

WEB & DIGITAL MEDIA KIT 2019

WEBSITE GROSS RATES & SPECS (USD)

| Banners | per month |
|--|-----------|
| Header Leaderboard (ROS) | 2500 |
| Horizontal Banner | 1500 |
| Square Button (ROS) | 1600 |
| Square Button within home page or selected page or article | 1500 |

Please note:

- Max file size: Under 1Mb.
- We accept these files: jpeg, pdf, gif, png static or animated.
Please enquire if we support any other files or tags that you may require.
- Please send all web and digital material to marilyn.tangye@asianpressgroup.com.sg

WEBSITE STATS

Average Monthly Impressions **10,200**
Average Monthly Visits **8,500**

Google Analytics

The screenshot shows the Asian Aviation website layout. At the top is the 'ASIAN Aviation' logo with the tagline 'ASIA'S ONLY COMPREHENSIVE INDEPENDENT INDUSTRY PUBLICATION'. Below the logo is a navigation menu with categories: AIRLINES, AIRPORT & ATM, BUSINESS AVIATION, CARGO, GENERAL AVIATION, MANUFACTURERS, MRO, SAFETY, TECHNOLOGY, TRAINING. A large banner for 'alsim' flight training solutions is featured, with text: 'MEET US AT SPOTS 2018', 'UPGRADE YOUR AIRLINE PILOT TRAINING', and 'VERSATILE AIRLINE PILOT TRAINING DEVICE'. Below this is a 'TRENDING NOW' section with the headline 'SIA'S FIRST A350-900LR ROLLS OUT OF PAINTSHOP' and a large image of a cockpit with the text 'AVIATION HEROES WANTED' dated August 16, 2018. The main content area is divided into 'AIRLINES' and 'CURRENT ISSUE' sections. The 'AIRLINES' section includes three articles: 'FAST-GROWING XIAMEN AIRLINES USES SITA TECHNOLOGY TO SET COMPETITIVE FARES', 'SINGAPORE AIRLINES WILL RELAUNCH THE WORLD'S LONGEST NONSTOP FLIGHT', and 'VISTARA INVESTS IN ENHANCING OVERALL TRAVEL EXPERIENCE WITH "VISTARA WORLD"'. The 'CURRENT ISSUE' section features a magazine cover for 'Keeping to Schedule' and an 'ADVERTISE HERE' box. At the bottom, there is another 'alsim' banner.

The diagram illustrates the placement of advertising banners on the website. It shows a large red rectangle at the top representing the 'HEADER LEADERBOARD (ROS)' with dimensions 1068px(w) x 130px(h). Below this is a horizontal red bar representing the 'HORZ BANNER BETWEEN HOME PAGE CATEGORIES OR SINGLE ARTICLE PAGE' with dimensions 728px(w) x 90px(h). To the right of the main content area is a red square representing the 'SQUARE BUTTON SIDE BAR (ROS)' with dimensions 250px(w)x 250px(h). At the bottom of the content area is another red square representing the 'SQUARE BUTTON WITHIN HOME PAGE OR SELECTED PAGE OR ARTICLE' with dimensions 250px(w)x 250px(h).