades and everything in between. Reach over 15,200 engaged flying club prospects today and put your message where it matters most.

Net Rates Apply to All Newsletters

PUBLISHING SCHEDULE

The *Flight School Business* Newsletter goes out once a month, typically the second Tuesday.

- Jan 13
- Feb 10
- Mar 10
- April 14
- May 12
- June 9
- July 14
- Aug 11
- Sep 8
- Oct 13
- Nov 10
- Dec 8

Club Connector is published on the fourth Sunday of the month. Below are the 2026 dates.

- Jan 25
- Feb 22
- Mar 22
- April 26
- May 24
- June 28
- July 26
- Aug 23
- Sept 27
- Oct 25
- Nov 22
- Dec 27

NOTE: New ad creative due Friday prior to week of insertion.

SPECIFICATIONS

ELECTRONIC FILE SPECIFICATIONS

- .jpg, .gif, animated .gif (max 3 frames)
- 72 dpi min. resolution
- Max file size 40KB
- No Flash or HTML
- No Alt Text



Aviation eBrief

Aviation eBrief curates key headlines and articles from aviation and non-aviation media outlets every day. The aggregated content allows you access to all the insights, analysis, and best practices you need to stay on top of your game. Place your brand where industry leaders are already paying attention.

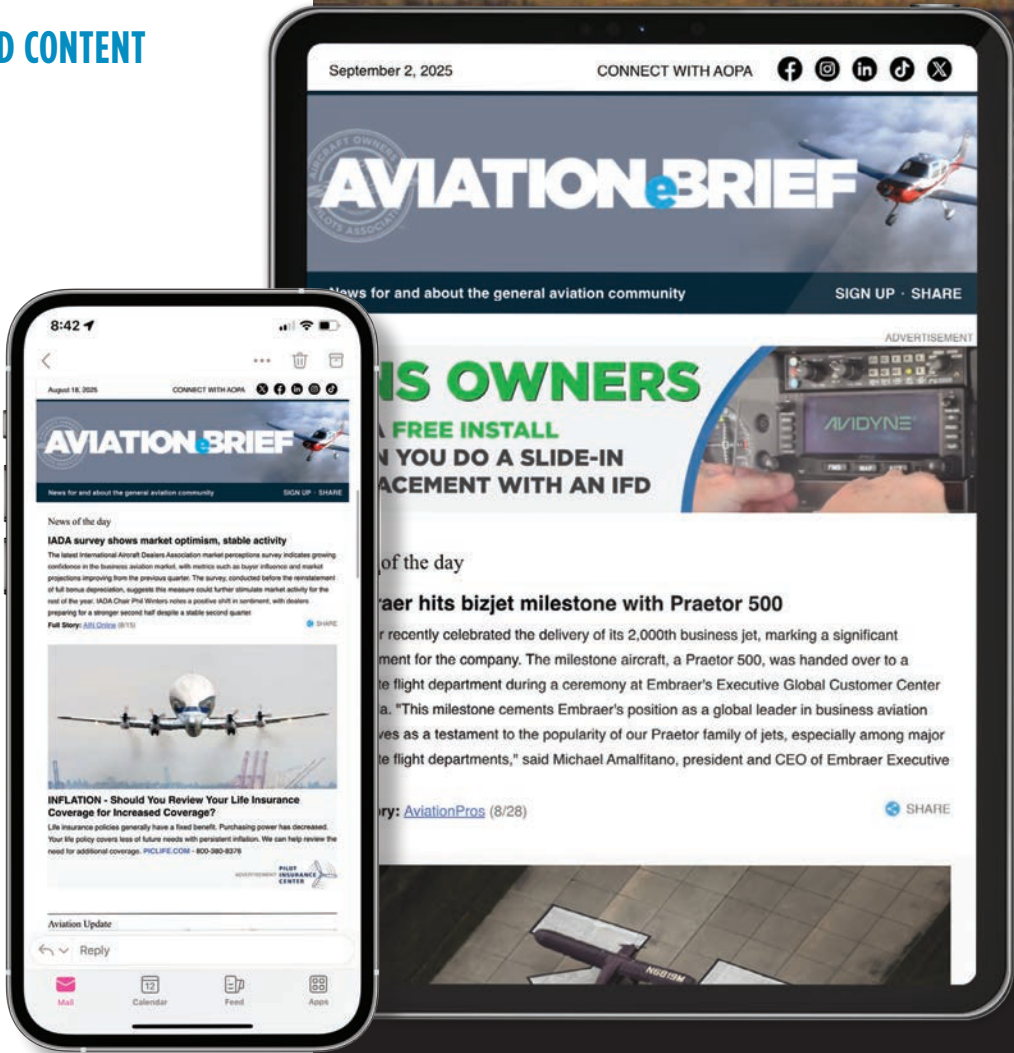
REACH THE DECISION MAKERS

102,000 daily opt-in subscribers
43% open rate

- Individual/corporate aircraft purchases
- Maintenance/service decisions
- Avionics/equipment upgrades
- EFB/cockpit technology

TAKE ADVANTAGE OF FOCUSED CONTENT

- Regulatory policy issues
- New avionics and technology
- Airport updates
- Training and safety
- International news and trends



