

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.



53% of users access FltPlan.com from a desktop computer, **47%** from a tablet or smartphone

More Than **172,000** Pilots

Over **2.2 million** flight plans filed in 2021

Filed More Than **53%** of N#-registered Flight Plans for Turboprops & Jets in 2021

2,016,894 Monthly Page Views

502,998 Monthly User Sessions

Average **8.5 minutes** per User Session



Visitor Location

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

Top 5 Pages

- Main Menu
- Login
- Flight Plan Creation
- Weather
- Quick Info

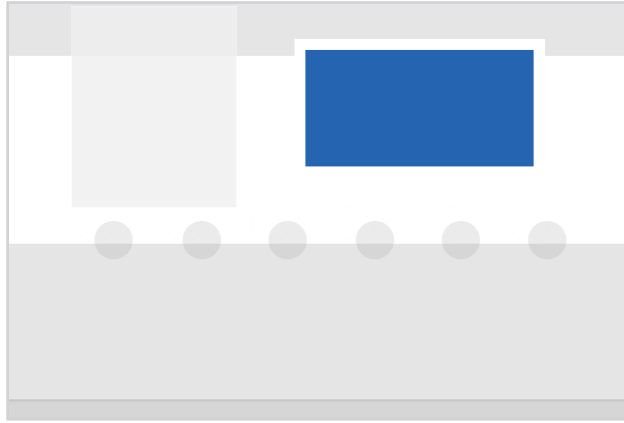
Positions & Rates

| 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 Newsletter | 450x225, Exclusive | \$1,500/Month |
| 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.mackay@garmin.com or call 203-262-1700.



Log In Page



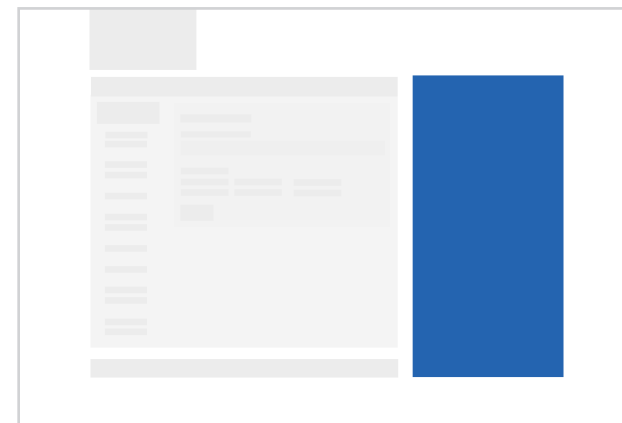
| | |
|---------------------|------------------|
| Ad Size | 500w x 250h |
| Standard Rotation | 1 in 4 Rotation |
| Rate | \$2500 per month |
| Average Impressions | 105,000 |

Main Menu 1



| | |
|---------------------|-----------------|
| Ad Dimensions | 728w x 90h |
| Standard Rotation | 1 in 6 Rotation |
| Rate | \$500 per week |
| Average Impressions | 60,000 |

Weather



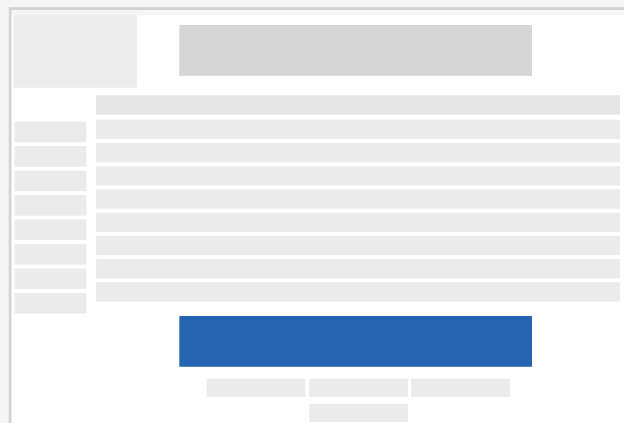
| | |
|---------------------|------------------|
| Ad Size | 600w x 300h |
| Standard Rotation | 1 in 20 Rotation |
| Rate | \$450 per month |
| Average Impressions | 12,000 |

Flight Tracking



| | |
|---------------------|-------------------------|
| Ad Size | 600w x 300h, 728w x 90h |
| Standard Rotation | 1 in 5 Rotation |
| Rate | \$250 per month |
| Average Impressions | 10,000 |

Main Menu 2



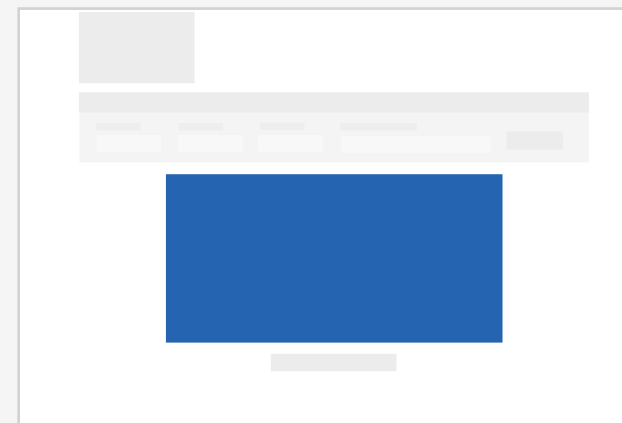
| | |
|---------------------|------------------|
| Ad Size | 728w x 90h |
| Standard Rotation | 1 in 6 Rotation |
| Rate | \$2250 per month |
| Average Impressions | 225,000 |

Flight Plan Creation



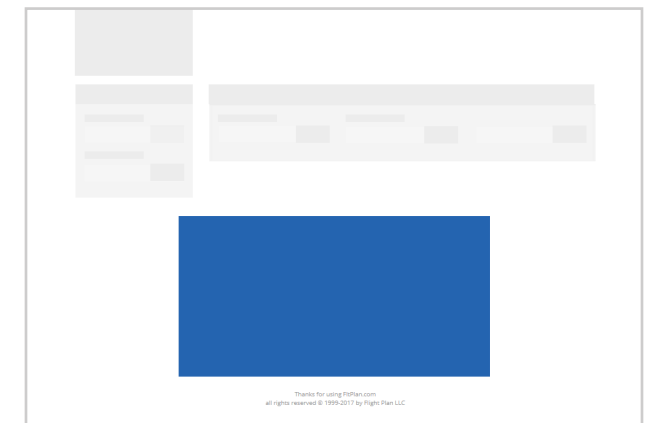
| | |
|---------------------|------------------|
| Ad Size | 600w x 300h |
| Standard Rotation | 1 in 12 Rotation |
| