

# Where are all the pilots?

## The pilots that you're looking for are on FltPlan.com

FltPlan advertisers are tapped into a powerful audience of more than 172,000 active pilots and aviation professionals – key influencers and decision makers – who rely on the FltPlan.com website and FltPlan Go companion app for their flight planning, flight plan filing, and a range of essential tools and premium services.



43.5% of users access FltPlan.com from desktops, 56.3% from mobile devices

More Than **172,000** Pilots

Filing More Than **60%** of N#-registered Flight Plans for Turboprops & Jets

**2,978,491** Monthly Page Views

**656,348** Monthly User Sessions

**82,318** Unique Aircraft Profiles

### Visitor Geography

- United States 89.1%
- Canada 5.8%
- Mexico 1.8%
- Bahamas .4%
- Dominican Republic .2%



## Positions & Rates

AD POSITION	AD SIZE/ROTATION	RATE
Log In Page	500x250, 1 in 4	\$2,500/Month
Main Menu 1	728x90, 1 in 6	\$500/Week
Main Menu 2	728x90, 1 in 6	\$2,250/Month
Flight Plan Creation	600x300, 1 in 12	\$1,200/Month
Weather Page	300x600, 1 in 10	\$900/Month
Weather Page	300x600, 1 in 20	\$450/Month
Flight Tracking Page	300x600 and 728x90, 1 in 5	\$250/Month
Quick Info/Nearby Airport	600x300, 1 in 10	\$500/Month
Airport/FBO Search	600x300, 1 in 4	\$650/Month
General Rotation	728x90, 1 in 10	\$500/Month
Mobile Apps	400x200, 1 in 6	\$1,500/Month
FltBrief eNewsletter	110x90 and 728x90, Exclusive	\$1,500/Issue
Flight Plan Entry, Targeted Advertising by Aircraft Type	728x90, Exclusive	Price Varies by Target Aircraft Type

To learn more about these advertising opportunities, contact Carole Mackay at [Carole@FltPlan.com](mailto:Carole@FltPlan.com) or call 203-262-8942.