Aviation eBrief Rates

ADVERTISING OPPORTUNITY	RATES	AVAILABILITY
1. Billboard (970 x 250px)	\$625 per day/issue	limit one per issue
2. Super Leaderboard (728 x 180px)	\$525 per day/issue	limit one per issue
3. Regular Leaderboard (728 x 90px)	\$493 per day/issue	limit one per issue
News Section Options	RATES	AVAILABILITY
4. Half Page (600 x 300px, 120 x 60px + text)	\$525 per day/issue	unlimited
5. Big Box Ad Unit (300 x 250px, 120 x 60px + text)	\$485 per day/issue	unlimited
6. Medium Rectangle (300 x 250px)	\$475 per day/issue	unlimited
7. Rectangle-Text Ad Unit (180 x 150px, 120 x 60px + text)	\$475 per day/issue	unlimited
8. Banner Sponsorship (468 x 60px)	\$468 per day/issue	unlimited
9. Video Text (16:9 HD, 4:3 SD)	\$625 per day/issue	unlimited

Creative change fee of \$50 per month.

SPECIFICATIONS

These file specifications apply to all ad units. File Format: .gif, .jpg; Resolution: 72dpi, Include complete URL for hyperlinking.

1. BILLBOARD (970 x 250px)	
File Size:	250k max
Animation:	15 seconds max. Not supported by email clients. Include sponsor branding and CTA on first frame
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
2. SUPER LEADERBOARD (728 x 180px)	
File Size:	90k max
Animation:	15 sec. max
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
3. LEADERBOARD (728 x 90px)	
File Size:	120k max
Animation:	15 sec. max
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
4. HALF PAGE (600 x 300px, 120 x 60 logo + text)	
File Size:	250k max
Animation:	15 sec. max
Text:	40 character headline, 250 characters max
5. BIG BOX AD UNIT (300 x 250px, 120 x 60px + text)	
Art Dimensions:	Ad Logo: 120 x 60px Ad Image: 300 x 250px
File Size:	30k max
Animation:	15 sec. max
Text:	300 characters max, excluding spaces

6. MEDIUM RECTANGLE (300 x 250px)	
File Size:	150k max
Animation:	15 sec. max
Alternate Text:	N/A
7. RECTANGLE-TEXT AD UNIT (180 x 150px, 120 x 60px + text)	
Art Dimensions:	Sponsor Logo: 120 x 60px Ad Image: 180 x 150px
File Size:	50k max
Animation:	15 sec. max
Text:	300 characters max, excluding spaces, includes a link to any page of your website
8. BANNER SPONSORSHIP (468 x 60px)	
Art Dimensions:	Banner: 468 x 60px
File Size:	Banner: 60k max
Animation:	15 sec. max
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
9. VIDEO TEXT (16:9 (HD) or 4:3 (SD))	
Art Dimensions:	Sponsor Logo: 120 x 60px
Video length:	2 min max
File Size:	500 MB max. 100 MB or less preferred
Animation:	2 min max
Text:	40 character headline, 250 characters max, excluding spaces.

THIRD-PARTY TAGS

May accept a click and 1 X 1 impression tracker for each individual ad creative. Only standard (HTML) image-based tracking tags may be used. Javascript is not supported in the email environment and can not be accepted.

2. SUPER LEADERBOARD (728 x 180px)

3. LEADERBOARD (728 x 90px)

4. HALF PAGE (600 x 300px, 120 x 60px, logo plus text)

The Life Insurance Experts for Pilots
The Client Representatives at Pilot Insurance Center understand aviation and life insurance. They know where to find the best aviation friendly policy for your aviation experience. Compare your current rates to newly available rates and you will likely save on premiums. [PILIFE.COM](#) or 800-380-8376

5. BIG BOX AD UNIT (300 x 250px)

6. MEDIUM RECTANGLE (300 x 250px)

7. RECTANGLE IMAGE (180 x 150px)

8. BANNER SPONSORSHIP UNIT (468 x 60px)

9. VIDEO (16:9) HD, (4:3)

Please call AOPA ad production for information on sending files.

Telephone: 301-695-2336

Email files to the following address: pilot.ads@aopa.org

NOTE: New ad creative due Wednesday prior to week of insertion.

AOPA.org

WHERE PILOTS GO AND STAY

As the most frequently visited site in general aviation, AOPA.org is the ideal destination for you digital advertising.

Pilots, aircraft owners, students, instructors, and aviation enthusiasts rely on AOPA videos, podcasts, articles, resources, and tools like the Flight Planner, Airport Directory, Weather, and Aircraft Finance calculator every day.

