



GLOBAL AEROSPACE TECHNOLOGY NETWORK

PRODUCED BY INTELLIGENT AEROSPACE

2020 MEDIA PLANNER

- Designed for Key Decision-Makers: Aerospace Engineers, Managers, and Executives
- Buying Authority for Commercial and Military Aerospace Electronics
- Focus on Technology – Products, Real-World Applications, and Opportunities
- Multi-channel marketing with magazine, online, eNewsletter, video, content marketing, and lead generation
- Branding, Lead Generation, Content Marketing Opportunity



AUDIENCE PROFILE

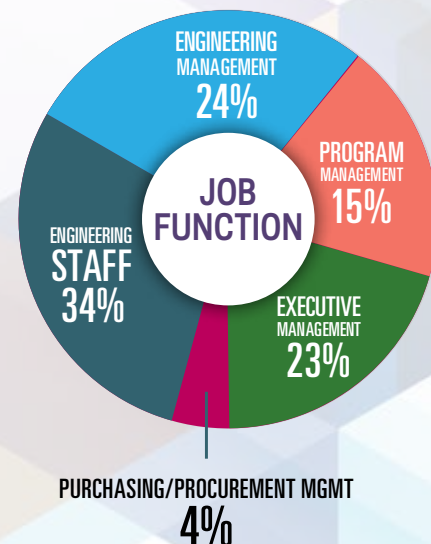
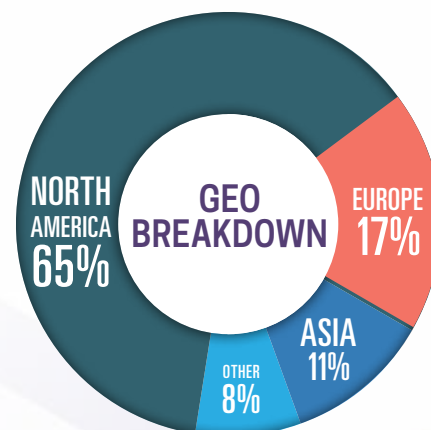
The Intelligent Aerospace website and eNewsletter

are leading global media sources providing comprehensive news, analysis, and coverage of cockpit and cabin electronics, navigation and guidance, air traffic control, in-flight entertainment and connectivity, advanced communications, airport operations, satellites, unmanned aircraft systems, and rotorcraft for commercial, military, general, and business aviation.

Readers include aerospace professionals who influence the purchase of technologies related to the design and development, installation, adoption, integration, and use of airport, air traffic control/air traffic management (ATC/ATM), civil and military aircraft, avionics systems and components, training & simulation tools, satellites and satellite payloads, rotorcraft and unmanned aircraft systems (UAS) technologies. These include:

- Aircraft buyers, owners, and investors
- Air navigation service providers (ANSPs)/air traffic managers
- Airport executive boards
- Engineers and engineering managers
- Fleet managers and fleet maintenance managers (airlines, passenger and cargo transport organizations, etc.)
- Maintenance/MRO Professionals (civil and military)
- Program and project managers (government, civil, and military)
- Pilots (civil and military)
- Executives (CEO, CIO, CTO)
- Government, political, chamber of commerce, and business development representatives
- Researchers, educators, and students

Publisher's Own Data



AUDIENCE PROFILE

RECIPIENTS' COMPANY'S BUSINESS CLASSIFICATION

Research and Development	41.24%
Subcontractor/Supplier of subsystems/components (OEM)	37.48%
Prime Contractor/Systems Integrator	20.62%
Maintenance, Repair & Overhaul (MRO) or Fixed Base Operator (FBO)	18.66%
Military/Government/Regulatory Agency or Authority	17.35%
Aircraft/Airframe Manufacturer	10.97%
Airline/Operator	4.26%
Air Navigation Service Provider (ANSP)/Air Traffic Management	3.60%
Airport Operation	2.95%

PRIMARY MARKET FOCUS

Military Aviation	56.67%
Commercial Aviation	39.70%
General & Business Aviation	38.48%
Space & Satellite	34.09%

PURCHASING INVOLVEMENT

Recommend	55.27%
Evaluate	49.10%
Specify	38.10%
Approve	30.57%
Purchase	18.83%

Publisher's Data

TYPES OF AEROSPACE PRODUCTS AND SERVICES PURCHASED

Electronic Subsystems and Components	46.33%
Test & Diagnostic Tools	41.69%
Engineering and Design Tools	39.94%
Cables, Connectors & Wiring Harnesses	39.78%
Computing (embedded, handheld/mobile)	30.83%
Power Electronics & Thermal Management	28.75%
Simulation Software	24.76%
Displays (cockpit and cabin)	24.28%
Cockpit Avionics, Displays, EFBs & Instrumentation	23.48%
Payload Sensors and Cameras	23.00%
Radar and Related Sensors	22.84%
Networking Systems and Components	22.36%
Safety-critical Software	16.45%
Cabin Electronics, In-flight Entertainment & Connectivity	14.54%
Radiation-hardened/Tolerant & Rugged Components	13.90%
Engine and Propulsion Electronics	13.10%
Air Traffic Control/Airport Infrastructure Electronics & Software	11.02%

MARKETING MIX

Reach and Convert More Buyers with the Winning Marketing Mix

TODAY'S EDUCATED BUYERS consume information at all hours of the day and from a wide variety of sources; they search the web, read trade magazines, watch videos and webcasts, read eNewsletters, download apps, and travel to trade shows, all in the pursuit of the latest information to help them do their jobs.

THE CHALLENGE

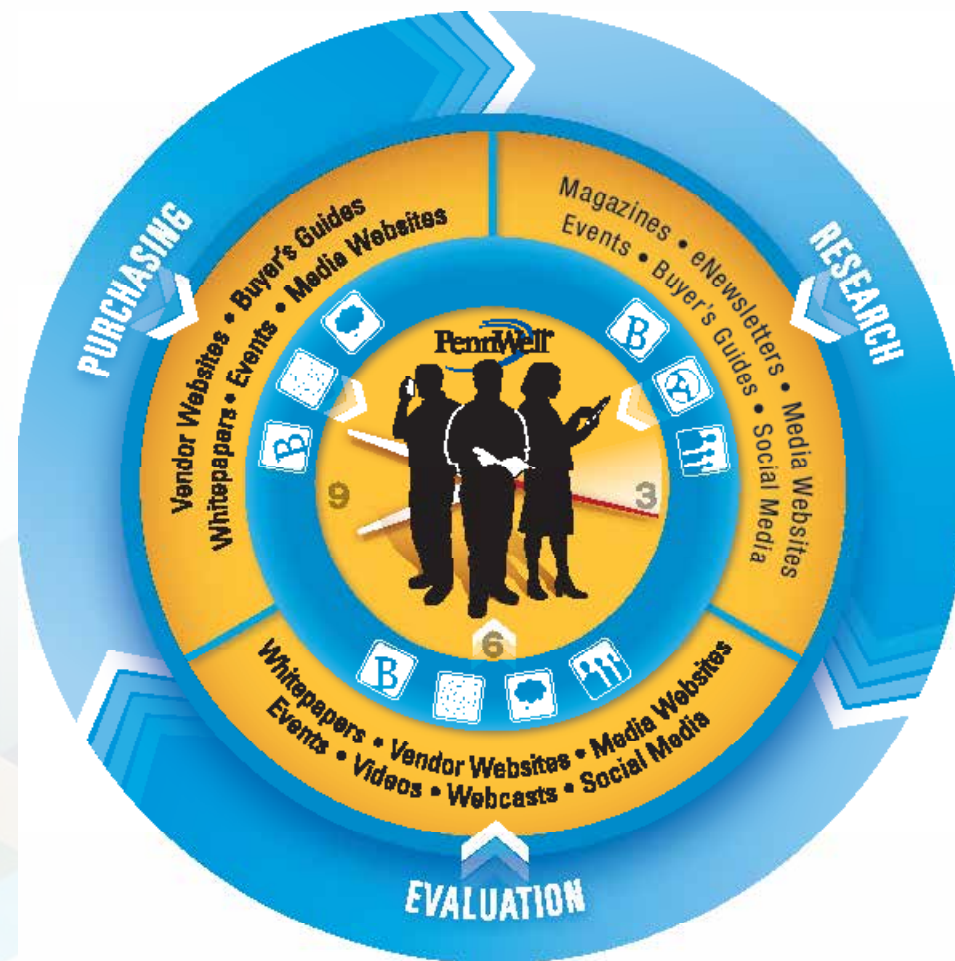
Finding the best mix of the many options available to reach and influence these buyers as they navigate numerous channels can be difficult. Using one marketing vehicle exclusively in the hopes of reaching prospects at “the right point” in their buying cycle may result in buyers seeing your message too late, or not at all. Spreading your message out across too many channels may leave you with too little frequency in any channel to make a memorable impression.

