

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



FltPlan.com is the premier flight planning website serving the North American general aviation market.

FltPlan advertisers are tapped into an audience 170,000-plus active users — key influencers and decision makers — who rely on FltPlan.com and the FltPlan Go companion app for flight planning and filing, essential trip-support tools, and aviation services.

FltPlan.com offers a range of advertising positions designed to deliver your message to an engaged audience of active pilots and aviation professionals.

More than **170,000** registered users

More than **139,500** monthly flight plans filed

More than **42%** of all N#-registered flight plans for turboprops & jets

1,763,076 average monthly page views

404,498 monthly user sessions



Visitor Location

- United States 94.5%
- Canada 3.5%
- Mexico 0.6%
- Bahamas 0.2%
- All Others 1.0%

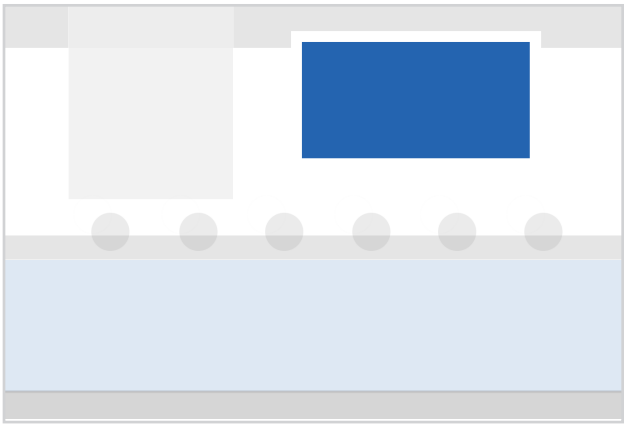
Advertising Positions & Rates

AD POSITION	ROTATION & DIMENSIONS	RATE
Log In Page	500x250, 1 in 4	\$ 2,650/Month
Login Page Takeover	1500x500 Exclusive	\$ 3,950/Month
Main Menu 1 + General	728x90, 1 in 6	\$ 675/Week
Main Menu 2	728x90, 1 in 6	\$ 2,350/Month
Flight Plan Creation + Quick	600x300, 1 in 10	\$ 1,500/Month
FltPlan Go Mobile App	400x200, 1 in 6	\$ 1,650/Month
Weather Page	300x600, 1 in 5	\$ 1,000/Month
Flight Tracking Page	300x600 plus 728x90, 1 in 5	\$ 250/Month
Airport/FBO Search	600x300, 1 in 4	\$ 500/Month
FltBrief Newsletter	450x225, Exclusive	\$ 1,575/Month
Flight Plan Entry	728x90, Exclusive	Price Varies by Target Aircraft
Targeted by AircraftType		

To learn more about these advertising opportunities, contact Carole Mackay at carole.mackay@garmin.com or call 203-262-1700.

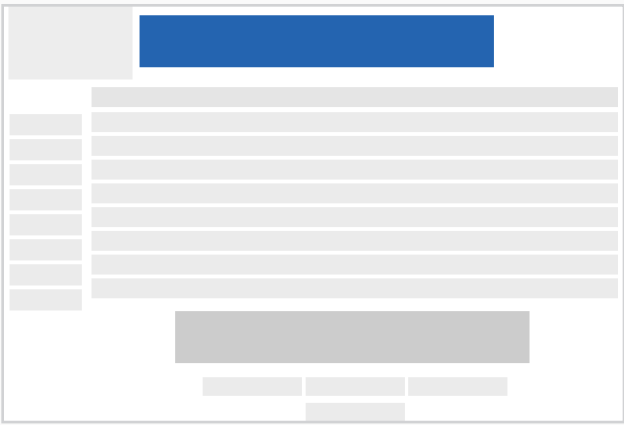


Login Page



Ad Dimensions 500w x 250h
Standard Rotation 1 in 4 Rotation
Rate \$2,650 per month
Average Impressions* 80,000

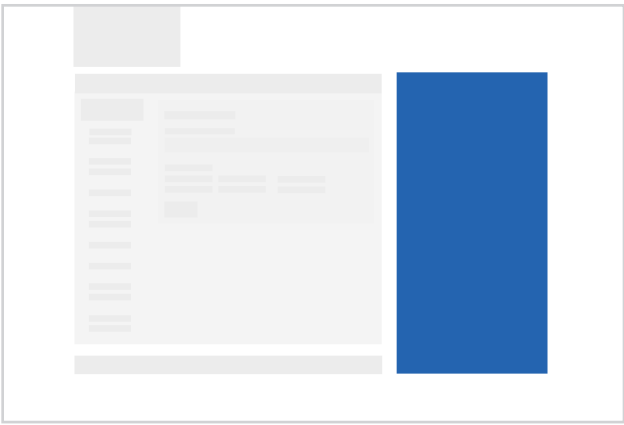
Main Menu 1 + General Rotation



This ad position combines the most frequently-viewed page on FltPlan.com with 17 trip-support tool and feature pages, including Delete Flight Plans, Nearby Airports, and Edit Aircraft to maximize visibility.