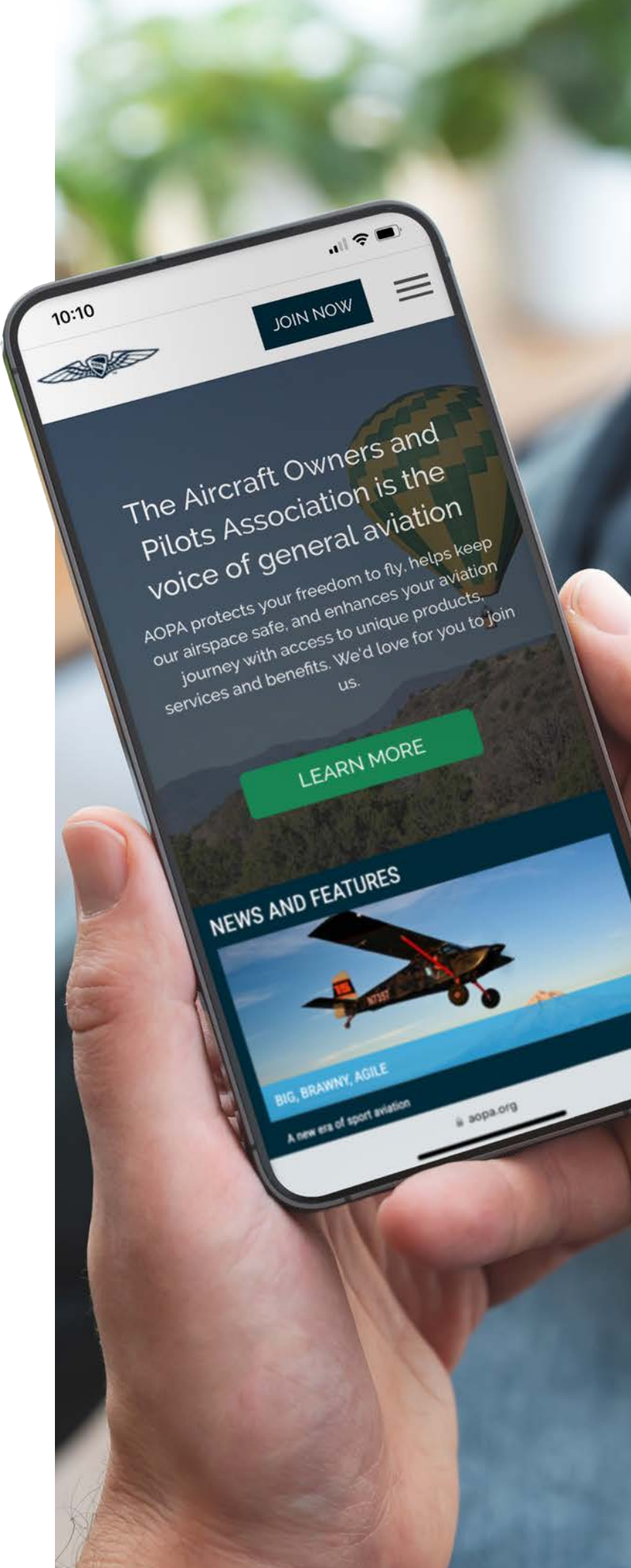
Your ads appear alongside trusted content, keeping your brand front and center while supporting your marketing goals.

ACTIVE ONLINE BUYERS

- 2.3 million monthly page views
- 800,000 monthly visitors
- 90% of users made an aviation purchase online within past 12 months
- 79% access online flight planning and weather

ACTIVE AOPA FLYERS

- In the next two years:
- 64% plan to take recurrent flight training
- 60% plan to purchase avionics and aircraft systems
- 52% plan to purchase new paint and aircraft batteries



AD OPPORTUNITY	HOMEPAGE CPM	ROS CPM	TARGETING
970 x 90px Pushdown (expands to 970 x 415px) & 320 x 100px Mobile Super Leaderboard (Top)	\$81.00	\$68.00	Add 20%
970 x 90px Super Leaderboard & 320 x 100px Mobile Super Leaderboard (Top)	\$68.00	\$57.00	Add 20%
728 x 90px Interrupter (Middle)	\$62.00	N/A	N/A
300 x 600px Half Page (Right Rail Only)	N/A	\$41.00	Add 20%
300 x 250px Sticky In-line Video*	N/A	\$41.00	Add 20%
300 x 250px Medium Rectangle (Right Rail) (expands to 600 x 250px)	\$48.00	\$38.00	Add 20%
300 x 250px Medium Rectangle (Embedded) article wraps around ad unit	\$48.00	\$38.00	Add 20%
728 x 90px Leaderboard & 320 x 50px Mobile Leaderboard (Sticky footer on article pages, no homepage)	\$40.00	\$30.00	Add 20%

NOTE: Talk to your AOPA Media rep about targeting 728 x 90px banners in AOPA Weather app.