THE SOLUTION

Solving this challenge requires an understanding of how various information channels work in concert to reach and engage your prospects throughout the buying process. Creating an organized and well-planned strategy, with consistent presence in multiple channels that qualified buyers rely on, helps ensure your message reaches them often and effectively during their knowledge gathering.

THE WINNING MARKETING MIX

At *Intelligent Aerospace*, we have the experience and the marketing options to reinforce your message to qualified decision-makers throughout the buying process. We look forward to the opportunity to work with you to create a winning marketing mix.



INTEGRATED MEDIA PORTFOLIO

YOUR MARKETING CAMPAIGN OBJECTIVES			OUR MARKETING APPROACH
 Brand A Brand Awareness campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the MilAero community.	 Traffic A Traffic Driving campaign is designed to push MilAero professionals to your website or other online offerings.	 Lead A Lead Generation campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the MilAero community.	 Push In a Push Marketing approach, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.
 Social A Social Engagement campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.	 Thought A Thought Leadership/Education campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.		 Pull In a Pull Marketing approach, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles

	YOUR MARKETING CAMPAIGN OBJECTIVES					MARKETING APPROACH	
MEDIA SOLUTIONS	 Brand	 Traffic	 Lead	 Social	 Thought	 Push	 Pull
AdFlex	■	■		■	■		■
Banner Ads	■	■					■
Buyer's Guide	■	■	■			■	■
Newsletter Sponsorship	■	■	■			■	
Executive Briefings	■		■		■		■
Expandable Leaderboard Ads	■	■					■
Native Advertising	■	■			■		■
Video Sponsorship	■		■		■	■	■
Webcast Sponsorship	■		■		■	■	■
White Papers / SMARTPapers	■		■		■		■
Webcast Sponsorship	■		■		■	■	■
White Papers	■		■		■		■

The achievement of a campaign objective depends strongly on the creative unit and messaging for digital media. Ask your sales representative for examples of what works best.

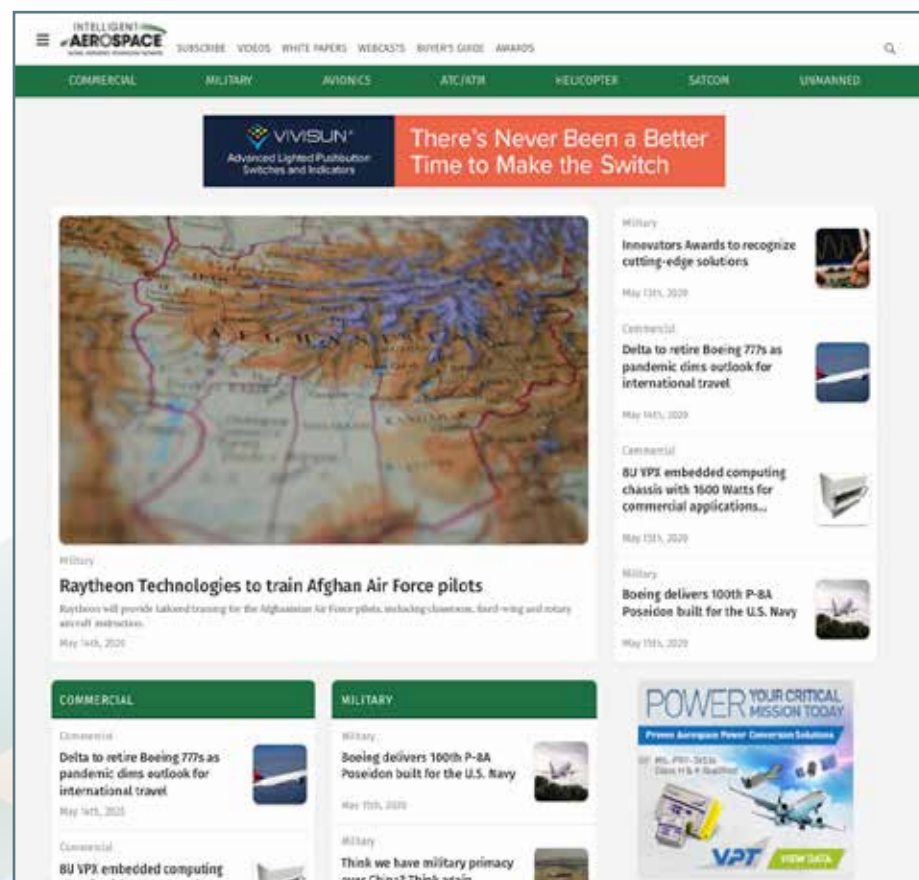
EDITORIAL FOCUS

The *Intelligent Aerospace* eNewsletter, delivered Tuesdays and Thursdays to aerospace executives and engineers, is dedicated to providing comprehensive information on the latest aerospace trends, technologies, contracts, and opportunities.

Intelligent Aerospace delves even deeper into the hottest aerospace tools, technologies, and trends in the monthly Intelligent Inbox eNewsletter. Look to *Intelligent Aerospace* for novel insights, professional opinions and advice, and real-world solutions to critical challenges.

Throughout 2020 — via the website, eNewsletters, Executive Briefings, and Webinars — *Intelligent Aerospace* will address myriad, imperative avionics topics, such as:

- Avionics test & diagnostic tools
- Cables, connectors & wiring harnesses
- Cockpit command & control: displays & instruments
- Communications: voice link & data link
- Electronic flight bag innovations
- Embedded computing
- In-flight entertainment and connectivity
- Performance-based navigation: GPS, VOR & more
- Remotely piloted aircraft (unmanned aerial vehicles)
- Retrofits, upgrades & modernization of business jets, regional jets, helicopters
- Safety-critical software tools, trends & certification
- Sensor payloads: civil & defense, manned & unmanned
- Systems in space: rugged, rad-hard & rad-tolerant



Intelligent Inbox

Intelligent Inbox, the weekly electronic newsletter from Intelligent-Aerospace.com, is designed specifically to inform and update engineers, engineering managers, executives, and other key professionals in the fast-paced aerospace industry on all the latest hardware and software technologies, requirements and regulations, and trends. Thousands of aerospace professionals turn to *Intelligent Aerospace Intelligent Inbox* for valuable industry news, insightful advice, and comprehensive information on pressing, high-tech aerospace issues and topics.