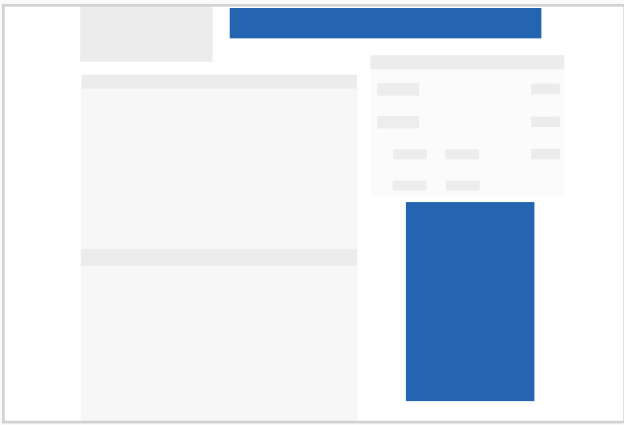
Ad Dimensions 728w x 90h
Standard Rotation 1 in 6
Rate \$675 per week
Average Impressions* 60,000

Weather



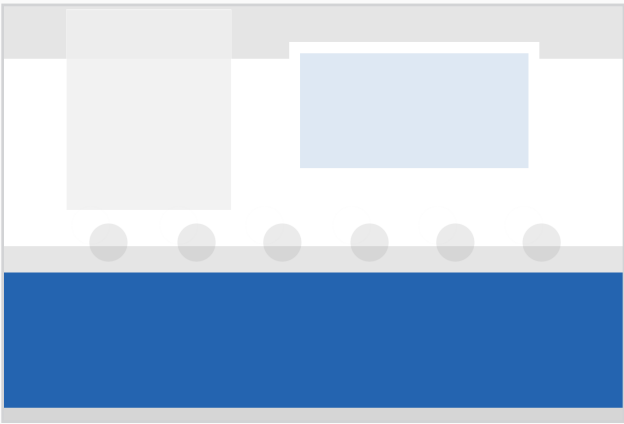
Ad Dimensions 600w x 300h
Standard Rotation 1 in 5 Rotation
Rate \$1,000 per month
Average Impressions* 15,000

Flight Tracking



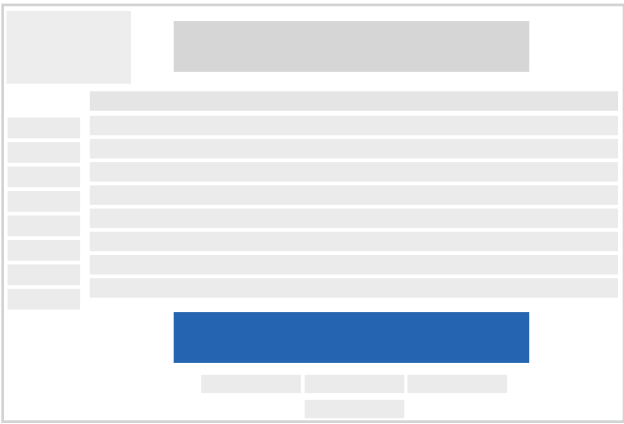
Ad Dimensions 600w x 300h, 728w x 90h
Standard Rotation 1 in 5 Rotation
Rate \$250 per month
Average Impressions* 5,500

Login Page “Takeover”



Ad Dimensions 1500w x 500h
Standard Rotation Exclusive
Rate \$3,950 per month
Average Impressions* 320,000

Main Menu 2



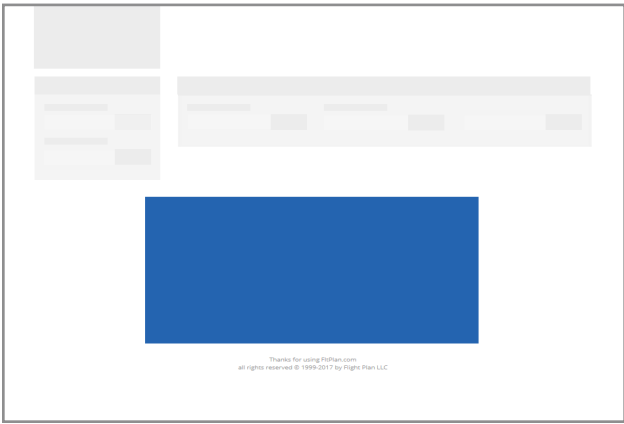
Ad Dimensions 728w x 90h
Standard Rotation 1 in 6 Rotation
Rate \$2,350 per month
Average Impressions* 165,000