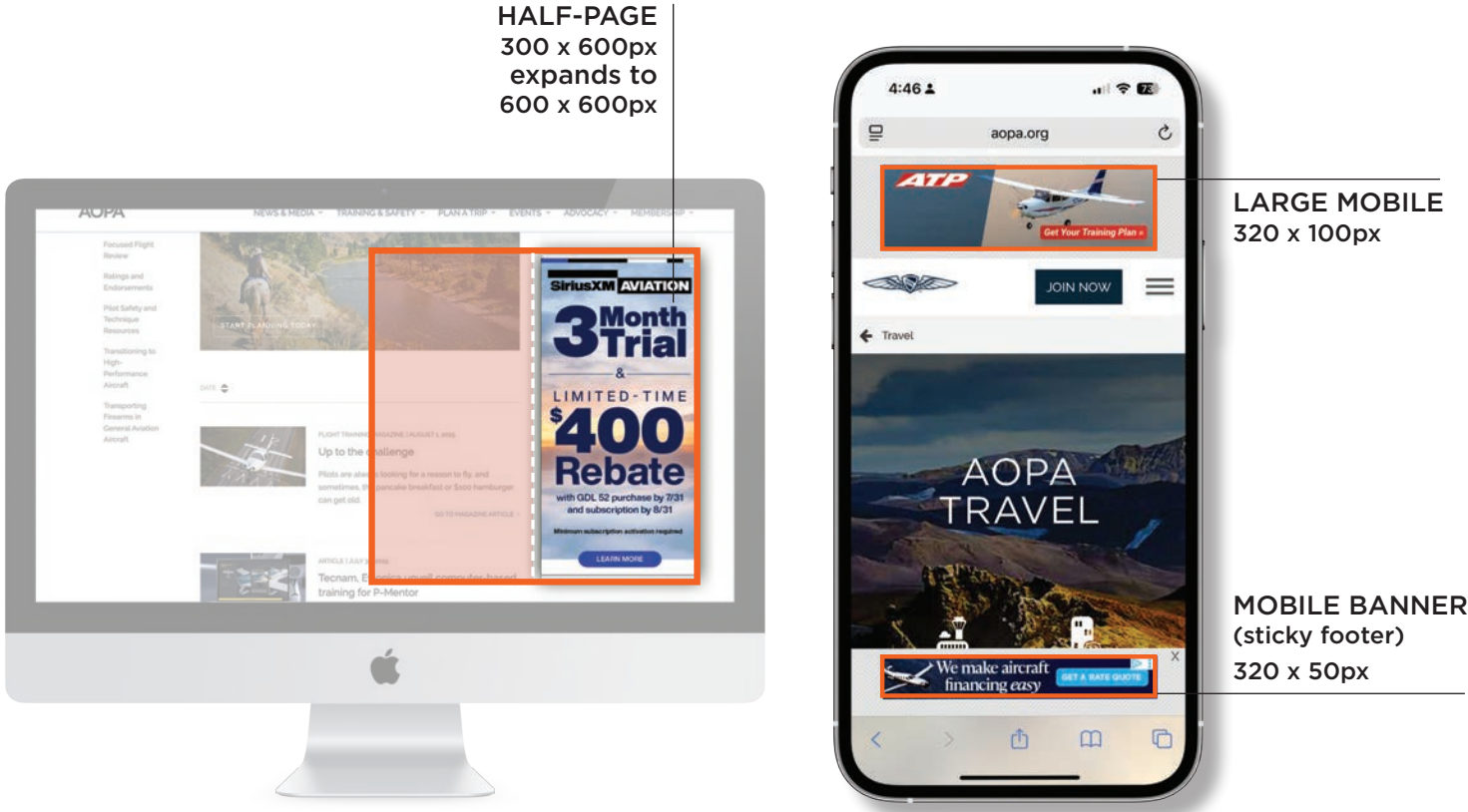
	PUSHDOWN (970 x 90px)	SUPER LEADERBOARD (970 x 90px)	INTERRUPTER (728 x 90px) LEADERBOARD (728 x 90px)	MEDIUM RECTANGLE (300 x 250px)
Ad Location:	Top of Page Content	Top of Page Content	Interrupter: Middle of homepage Content. Leaderboard: Bottom of Page	Right column, towards the top of the page; embedded in content towards left or right of page of article pages.
Initial Dimensions:	Width = 970px Height = 90px	Width = 970px Height = 90px	Width = 728px Height = 90px	Width = 300px Height = 250px
Expandable Dimensions:	Width = 970px Height = 415px	Does not expand.	Does not expand.	Width = 600px Height = 250px
Expansion Direction:	Down	Does not expand.	Does not expand.	Left
Initial File Size:	200K	200K	200K	200K
Subsequent Max Polite File Load Size:	500K	500K	500K	500K

PUSHDOWN
970 x 90px
expands to
970 x 415px

SUPER LEADERBOARD
970 x 90px

MEDIUM RECTANGLE
300 x 250px
expands to
600 x 250px

**LEADERBOARD/
INTERRUPTER**
728 x 90px



HALF-PAGE
300 x 600px
expands to
600 x 600px

LARGE MOBILE
320 x 100px

MOBILE BANNER
(sticky footer)
320 x 50px

Ad Location:

Initial Dimensions:

Expandable Dimensions:

Expansion Direction:

Initial File Size:

Subsequent Max Polite
File Load Size:

HALF-PAGE (300 x 600px)

Right column, towards the top of the page; embedded in content towards left or right of page of article pages.

Width = 300px; Height = 600px

Width = 600px; Height = 600px

Left

200K

500K

LARGE MOBILE
(320 x 100px)

Top of page content

Width = 320px; Height = 100px

N/A

Does not expand.

200K

500K

MOBILE BANNER
(sticky footer) (320 x 50px)

Persistent ad at bottom of article pages, not homepage

Width = 320px; Height = 50px

N/A

Does not expand.

