

**AIN Introduces
the first and only
online TV news
coverage at NBAA.**

AINtv.com

Introducing AINtv.com



During the Golden Age of Television there was a program titled *You Are There*. Viewers thrilled to the idea of being hundreds, even thousands of miles from the scene of an event—yet being able to

watch it unfold before their eyes. They were discovering the magic of TV.

Pretty tame stuff nowadays. Except, of course, for the coverage of business aviation.

But now the Golden Age of Television has finally caught up to business aviation, specifically it's most important event—the annual NBAA Convention.

All those tens of thousands of your customers and prospects who won't be attending NBAA will now watch it unfold before their eyes on AINtv.com.

Each morning at 6:00am NBAA time, pilots and executives around the world will find an online, on-camera newscast with all the latest from the show: new product announcements, industry forecasts, video tours of all new cabin technologies, fly-bys and much more.

Prior to and during NBAA, AINtv will be promoted to Aviation International News' 40,000 plus readers, AINonline's 90,000 plus unique monthly visitors and AINalerts' 30,000 plus opt-in only subscribers.

It's an unprecedented opportunity to create synergistic TV messages to work hand in glove with the print messages you'll be running during the show.

Print still has its place: NBAA Convention News.

It's the magazine 3 out of 4 pilots and executives choose over any other show publication. What's more, 2 out of 3 also



say it's the most newsworthy, informative and overall most valuable.

Which makes *NBAA Convention News* and *AINtv* all the more valuable to you.

To find out more about placing your commercials and/or video brochures on AINtv.com, and to place your ads in NBAA Convention News, contact the AIN representatives in your area:

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(Video Rates and specifications on back page.)

AINtv.com
2006 Video Rates and Specifications

Rates

Newscast Commercials

(each 15-minute daily news broadcast will have three 5-minute segments)

- First 30-second commercial in each segment \$9,000.00
- Second 30-second commercial in each segment \$6,750.00

Discounts: 2–3x: 5%, 4–6x: 7.5%, 7–9x: 10%

Product videos—\$2500/month

Discounts: 2–3 months: 10% 4–6 months: 20%

Video Specifications

Commercial within AINtv newscast

- 30 or 60 second spot
- DVD format or posted to FTP server in Quicktime (.mov) or .avi format
- 234 x 60p banner (.jpg, .gif, or FLASH/maximum file size 20K)
- URL for banner link

Video Product Brochure (DVD—Maximum 10 minutes)

- 65 x 50p logo or product photo
- 10–12 words introducing product
- 75 words describing product (to be displayed next to video, as video plays)
- 234 x 60p banner (.jpg, .gif, or FLASH/maximum file size 20K)
- URL for banner link