RESPONSIVE NEWSLETTER
DESIGN ENSURES YOUR AD
DISPLAYS WELL ACROSS
ALL PLATFORMS

Creative Due: 3 days prior to issue
Ad Close: 7 days prior to issue.

NEW! PROFILE REPORTS

OPTIONAL ADD-ON to your newsletter ad campaign.
Receive contact profile information from anyone
who clicks on your ad!

Profile data ranges from full subscriber data to email
addresses and is GDPR and CASL compliant. Contact
your business solutions manager and find out how
to take advantage of this exciting new opportunity.

SPONSORSHIP	CREATIVE SPECIFICATIONS
Banner	300 x 250 pixels - max. file size: 40k - format: gif, jpg
Skyscraper	300 x 600 pixels - max. file size: 40k - format: gif, jpg
Animated gifs are accepted in our newsletters. Animation cannot be guaranteed to work with all email clients. The first slide should include your call to action.	

Ask your sales representative about full month pricing!

INTELLIGENT AEROSPACE NEWSLETTER

AEROSPACE BRIEFS

General Electric aviation workers launch protest, demand to make ventilators

Supersonic flight gets one step closer with FAA proposal

Boeing to offer voluntary layoffs to employees to tide over coronavirus fallout

The world's largest aircraft will now test hypersonics for the military

If aviation was a country it would be the world's 20th largest by GDP

NUMBER-ONE FOR TAKEOFF

Airbus to produce 3D-printed hospital visors in fight against Covid-19

Hundreds of visors have already been produced and dispatched to hospitals close to the Airbus facilities in Spain.

UP IN THE AIR

NASA awards Artemis contract for gateway logistics services to SpaceX

The award is a significant step forward for NASA's Artemis program that will land the first woman and next man on the Moon by 2024 and build a sustainable human lunar presence.

NASA chooses radiation-hardened 1,532-nanometer pump laser diode modules from nLight for spacecraft uses

NASA is trying to increase the efficiency of wavelength-stabilized 1,532-nanometer fiber-coupled pump laser diode modules from 22 to 40 percent.

Raytheon and United Technologies to close 'merger of equals'

The companies expect to close the merger prior to the opening of trading on the New York Stock Exchange on Friday, April 3, 2020

UAV Navigation's autopilots can now control Sky Power's engines

SAN SABASTIAN DE LOS REYES - UAV Navigation and Sky Power have collaborated to design flight control solutions. The two companies

COMMERCIAL AVIATION

Onboard Systems dual cargo hook kits for Bell 206L and 407 aircraft certified by FAA

These cargo hook systems meet the 14 CFR part 27 certification requirements for Human External Cargo (HEC) and have been designed as a dual installation of Onboard's TALON LC Hydraulic Hook.

Boeing to hold annual shareholder meeting virtually on April 27

Shareholders will not be able to attend the 2020 annual meeting in person.

eNEWSLETTERS [continued]

Farnborough Air Show Daily Newsletter

FARNBOROUGH AIR SHOW | JULY 20-24, 2020

Promote your company through a sponsorship of the Farnborough Air Show Daily newsletter – deployed in conjunction with Intelligent Aerospace, delivered to thousands of established aerospace professionals, and covering one of the industry's largest events.

SPONSORSHIP	CREATIVE SPECIFICATIONS
Banner Ad (Top)	▪ 300 x 250 pixels ▪ max. file size: 40k ▪ format: gif, jpg
Skyscraper	▪ 300 x 600 pixels ▪ max. file size: 40k ▪ format: gif, jpeg
Banner (3 middle positions available each email)	▪ 300 x 250 pixels ▪ max. file size: 40k ▪ format: gif, jpeg

Animated gifs are accepted in our eNewsletters. Animation cannot be guaranteed to work with all email clients. The first slide should include your call to action.

Your ad runs in
ALL deployments!



BUYER'S GUIDE

Expand your BUYER'S GUIDE coverage with a combined print & online package!

The *Intelligent Aerospace* Buyer's Guide is an industry-specific product guide and vendor directory reaching key decision makers and purchase influencers worldwide.

The magazine Buyer's Guide is published in May and is an annual reference issue.

The online Buyer's Guide is available and updated throughout the year.

Intelligent Aerospace's premier buying resources allow you to educate industry professionals, create brand visibility, build product preference, and generate qualified leads through a wide variety of programs designed to fit your marketing objectives and budget.

TIER 1

FULL PAGE MAGAZINE AD DELIVERABLES + ALL ACCESS ONLINE DELIVERABLES

TIER 2

HALF-PAGE MAGAZINE AD DELIVERABLES + ALL ACCESS ONLINE DELIVERABLES

TIER 3

THIRD-PAGE MAGAZINE AD DELIVERABLES + ALL ACCESS ONLINE DELIVERABLES

**PRINT BUYER'S GUIDE
PUBLISHES MAY 2020**

Advertising Deadline: April 29, 2020

Online Packages: all packages are available for 12 months!
Combine with any print package for a 10% discount*!

	All Access	Free
Full-service, including weekly content updates	Y	N/A
Company Description (# of words)	Unlimited	50
Categories	Unlimited	15
Company Logo	Y	
Contact Form for Users to Email You	Y	
Priority Returns in Browse Results	Y	
Product Listings (model name, etc.)	Unlimited	5
Product Description (# of words)	Unlimited	30
Product Photos	6	1
Product Resource Files	Unlimited	
Additional Product Cost	Unlimited	
Company-branded expanded profile	Y	
Event Listings	Unlimited	
Press Releases	Unlimited	
Resource Files	Unlimited	
Videos [Product and Company]	Unlimited	
Custom E-Newsletter Exclusively Promoting Your Listing (10,000 circ)	Y	

*Excludes All Access package

Print Packages - Printed in the May issue of *Intelligent Aerospace*
Combine with any online package for a 10% discount*!

	Display Ad	Free
Categories	25	15
Bold-Faced Listing in Categories	Y	
Boxed Listing in Categories		
Company Logo in Categories		
Boxed Company Logo in A-Z Directory		
Bold-Faced Listing in A-Z Directory	Y	

*Excludes All Access package

NEW! AMPLIFY: Lead Generation + Native | LIST RENTAL

Amplify is a three-step **lead-generation and sales-nurturing program** that generates highly qualified leads with a strong likelihood of accepting sales calls, submitting RFPs, and converting to sales.

HOW DOES IT WORK?

Amplify uses the latest marketing automation technology to qualify prospects as they move through the sales funnel. We do this with a multi-step, or tiered, email drip campaign.

WHY SHOULD I USE IT?