200K

500K

FILE SPECIFICATIONS

- Please submit files to: pilot.ads@aopa.org
- **File Format:** Rich Media, HTML5 (must follow Google Ad Manager guidelines), .jpeg or .gif
- **Resolution:** 72 dpi min resolution
- **Max Animation Length:** 15 sec.
- **Max Video Length:** 30 sec.
- **Max Animation Frame Rate:** 24 - 30 fps
- **Z-Index Range (Non-Expandable/Expandable):** 0 - 4,999 / 5,000 - 1,999,999 (for entire ad unit)
- **Audio Initiation:** Must be user-initiated (on click: mute/un-mute); default state is muted
- **Minimum Required Controls:** Mouse On/Off for expansion video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
- **Labeling Requirements, Font Size, etc.:** Ad unit content must be clearly distinguishable from normal webpage content (i.e., ad unit must have clearly defined borders and not be confused with normal page content)

- **Links:** Include complete URL for hyperlinking
- **Submission Lead-Time:** 5 business days before campaign start.
- **Implementation Notes & Best Practices:** For times when the user's browser does not support creative functionality, (i.e., Rich Media), provide a backup image.

Please call AOPA ad production
for information on sending files.

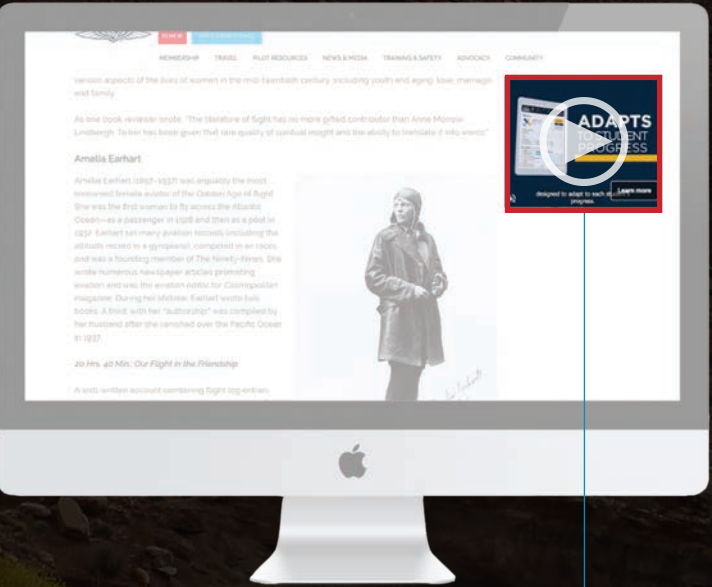
Telephone: 301-695-2179

Email files to the following
address: pilot.ads@aopa.org

NOTE: New ad
creative due
Wednesday
prior to week of
insertion.

NEW

Sticky In-Line Video Ad SPECIFICATIONS



STICKY IN-LINE
VIDEO AD

Aspect Ratio:	16:9 or 1:1
Video Size:	24 mb or less
Max Video Length:	30 seconds
Ad Placement:	ROS Sticky In-Line Video Ad in right rail (stationary when scrolling; tertiary position)
Ad Targeting	Available upon request
Ad Manager hosted formats:	Supports the following for video and audio creatives: • MPEG4, 3GPP, and MOV files: These formats typically support H264, MPEG4 video codecs, and the AAC audio codec • AVI: This format is typically produced by cameras. The video codec is usually MJPEG and the audio codec is PCM • MPEGPS: This format typically supports the MPEG2 video codec and the MP2 audio codec • WMV

VIDEO RESOLUTION AND BIT RATE:

3GPP/MPEG-4

RESOLUTION	TARGET VIDEO BIT RATE	TARGET AUDIO BIT RATE
320 x 240px	192 kbps	32 kbps
176 x 144px	56 kbps	24 kbps

MP4/H.264/AAC

RESOLUTION	TARGET VIDEO BIT RATE	TARGET AUDIO BIT RATE
1920 x 1080px	4000 kbps	128 kbps
1280 x 720px	3000 kbps	128 kbps
1280 x 720px	2000 kbps	128 kbps
854 x 480px	1500 kbps	128 kbps
854 x 480px	1000 kbps	128 kbps
640 x 360px	400 kbps	96 kbps

NOTE: On screen text to support video is recommended as audio is inactive until user clicks on ad.