Flight Plan Creation + Quick Trip Info



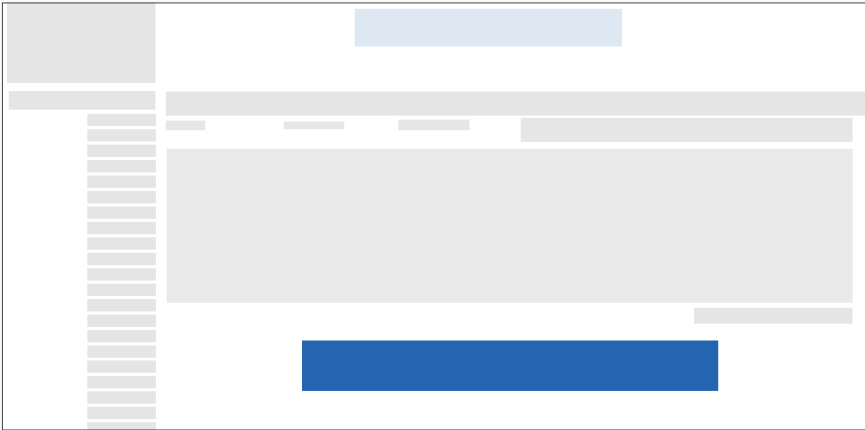
Ad Dimensions 600w x 300h
Standard Rotation 1 in 10 Rotation
Rate \$1,500 per month
Average Impressions* 40,000

Airport/FBO Search for FUEL PROVIDERS



Ad Dimensions 600w x 300h
Standard Rotation 1 in 4 Rotation
Rate \$500 per month
Average Impressions* 8,500

Flight Plan Entry, Targeted Advertising



We offer targeted advertising by ICAO aircraft category on our Flight Plan Entry page, where pilots enter specifics about their flight.

Rates are based on the specific aircraft category that you'd like to target. Contact us for rates.

Ad Dimensions	728w x 90h
Standard Rotation	Exclusive
Rate	Varies by Target
Average Impressions	Varies by Target

Production Specifications

Display Ad Position	Dimensions (pixels)
Login Page	500w x 250h
Login Page Takeover	1500w x 500h
Main Menu 1 + General Rotation	728w x 90h
Main Menu 2	728w x 90h
Flight Plan Creation + Quick Info	600w x 300h
Weather	300w x 600h
Flight Tracking (2 locations)	300w x 600h; 728w x 90h
Airport/FBO Search	600w x 300h
Flight Plan Entry, Aircraft Specific	728w x 90h
Mobile Apps, Static ad only, no third party tags	400w x 200h
FltBrief Newsletter	450w x 225h

FltPlan Go Mobile App Sponsorship

FltPlan Go is a free companion to the FltPlan.com website. Users can download their navlogs, check weather, search for airport and FBO information, navigate with charts, and access other essential tools for pre- and in-flight use.



Ad Dimensions	400w x 200h
Standard Rotation	1 in 6 Rotation
Rate	\$1,650 per month
Average Impressions*	75,000

FltBrief Newsletter

Our FltBrief newsletter is sent monthly to 200,000-plus subscribers. The open rate averages 46%.



Ad Dimensions	450w x 225h
Standard Rotation	Exclusive
Rate	\$1,575 per month

All Display Ads

- 200 kb maximum file Dimensions.
- 72dpi, GIF or JPG format for static images.
- Animation is acceptable (2 frames with :05 pause, 15 second maximum).*
*Animation not accepted for Mobile Apps and FltBrief
- Audio is not accepted.
- Expandable ads are not accepted.
- HTML5 is not accepted.
- Third-party Javascript is not accepted.
- Standard tags are acceptable, but limited to impression and click tags accompanied by a static image. We do not accept third-party javascript tags.
- For site-served ads, please provide a static image and URL.

QUESTIONS?

Contact Carole Mackay
203-262-1700 | carole.mackay@garmin.com



*Average impressions per standard rotation based on 2023 monthly data and may vary based on fluctuations in flight planning/filing activity.