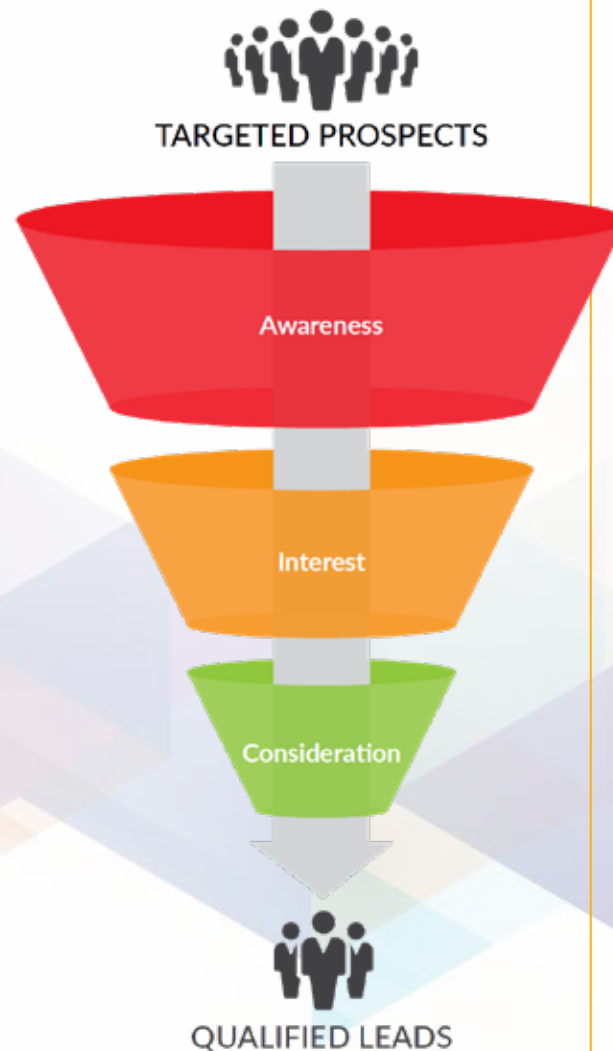
Amplify helps you develop relationships with buyers at every stage of the sales funnel from “prospect” to “qualified lead.” You will generate demand for your products while accelerating your prospects through the buying journey.

» You will receive detailed reports on how your campaign performs as well as highly qualified leads for your sales team.

HOW DO I START?

Tell us whom you want to reach by selecting from our database of industry and business segments. You will then be asked to provide us with your content and creative messaging.

OUR CONTENT MARKETING TEAM WILL WORK WITH YOU TO DEVELOP AN ENGAGING CAMPAIGN THAT RESONATES WITH INTELLIGENT AEROSPACE READERS.



Direct Access to Defense Electronics Professionals

BASIC LIST RENTAL

Target your most desired prospects with *Intelligent Aerospace* email, postal, and telephone list rental.

Select by job function, industry served, and/or purchase influence to bring your marketing message to structured cabling decision makers

Intelligent Aerospace' email, phone or postal lists connects you with highly engaged decision makers in the defense electronics industry.

Intelligent Aerospace's list rental contacts are highly-qualified:

- **VERIFIED:** as purchasers of aerospace & defense products and services
- **COMPREHENSIVE:** have been active within a 24-month period
- **TARGETED:** are identified by job function, industry served and/or purchase influence
- **UP-TO-DATE:** Our constantly updated content drives new professionals to subscribe
- **GDPR AND CASL COMPLIANT**

DIGITAL ADVERTISING: WEBSITE BANNERS

Our newly re-architected site runs on BASE, a digital publishing platform specifically built for B2B media. It is optimized for impressions via an engaging user experience on desktop and mobile devices. The site is hosted on industrial-strength servers and utilizes a robust worldwide content delivery system from Amazon Web Services.

LEADERBOARD
EXPANDABLE LEADERBOARD
BILLBOARD

NATIVE
RECTANGLE
SKYSCRAPER OR ADFLEX
RECTANGLE
STICKY LEADERBOARD
RECTANGLE
SKYSCRAPER OR ADFLEX
NEW! Infinite Scroll on Channels

SPONSORSHIP	CREATIVE SPECIFICATIONS
Leaderboard	BANNER: 970 x 90, 728 x 90 pixels (40k max. file size); Link to URL ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300 x 50 pixels (40k max. file size); Link to URL
Expandable Leaderboard	COLLAPSED: 970x90 (40k max. file size) EXPANDED: 970x415 pixels (100k max. file size). File format: gif or jpg PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300x50 (40k max. file size). Link to URL
NEW! Billboard	BANNER: 970 X 250 (SEE PAGE 12 FOR DETAILS)
Rectangle	BANNER: 300x250 pixels (40k max. file size). ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg
Skyscraper	BANNER: 300x600 pixels, (40k max file size) No animation FILE FORMAT: gif or jpg
AdFlex	ADFLEX: Available as 300x250 or 300x600 (SEE PAGE 20 FOR DETAILS)
Sticky Leaderboard (Persistent on scroll)	BANNER: 970x90, 728x90 pixels (40k max. files size). Link to URL ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg. PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300x50 pixels (40k max. file size). Link to URL
NEW! SITE RESKIN	(SEE PAGE 13 FOR DETAILS)
NATIVE SPONSORED CONTENT	(SEE PAGE 15 FOR DETAILS)

EXPANDABLE LEADERBOARD | **NEW!** BILLBOARD BANNER

The Expandable Leaderboard and Billboard banners are highly interactive, rich-media ad units that provide impactful branding and directresponse opportunities. These premium position ad units provide visibility, even when collapsed.

Large, high-impact Expandable Leaderboard and Billboard ad units can support a more detailed message through the use of streaming video and multiple targeted links to your offers. They can also support an interactive form for capturing user contact information.

EXPANDABLE LEADERBOARD SPECS:

- Collapsed: 970 x 90; Max. file size: 40k
- Expanded: 970 x 415; Max. file size: 100k
- Mobile: 300x250; 40k Max. file size
- Allow space for “open” and “close” button on both versions of the ad (collapsed and expanded). Button will be placed 15 pixels from the right and 15 pixels from the top. Please do NOT incorporate a button in your design.
- File formats: .gif, .jpg

VIDEO SPECS:

- Collapsed Panel: 970 x 90 pixels, 60kb, + click-through URL
- Expanded Panel: 970 x 415 pixels, 40kb Hyperlink: + click-through URL
- Video: Max file size 7MB and preferred 4:3 aspect ratio
- Video Format: Mp4 Only
- Hyperlink: + click-through URL
- Format: HTML5, .gif, .jpg

**The video player (400 x 300 pixels) will be on the right side of the panel, do not place content on this side or the video will cover your content.

* Leave room on both panels for the open/close button, 65 pixels from the right and 20 pixels from the top. DO NOT incorporate a button into your design.

BILLBOARD SPECS:

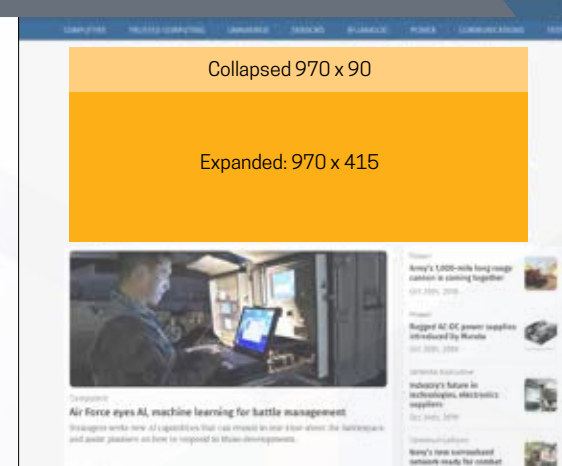
970 x 250 + click-through URL link

PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS:

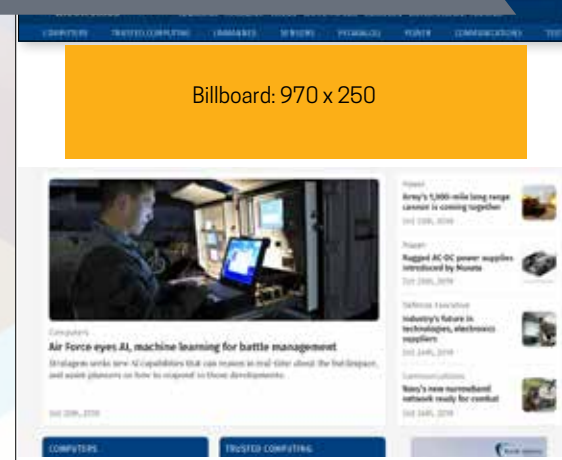
300 x 50; Max file size: 40k

File format: gif, jpg, tags, png

EXPANDABLE LEADERBOARD



BILLBOARD BANNER



NEW! SITE RESKIN

Make the BIGGEST
STATEMENT POSSIBLE on
intelligent-aerospace.com!