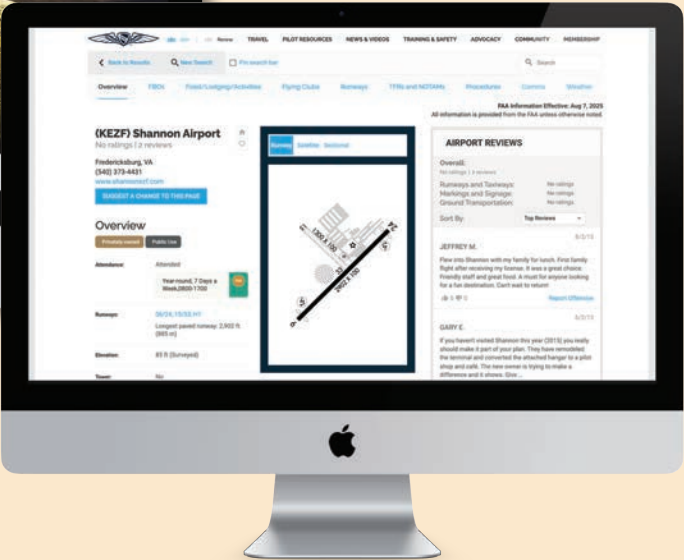
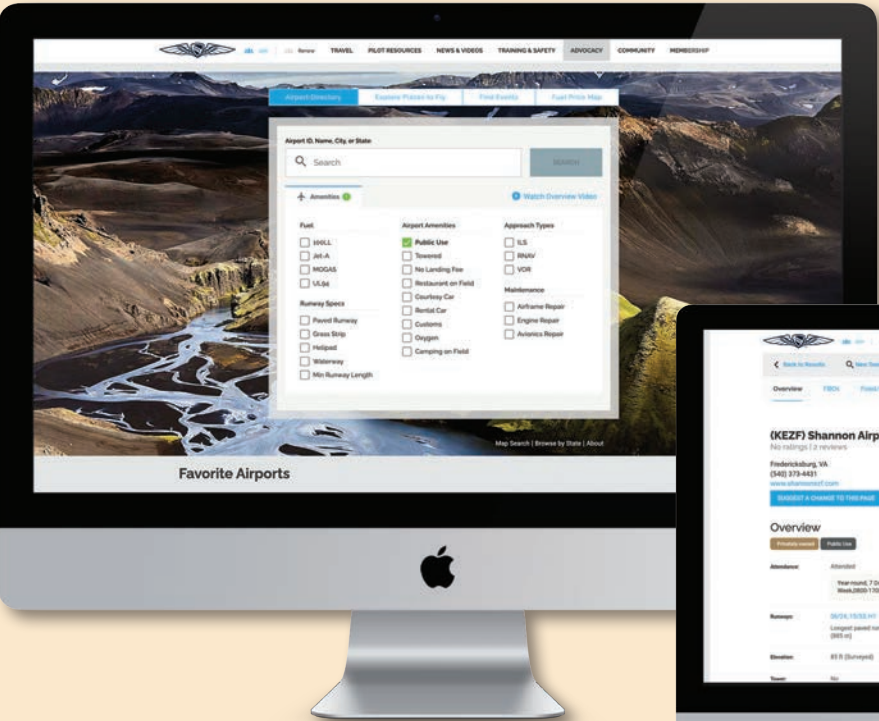


Join AOPA pilots as they discover destinations around the world with the trusted AOPA Airport Directory.

Airport Directory
RATES & SPECIFICATIONS

Connect with pilots before they take off. The AOPA Airport Directory is part of a suite of flight planning tools in the **Destinations portal** of AOPA.org, used by more than 51,000 active users each month and generating 153,000 page views. Our **Airport Advertising Package** offers a simple, cost-effective way to reach pilots as they plan trips to specific airports and surrounding communities.

AIRPORT DIRECTORY PACKAGE SECTION PLACEMENT	ADVERTISING OPPORTUNITY	RATE PER YEAR
Specific Airport Detail page (eg., KFDK)	728 x 90px in-line banner	\$1,000/year 3-part Airport Advertising Package
Airport Directory Run of site	728 x 90px Landing page footer	
Up to 3 Airport Detail Pages Within 300-mile radius of above-specified airport	728 x 90px in-line banner	



ELECTRONIC FILE SPECIFICATIONS
• Text and HTML text ads are encouraged.
• Email files to the following address:
pilot.ads@aopa.org

AOPA: Your Freedom to Fly Videos



ENGAGED PILOTS

- 450,000+ total AOPA video monthly views
- 110,000 AOPA video subscribers
- 14% growth in AOPA Video subscribers YOY
- 17,700+ Avg. Monthly hours watched.
- 4M Monthly impressions

YouTube Channel Sponsorship Rates

Bring your marketing message to the aviation masses with AOPA Video monthly sponsorship opportunities. *Fly With AOPA* stand-alone videos post weekly throughout the month on the *AOPA Video* YouTube channel. This burgeoning audience of more than 110,000 subscribers and 450,000 monthly views, your message and company logo are seamlessly integrated with professional on-screen talent and aligned with the most trusted and engaging video content in all of general aviation.

FLY WITH AOPA SPONSORSHIP	
VIDEO SPECS	- A voice-over acknowledges the sponsorship in the AOPA introduction - Video segment is accompanied by a Title Card that contains the sponsor logo and recognition - Sponsor text mention and URL in Description below YT video screen
NEWSLETTERS	Sponsor Banner (728 x 90px) will be displayed in each of the weekly AOPA Video newsletters during the month of the campaign.
ADVERTISING RATE	\$3,000/Month

AOPA Podcasts

- 69,000 AOPA podcast monthly downloads
- 40,000 AOPA podcast monthly listeners
- Young, diverse, and aspiring pilots craving the kind of aviation-related entertainment only AOPA can provide
- Viewers and listeners fly everything from light-sport aircraft to business jets

BE HEARD BY YOUR AUDIENCE, ADVERTISE ON PODCASTS

- 77% conversion between hearing a sponsorship mention and making a purchase.
- Greater share of voice with fewer ads.

