

Aero Connections serves pilots, builders, instructors, and enthusiasts across the ultralight and light sport aviation community. Our readers are active participants in the sport — they buy gear, engines, training, and aircraft. Published digitally in an interactive flipbook format, Aero Connections reaches a passionate, technically engaged audience that trusts the content and the community behind it.

## Our Audience

| Primary Reader Profile                                                                                                                                                                                                                                                             | What They're Buying                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Ultralight &amp; light sport pilots</li><li>• Powered paraglider pilots &amp; instructors</li><li>• E-LSA / S-LSA builders and owners</li><li>• Student pilots entering the sport</li><li>• Aviation enthusiasts &amp; hobbyists</li></ul> | <ul style="list-style-type: none"><li>• Engines &amp; powerplants (2-stroke &amp; 4-stroke)</li><li>• Aircraft, wings, trikes &amp; frames</li><li>• Avionics, instruments &amp; EFI systems</li><li>• Safety gear, helmets &amp; harnesses</li><li>• Flight training &amp; instruction</li></ul> |

## Advertising Placements & Rates

All ads are placed at natural editorial breaks to ensure maximum reader engagement without interrupting article flow. Rates are per issue unless noted.

### Premium Positions

| POSITION                 | DIMENSIONS      | PAGES | RATE  | NOTES                                     |
|--------------------------|-----------------|-------|-------|-------------------------------------------|
| Cover (approved art)     | Full page bleed | 1     | \$250 | Highest-visibility position               |
| Inside Front Cover / TOC | Full page       | 1     | \$150 | Every reader sees this during orientation |

### Between-Article Placements (Recommended)

| POSITION                      | DIMENSIONS         | PAGES | RATE  | NOTES                                      |
|-------------------------------|--------------------|-------|-------|--------------------------------------------|
| Full-Page Between Articles    | Full page          | 1     | \$100 | Clean break between major features         |
| Half-Page Between Articles    | Half page (horiz.) | 1     | \$50  | Shares a page at section break             |
| Double-Page Spread            | 2 full pages       | 2     | \$150 | Ideal for aircraft or engine manufacturers |
| Quarter Page Between Articles | Quarter page       | 1     | \$25  | Shares a page at section break             |

### Back-of-Book & Classified

| POSITION             | DIMENSIONS     | PAGES | RATE            | NOTES                                       |
|----------------------|----------------|-------|-----------------|---------------------------------------------|
| Quarter-Page Display | Quarter page   | 1     | \$25            | Dealer / vendor listings                    |
| Classified Listing   | Up to 50 words | —     | Future Editions | Text-only; equipment, services, instruction |
| Instructor Listing   | Name + contact | —     | FREE            | Free for all ASC-member flight instructors  |

## Multi-Issue Packages & Discounts

| PACKAGE                                            | DISCOUNT |
|----------------------------------------------------|----------|
| 3-Issue Run — same placement, 3 consecutive issues | 10% off  |
| 6-Issue Run — same placement, 6 consecutive issues | 15% off  |
| Annual (all issues) — full-year commitment         | 25% off  |
| New Advertiser — introductory rate, first issue    | 15% off  |
| Contextual Bundle — placed near a relevant feature | Inquire  |

## Ad Submission Specifications

|              |                                                                   |
|--------------|-------------------------------------------------------------------|
| File Formats | PDF (press-ready preferred), PNG, or JPG at 300 dpi minimum       |
| Color Mode   | RGB (digital publication); full color accepted                    |
| Deadline     | Ad materials due 2 weeks prior to issue publication date          |
| Links        | Clickable URL links embedded in digital ads at no extra charge    |
| Ad Design    | Basic ad design assistance available upon request (fee may apply) |

**Aero Connections does not place advertisements mid-article.** We protect the reader's experience — ads appear at natural breaks between articles, at section transitions, or in dedicated display areas, so your message is seen by readers who are receptive, not interrupted. Aero Connections is an ad-free editorial environment by policy; our content is never written to favor or promote advertisers, which is precisely what makes advertising here credible.

## CONTACT US TO ADVERTISE

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Serving the ultralight & light sport aviation community since 1984