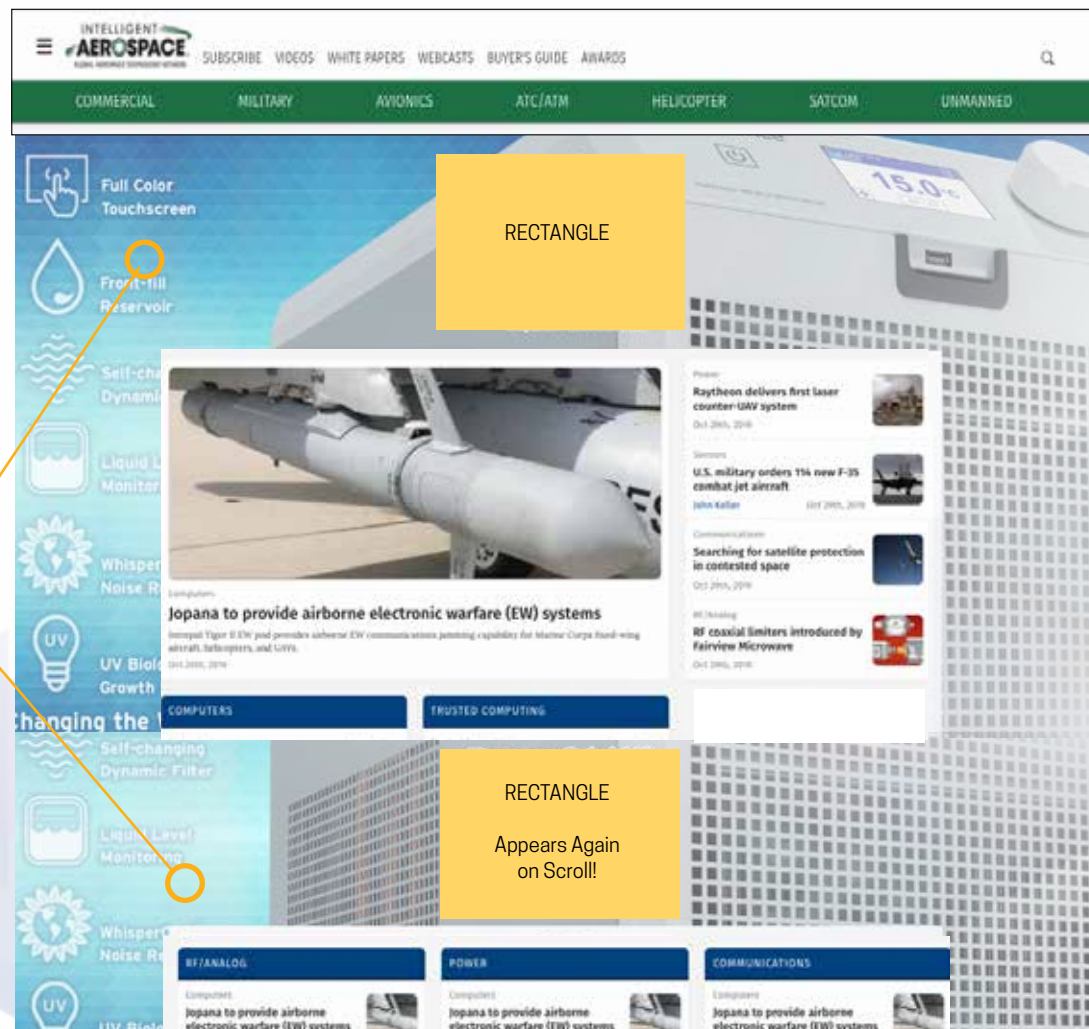
SITE RESKIN

Offering maximum impact across desktop, tablet, and mobile devices, the Site Reskin delivers maximum exposure for your branding and messaging while generating high click-through rates.

THIS AD UNIT DISPLAYS ACROSS ON THE TOP AND SIDE BORDERS OF THE WEBPAGE, CREATING A BACKGROUND or “skin” on the page that surrounds *Intelligent Aerospace*’ editorial content. **YOUR ADDITIONAL 300 X 250 BANNER** ad appears at the top of the page and reappears on scroll.

Only available through Endeavor Business Media, this high impact ad unit yields the highest click-through rate of any measured ad type.

CONTACT YOUR BUSINESS SOLUTIONS MANAGER FOR DETAILS ON OUR MOST IMPACTFUL BANNER OFFERING TO DATE !



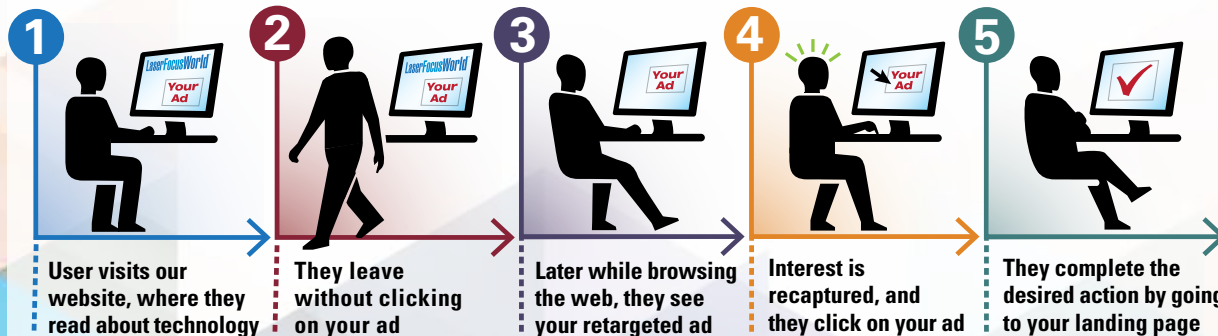
INFINITE SCROLL ON SITE RESKIN



AUDIENCE EXTENSION

Increase ROI by Targeting Qualified Professionals, Wherever the Internet Takes Them

Engaging prospects and nurturing them to a purchase can take up to seven sales message touch points. Innovative web technologies allow you to display your ads to Intelligent-aerospace.com visitors as they navigate the Internet, keeping your message in front of key prospects even after they have left Intelligent-aerospace.com. We apply behavioral methodologies and sophisticated bot-blocking technology to identify site visitors who express interest in the various topics covered on our site, and tag them with a “cookie” to find them elsewhere on the Internet. Then we deliver your banner to these prospects until they click on it, ensuring your impressions are reaching and nurturing true prospects and not bots.