AOPA Podcasts

PODCAST ADVERTISING THAT CONNECTS

Reach a younger, more diverse pilot audience with AOPA's top-performing podcasts—*Hangar Talk*, *Never Again*, *There I Was*, and *Ask the A&Ps*—downloaded over 69,000 times each month.

With customized ad packages, your brand can tap into the rapidly growing general aviation content space, delivering a personal touch through hosted audio. Ask your AOPA Media representative to get started today.

Sponsorship Rates

AOPA PODCASTS <i>Ask The A&Ps, Hangar Talk, Never Again, There I was</i>	ADVERTISING PACKAGES	RATE PER MONTH
Sponsor audio integration Host-delivered opening and incorporation of <i>Your Company</i> , product features/benefits, and call to action. - On-air Sponsor announcement - Up to 15 words of Sponsor text (include URL and/or call to action) - Supply five bullet talking points	Monthly Purchase All AOPA Podcasts during month	Pre \$3,300/month Mid \$3,000/month End \$2,000/month



AOPA TERMS & CONDITIONS

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Aircraft Owners and Pilots Association (“Publisher”). Customer may use AOPA’s advertising insertion placement services (“Services”) only in accordance with this Agreement. This Agreement shall further apply to Agencies representing client and/or conducting business on behalf of another company in placing advertising with AOPA. No other contract or terms concerning your use of the Service may be created in any manner, unless expressly agreed to by AOPA in writing.
2. **Payment and Agency Commission.** Agency commission: Submission of insertion order by advertising agency on behalf of advertiser constitutes agency’s agreement to pay all invoices for placement of advertising. Payments are due within thirty (30) days after billing date. Accounts not paid within these terms are subject to a late-payment finance charge computed at 1.5% per month (18% annual percentage rate) on any balance outstanding 30 days or more after billing date. Should AOPA be required to seek the services of an attorney/collection agency to enforce its rights under this Agreement, AOPA shall be entitled to recover reasonable attorney fees, legal costs, and other collection fees and costs incurred by that party in connection with such action, if AOPA is to prevail.
3. **Rates.** All insertion orders accepted are subject to provisions of the applicable rate card and are subject to change by AOPA without notice. Should a change in rates be made, space reserved may be canceled by the Customer at the time the change becomes effective without incurring short rate charges, provided the advertisements published are consistent with the applicable agreed upon frequency or volume.
4. **Cancellation and Termination.** Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. Cancellations or changes in the order may not be made by the Customer after the applicable issue closing date.
5. **Miscellaneous.** Publisher’s acceptance of an advertisement for publication does not constitute an endorsement of the product or service advertised. Advertiser hereby grants AOPA the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations, and photographs (the “Creative”).

The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter. Customer agrees to indemnify and hold harmless AOPA from any claim in law or equity that results from the content provided by Customer to AOPA.



2026 Aviation Events and Publication Deadlines

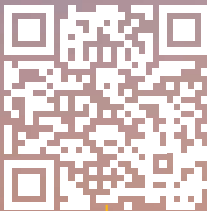
Join us and thousands of pilots and aircraft owners who attend AOPA events each year in search of the latest aviation products, services, and safety innovations. Showcase your brand through exhibits, seminars, aircraft displays, and sponsorship opportunities at a wide range of AOPA events. Over 60% of last year’s attendees made a purchase at the event or planned to buy from an exhibitor afterward. Contact your AOPA Media representative today for the 2026 Exhibitor Prospectus.

2026 EVENT	DATE	LOCATION
NGPA INDUSTRY EXPO	Feb 5 - 6	Palm Springs, CA
AOPA FLY-IN AT THE BUCKEYE AIR FAIR	Feb 13 - 15	Buckeye, AZ
NORTHWEST AVIATION CONFERENCE	Feb 21 - 22	Puyallup, WA
VERTICON	Mar 9 - 12	Atlanta, GA
R.A. “BOB” HOOVER TROPHY AWARDS	Mar 17	Washington, DC
INTERNATIONAL WOMEN IN AVIATION CONFERENCE	Mar 19 - 21	Dallas, TX
AEA	Mar 23 - 26	Dallas, TX
SUN ‘N FUN	April 14 - 19	Lakeland, FL
AERO FRIEDRICHSHAFEN	April 22 - 25	Friedrichshafen, Germany
GREAT ALASKA AVIATION GATHERING	TBD	Anchorage, AK
EBACE (EUROPEAN BUSINESS ASSOCIATION)	May 27 - 29	Geneva, Switzerland
EAA AIRVENTURE	July 20 - 26	Oshkosh, WI
ORGANIZATION OF BLACK AEROSPACE PROFESSIONALS	Aug 12 - 14	Chicago, IL
AOPA FLY-IN	TBD	
THE AOPA OASIS AT TRIPLE TREE	Sept 21 - 27	Woodruff, SC
NATIONAL CHAMPIONSHIP AIR RACES (FORMERLY RENO AIR RACES)	TBD	Roswell, NM
NBAA	Oct 20 - 22	Las Vegas, NV
YOU CAN FLY HIGH SCHOOL AVIATION STEM SYMPOSIUM	Nov 15 - 17	Phoenix, AZ

For updated information on 2026 AOPA Event dates and locations, please visit aopa.org/community

INTEGRATED SHOW AND SPECIAL PROMOTIONS

Advertise in show editions of *AOPA Pilot* to participate in **Show and Special Promotions**, which feature added visibility for your ad before, during, and after major aviation events such as **Run Up to Sun ‘n Fun, AirVenture and News Digest** and **Holiday Specials**. Plan your marketing calendar around these and other AOPA special promotions by talking to your AOPA Media representative early. Don’t miss out on a great opportunity to maximize your messaging as well as your advertising dollars!



