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. Our users filed more than 1.98 million flight plans in 2022, accounting for more than 50% of all N#-registered flight plans filed.

FltPlan advertisers are tapped into an audience of 172,000-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, at competitive rates, designed to deliver your message to an engaged audience of active pilots and aviation professionals.

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

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

FltPlan.com Display Advertising

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More than 172,000 registered users

1,983,832 flight plans filed in 2022

More than 46% of all N#-registered flight plans for turboprops & jets

1,775,379 average monthly page views

427,598 monthly user sessions

Visitor Location

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

FltPlan.com
A Garmin Company
**Login Page**

- Ad Dimensions: 500w x 250h
- Standard Rotation: 1 in 6 Rotation
- Rate: $2,650 per month
- Average Impressions*: 85,000

**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*: 62,000

**Weather**

- Ad Dimensions: 600w x 300h
- Standard Rotation: 1 in 5 Rotation
- Rate: $1,000 per month
- Average Impressions*: 25,000

**Flight Tracking**

- Ad Dimensions: 600w x 300h, 728w x 90h
- Standard Rotation: 1 in 5 Rotation
- Rate: $250 per month
- Average Impressions*: 5,000

**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*: 180,000

**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
Production Specifications

**Display Ad Position**

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

**All Display Ads**

- 200 kb maximum file dimensions.
- 72 dpi, GIF or JPG format for static images.
- Animation is acceptable (2 frames with 0.5 second 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 Q1 2023 monthly average.