NEW THIS YEAR!

AUDIENCE EXTENSION ALSO AVAILABLE FOR FACEBOOK AND INSTAGRAM!

Your company can advertise to *Intelligent Aerospace*' audience on Facebook and Instagram. It's easy, effective, cost-efficient, and keeps your brand in front of sales prospects.

BENEFITS

- » Click-through rates as high as 1%
- » Targeted audience
- » Amplified branding and purchase prompts
- » Cost-effective
- » One ad fits all
- » Facebook ad shows in newsfeed, right rail & mobile app
- » Ad serves on Instagram

BENEFITS OF THE AUDIENCE EXTENSION PROGRAM

- Brand-safe inventory targets humans while blocking bots, and other invalid traffic
- Interest-based ads retarget users of specific technologies
- More successful conversion rates – up to 10x higher than traditional advertising
- Extended period of prospect engagement
- Boost brand awareness and stay top of mind
- Perception of being a large company
- Improved return on investment
- Turnkey – easy to buy from us
- Increased frequency of brand and product visibility
- Ability to obtain a lead from other sites via your *Intelligent Aerospace* ad
- Option to retarget with multiple messages and IAB-standard ad sizes
- Ads display on mobile and desktop platforms
- Shortening the buying process

Please submit the following sizes: 728x90, 320x50, 300x600, 300x250 in JPG, GIF, or PNG format plus click-thru URLs.

- GIF's cannot be animated for more than 30 seconds.
- Banners must include a logo that is displayed on the landing page.

CONTENT MARKETING: NATIVE ADVERTISING

Native Advertising is a form of media where the ad experience follows the natural form and function of the user experience in which it is placed. Native ads match the visual design of the experience they live within, and look and feel like natural content. Native ads must behave consistently with the native user experience, and function just like natural content.

NATIVE 1

NATIVE 2

NATIVE 3

**BUNDLE YOUR NATIVE AD WITH
SPONSORED CONTENT OR EXCLUSIVE STORIES!**

- **THREE AD SIZES:**
Multiple placements offer maximum engagement
>> Channel-targeted
- Ad positions easily integrate into content labeled as “sponsored”
- Performance delivers an average of 1-2x of banner ads
- Ad blocker/ad fraud resistant
- **EXCLUSIVE! Online ad creation tool.** Create as many ads as you need as often as you want!
- Easy materials collection:
 - >> Image
 - >> Title (75 characters max.)
 - >> Link/URL
 - >> Description (255 characters max.)

NEW! A/B REPORTING — Measure the success of your Native ads with our campaign creative report. Monitor impressions and click-through rates on multiple ad units and adjust your creative as necessary to increase engagement.



Generate High-Level Leads

EXECUTIVE BRIEFINGS

Executive Briefings are downloadable (PDF) high-level summaries of key industry topics by *Intelligent Aerospace* editors accompanied by a package of hand-selected, recent, must-read articles on the topic from the pages of *Intelligent Aerospace*' highly respected magazine and website. Executive Briefings are posted to *Intelligent Aerospace*' website to generate leads not only from our audience but from online search as well. Additionally, Executive Briefings offer you the opportunity to align your company with high-value, thought leadership oriented content.

Executive Briefings gives readers a direct line to Editor in Chief John Keller's insights into industry topics. The downloadable format makes them perfect not only for desktop reading and printing, but also for taking on the go — ground or air — on a laptop, iPad, tablet, Kindle, or other eBook device.

BENEFITS INCLUDE:

- Two full-page ads in the Executive Briefing
- Sponsor logo on cover and each page of the Executive Briefing
- Resource page at the end of the Executive Briefing includes 1,000-word sponsor company overview and links to related topics and offers on sponsor website (5 links max.)
- Each Executive Briefing will be promoted in two eNewsletters during the three-month sponsorship period
- The Executive Briefing and sponsor logo will be featured *Intelligent-aerospace.com*'s homepage for one week (min.)
- Exclusive email promotion will be sent to targeted users, promoting the Executive Briefing and highlighting the sponsor
- Optional: Executive Interview. Maximum 3 questions

SUGGESTED TOPICS:

- Space-based surveillance & solutions
- Global positioning system (GPS) technologies & applications
- Remote air traffic control (ATC) towers
- Modern rotorcraft technologies
- Unmanned aircraft systems (UAS)
- Satellite systems, software, sensors & payloads
- Connectors, cabling & wiring harnesses
- Power electronics, converters & supplies
- Air traffic management hardware & software
- Airport electronics & software infrastructure
- Secure hardware & software solutions
- And many more!

Generate High-Quality Leads with a Webcast Sponsorship!



In today's B2B sales environment, studies are showing that most people self-educate before they even contact a salesperson. Our audience surveys show that nearly eight out of ten recipients use webcasts in the research and evaluation portions of the buying process. You benefit by Brand Awareness, Thought Leadership and Lead Generation.

Intelligent Aerospace webcast sponsorships generate high-quality leads for your sales team – varying in quantity depending on type of program and technology topic. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials, and explain product differentiators.

Custom or Editorially-driven – your choice. Choose a custom webcast to present your own content, and we will produce and promote your webcast to our targeted recipients who want to learn about your products and services. OR co-sponsor one of our editorial webcasts which generate relevant contacts attracted by our independent speakers.

TYPES OF WEBCASTS:

EDITORIALLY DRIVE CONTENT

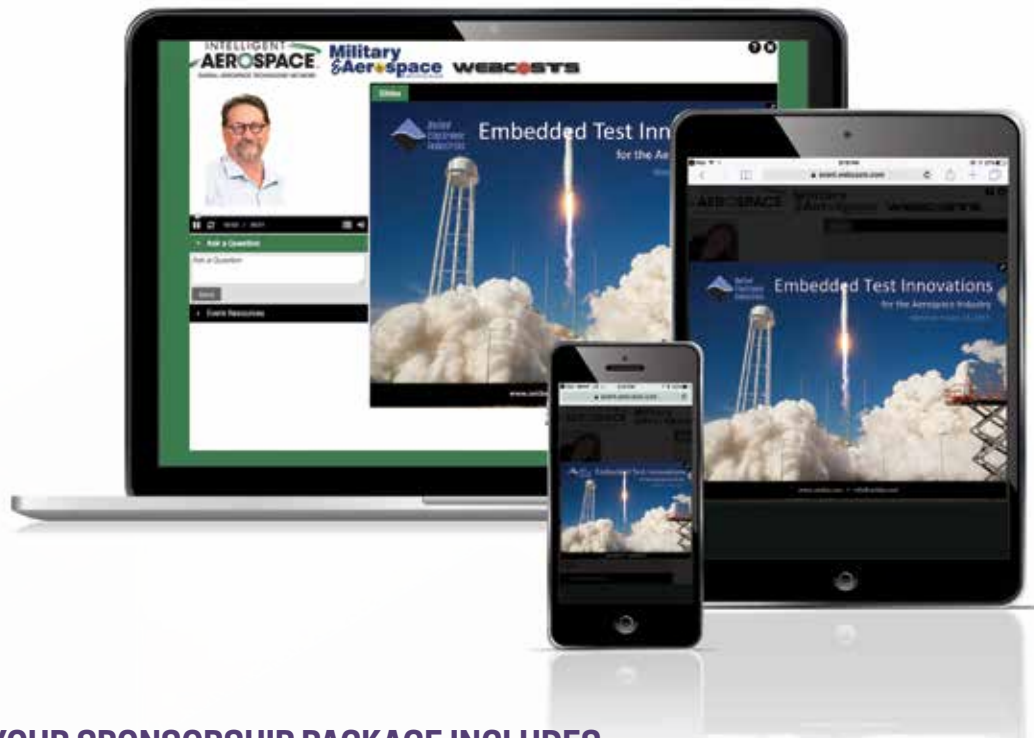
- Technology topic
 - with industry-respected Expert as guest speaker
 - with Editors as speakers - e.g.: Industry state of the union, or wrap-up of an industry conference
- Sponsor-presentation
 - Single sponsor, moderated by Editors
 - Multi sponsor, moderated by Editors
- Industry executive, interviewed by Editors
- Sponsor customer, interviewed by Editors
- Panel Discussion (sponsor-provided), moderated by Editors