Partner with the AOPA Media team to build an effective, custom media solution that meets your marketing challenge today.

2026 ad deadlines for *AOPA PILOT & TURBINE PILOT*

ISSUE/THEME	SPACE CLOSING	AD MATERIALS DUE:	DIGITAL EDITION LIVE:	PRINT IN HOMES:	SPECIAL SHOW DISTRIBUTION:
JANUARY <i>Weather</i>	11.3.25	11.10.25	12.2.25	12.15.25 - 12.18.25	
FEBRUARY <i>Flying in the backcountry</i>	12.1.25	12.8.25	12.30.25	1.12.26 - 1.15.26	AOPA Fly-In at Buckeye, NW Aviation Conference, NGPA Industry Expo
MARCH <i>Destinations</i>	1.12.26	1.19.26	2.3.26	2.17.26 - 2.20.26	Women in Aviation, Verticon/Heli-Expo, AEA
APRIL	2.9.26	2.16.26	3.10.26	3.16.26 - 3.19.26	Sun ‘n Fun
MAY	3.9.26	3.16.26	4.7.26	4.13.26 - 4.16.26	Great Alaska Aviation Gathering
JUNE <i>Mental Health & Performance</i>	4.13.26	4.20.26	5.12.26	5.18.26 - 5.21.26	
JULY <i>Road to Oshkosh</i>	5.11.26	5.18.26	6.9.26	6.15.26 - 6.18.26	EAA AirVenture (Oshkosh)
AUGUST	6.8.26	6.15.26	7.6.26	7.13.26 - 7.16.26	
SEPTEMBER <i>Sweepstakes Reveal</i>	7.6.26	7.13.26	8.4.26	8.10.26 - 8.13.26	
OCTOBER <i>The Future of Light Sport</i>	8.3.26	8.10.26	9.1.26	9.8.26 - 9.11.26	
NOVEMBER <i>Pilot Gear</i>	8.31.26	9.7.26	9.30.26	10.13.26 - 10.16.26	NBAA (Turbine)
DECEMBER <i>Giving Back</i>	10.5.26	10.12.26	11.3.26	11.16.26 - 11.19.26	
JANUARY 2026	11.2.26	11.9.26	12.1.26	12.14.26 - 12.17.26	

2026 ad deadlines for *FLIGHT TRAINING MAGAZINE*

ISSUE/THEME	SPACE CLOSING	AD MATERIALS DUE:	DIGITAL EDITION LIVE:	PRINT IN HOMES:	SPECIAL SHOW DISTRIBUTION:
JANUARY/ FEBRUARY <i>Finesse</i>	11.17.25	11.24.25	12.16.25	12.22.25 - 12.26.25	AOPA Fly-In at Buckeye, NW Aviation Conference
MARCH/APRIL <i>Instrument Flying</i>	12.29.25	1.5.26	1.27.26	2.9.26 - 2.12.26	Aviation Career Connection, Women in Aviation, Sun ‘n Fun
YOU CAN FLY ANNUAL EDITION	1.26.26	2.3.26	2.24.26	N/A	Flight Schools, CFIs and Student Pilots, Women In Aviation, Sun ‘n Fun, EAA AirVenture, Aero Friedrichshafen
MAY <i>Conquer your Fears</i>	2.23.26	3.2.26	3.24.26	3.30.26 - 4.2.26	Aviation Career Connection, Great Alaska Aviation Gathering
JUNE <i>Landings</i>	3.30.26	4.6.26	5.5.26	5.11.26 - 5.14.26	
JULY <i>Weather</i>	5.25.26	6.1.26	6.23.26	6.29.26 - 7.2.26	Aviation Career Connection, EAA AirVenture, Oshkosh
AUGUST <i>Stepping Up</i>	6.22.26	6.29.26	7.28.26	8.10.26 - 8.13.26	
SEPT/OCT <i>Careers</i>	8.17.26	8.24.26	9.15.26	9.21.26 - 9.24.26	Aviation Career Connection
NOV/DEC <i>Gear</i>	9.21.26	9.28.26	10.27.26	11.2.26 - 11.5.26	
JANUARY/ FEBRUARY 2027	11.16.26	11.23.26	12.15.26	12.21.26 - 12.24.26	



Put your marketing plan into action

Turn to the experienced representatives at AOPA Media who can combine AOPA member research with their unique ability to integrate marketing across our array of channels. They'll take your marketing plan and put it into action with results you can measure.

www.aopaadvertising.org

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