CUSTOM SPONSORED CONTENT

- Customer case study - with one of their customers
- Video webcast – on-location with our crew (extra charges apply), or supplied by customer
- Product demo (generically moderated)
- How-To tutorial with examples
- Whiteboard presentation
- The Tradeshow presentation
- Presentation adapted from a conference

OPTIONAL

- Program with accreditation test for continuing education credits
- Social Video Chat (Google Hangout)
 - Lower price alternative (Open to all with no lead registration and limited promotion.)



Our webcast platform is optimized for desktop, mobile and phone use.

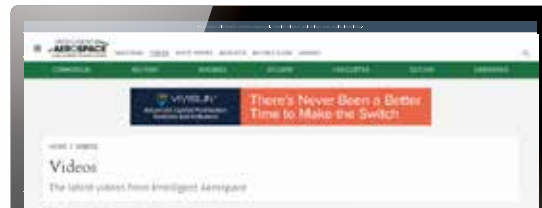
LIVE... ON DEMAND... BOTH

YOUR SPONSORSHIP PACKAGE INCLUDES:

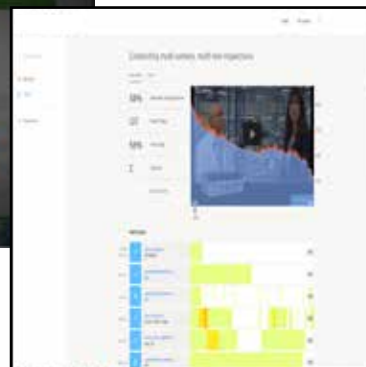
- Our brand cache
- SEO optimizations
- Editor/Moderator
- Rehearsal/Dry Run
- Campaign tracking, great platform, includes polling, video, screen-sharing and more
- Email promotion, HTML and text – 2x10,000 before, 1x10,000 after (also available for sponsor use for their own distribution)
- Promotion on our home page webcast aggregator pane
- Social activity during presentation
- Reminder emails 24 hours and 30 minutes before webcast
- On-demand hosting for six months in our webcast library
- Collaborative consulting on the event topic/theme
- Targeted global prospect list
- Landing page on our site, including a 100-word description and links to sponsors' website
- Links to appropriate company assets, product sheets, website, related downloads, etc.
- 24/7 reporting from registrations, and downloadable highly qualified sales leads
- Lead scoring, a measurement of attendees' participation, interest and engagement
- Pre-roll and Post-roll Video Commercial – 20 second bumpers using sponsor-supplied video (optional at extra cost)
- Polling question during the program, with data dropping into attendees' registration*
- Q&A period typically allows for six to ten questions
- Social Media Boost (optional at extra cost)

* Exclusive sponsors receive two polling questions.

CONTENT MARKETING: VIDEO



Video offers a unique and effective way to capture the attention of your prospects, demonstrate new products, and extend the reach of your trade show presentations. Whether you produce your own video content or are looking for a low-cost alternative that delivers professional quality, *Intelligent Aerospace* can help.



NEW! Video Lead Traction

Turn your trade show booth presentations and existing video assets into powerful lead-gen promotions! Special reporting also lets you know the number of plays your video received and how engaged viewers are with your content.

SPONSORSHIP SPECIFICATIONS

PRODUCT	PRODUCT DESCRIPTION	PRODUCTION ELEMENTS	DELIVERABLES
PRODUCT INNOVATION VIDEO (COMPANY SPOTLIGHT)	<i>Intelligent Aerospace</i> will produce your professional newsroom-style video using your script with our studio and on-air presenter. This 3-minute video format is ideal for promoting the technical features and benefits of a new product, features <i>Intelligent Aerospace</i> and sponsor branding, and can be re-used on your site and in your booth at trade shows.	1 camera/crew, 1 host on camera - Production produced in <i>Intelligent Aerospace</i>' professional video studio - Client provides 250-350 word script - Client provides up to 15 high-Res images, B-Roll and logo 1 round of edits	30 min. shoot, resulting in 2-3 min. video - Homepage, and shared email promotion - Inclusion on the <i>Intelligent Aerospace</i> Video Gallery page, hosted 24 months - Client receives digital copy after the first 30 days - Reporting on video views
TRADE SHOW VIDEO (INDUSTRY EVENT)	<i>Intelligent Aerospace</i> ' Video Showcase program extends the reach of your trade show presentations by providing a low-cost opportunity to capture them on camera. Our professional videographer records a video at your booth. The edited video is posted on our site and promoted via our Video Showcase email newsletter to attract viewers, plus you receive a copy to post on your own site, YouTube, and elsewhere.	1 camera/crew 1 HD camera kit, wireless lav kit, camera light - Up to 2 locations in booth - Up to 2 people in a shot - Up to 2 still shots - includes logo, video title, video description, related link, and related call-to-action 1 round of edits	30 min. shoot, resulting in 2-3 min. video - Promotion through our newsletter - Inclusion on the <i>Intelligent Aerospace</i> Video Gallery page, hosted 24 months - Client receives digital copy after the first 30 days - Reporting on video views
VIDEO SPONSORSHIP WITH PROMOTION	If you have already invested in creating video content, <i>Intelligent Aerospace</i> can help you recoup that investment by hosting your videos on our site and promoting them to our targeted audience. This program ensures your content is seen not only by those proactively searching for video, but also by those passive users who will click through to your video from our promotion.	Client provides video	- Dedicated email promotion - Inclusion on the <i>Intelligent Aerospace</i> Video Gallery page, hosted 24 months - Reporting on video views

CONTENT MARKETING: ADFLEX

The AdFlex is a premium, content-driven banner on our homepage that enables visitors to engage with your content via Content Marketing and Video consoles. Powered by mobile-friendly HTML5, the AdFlex locks in your branding images and call to action while prospects navigate your dynamically populated content and play the video within the banner.

OPTION A



OPTION B



**Brand your company and products,
improve engagement metrics, and
drive traffic to your website.**

PRODUCT MATERIAL SPECIFICATIONS

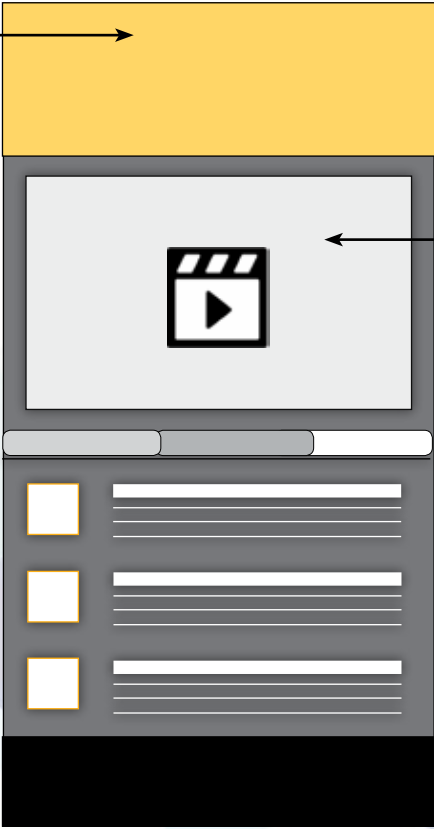
Branded Header Image
280 x 120
(jpg, gif, or png)
Click-through URL

Background
300 x 600
(jpg, gif, or png)
or hex color code

Tabs [up to three]
Title: 25-character max
Background: hex color code
Font: hex color code

Call to Action Image:
280 x 50 (jpg, gif, or png)
Click-through URL

Mobile Viewing
320 x 70 banner
with click-through URL



Content Area 1
Video or Banner Ad

- Video: MP4 or YouTube link
- Banner: 280 x 158 (jpg, gif, or png)
- Click-through URL

Content Area 2
3-5 content listings with the following:

- 150 x 150 thumbnail
- Title
- Description
- Click-through URL

Choose from articles on your site and/or Endeavor-hosted content assets.

Intelligent-Aerospace.com | Contact your media representative for rates and more information.

2020 MEDIA PLANNER

20

MARKETING SOLUTIONS & ENDEAVOR RESEARCH

Endeavor Business Media now offers a wide range of marketing services. We connect your brand with solutions that move people to action. We've built a team of the best branding strategists, digital marketers and creative design experts all under one roof for maximum impact.

SERVICE OFFERED

- CONTENT CREATION
- INFOGRAPHICS
- DIGITAL & PRINT AD DESIGN
- MARKETING COLLATERAL
- BROCHURES & CATALOGS
- WEB DESIGN & DEVELOPMENT
- HTML EMAILS
- SEO
- SOCIAL MEDIA STRATEGY
- HIGH-ENGAGEMENT LANDING PAGES



BONUS! We are offering a FREE comprehensive audit of your website. To take advantage of this great opportunity, contact our team at marketingservices@endeavorb2b.com.



SURVEYS

For an easy and effective method for gathering the information you need, utilize the *Intelligent Aerospace* audience to generate responses to your organization's questions. Results are analyzed and compiled into a special report in PowerPoint and Excel. In addition you'll receive the raw data (not including respondent names).

INFOGRAPHICS

Infographics are graphic representations of data and information that can be absorbed at a glance. Presenting information in a visual format provides viewers immediate knowledge. Infographics are also a great way to present your custom content.

CONSULTING

Endeavor Research provides insight and analysis at the company, country, and industry level including, but not limited to, competitor and market data, valuations, market trends, product pipelines and forecasts. With vetted experts across the globe, our team delivers high quality analysis and business intelligence from in-depth primary and secondary research to proprietary databases and directories.

Contact our team at research@endeavorb2b.com.

HIGH-ENGAGEMENT LANDING PAGES

- The hub of your lead-gen efforts
- Every campaign should have a custom landing page
- Landing pages need to look good and read well to perform great

Intelligent Aerospace will create a high-conversion campaign, after a concise consultation with you and your team. We will help you establish the overall objectives of this program, messaging, look & feel, and develop a detailed timeline for each stage to meet your objectives and deadlines.

THE FOLLOWING SERVICES ARE PROVIDED IN THIS STAGE.

- Messaging meeting to detail overall program objectives
- Develop copy and overall direction
- Provide two design and copy options for review and feedback
- Initial review round of creative direction based on feedback
- Present a second round of creative based on feedback
- Finalize creative direction based on edits
- Develop all files as per approved creative
- Test on various browsers and email platforms to ensure best-of-class functionality
- Coordinate with media to ensure all file transfers are in accordance of specifications and function as intended
- Landing page can house your high-value communication assets such as videos, white papers, case studies, analytic tools, etc.



HIGH-ENGAGEMENT LANDING PAGES [continued]

Draw New Leads to Your Landing Page

Now that you have created your landing page, *Intelligent Aerospace* Marketing Solutions can also help you create other types of media that will generate more visits to your site.

DELIVERABLES



TARGETED EMAIL PROMOTION

- Creative development: copywriting and design
- Programming/HTML development
- Hosting

- One HTML email
- One landing page with lead capture form
- Hosting of landing page
- Real-time lead forwarding to client email address and weekly summary spreadsheet



WEB BANNER

- Creative development: copywriting and design
- Programming/HTML development
- Hosting of landing page

- One animated banner
- One landing page with lead capture form
- Hosting of landing page
- Real-time lead forwarding to client email address and weekly summary spreadsheet



RETARGETED WEB BANNER

With *Intelligent Aerospace*' new Audience Extension program, your ads will be in front of key prospects—buyers of photonics technologies—even after they've left *Intelligent-aerospace.com*.

The Audience Extension program makes use of innovative web technologies that keep track of buyers who visit *Intelligent-aerospace.com* and display your ads to them as they navigate the Internet. The program allows you, the advertiser, to get your targeted message to prospects and continue the marketing conversation, nurture the prospect along to the high-converting landing page, and ultimately shorten the buying process time frame.

- Use of the banners created before
- Campaign that targets high qualified traffic from our site
- Real-time bidding for Ad slots on major advertising networks
- We manage all aspects of that external campaign
- Full reporting



NEWSLETTER CONTENT PROMOTION

- Write a maximum of 50-word description with a link to landing page and image to be posted on Newsletter page.
- Programming/HTML development
- Hosting of landing page

- One animated banner
- One landing page with lead capture form
- Hosting of landing page
- Real-time lead forwarding to client email address and weekly summary spreadsheet



INTERACTIVE WHITE PAPER OR OTHER CONTENT

A boost for your demand generation – improve results 2-3x by harnessing the power of interactive content

SALES & EDITORIAL CONTACTS



Paul Andrews

Group Publisher
pandrews@endeavorb2b.com
603-891-9447



Keith Gregory

Sales - Europe, US, Canada - East
kgregory@endeavorb2b.com
732-897-9550



John Keller

Editor-in-Chief
jkeller@endeavorb2b.com
603-891-9117



Maureen Elmaleh

Sales - US, Canada - West
melmaleh@endeavorb2b.com
303-975-6381



Jamie Whitney

Associate Editor
jwhitney@endeavorb2b.com
603-891-9135



Dan Aronovic

Sales, Israel
aronovic@actcom.co.il
+09-899-5813



**Delivering the highest-quality
content in the B2B markets we
serve via the various,
multi-channel formats that
today's readers demand.**

**Learn more at
www.endeavorbusinessmedia.com.**

Kelli Berry
List Rental Manager
918-831-9782
kberry@endeavorb2b.com

Adrienne Adler
Marketing Director
603-891-9420
aadler@endeavorb2b.com

Gay Turvey
Ad Services Manager
918-831-9221
gturvey@endeavorb2b.com

Sheila Ward
Production Coordinator
603-891-9132
sward@endeavorb2b.com

Debbie Bouley
Audience Development Manager
603-891-9372
dbouley@endeavorb2b.com

Sales Associate
Julia Campbell
603-891-9174
jcampbell@endeavorb2b.com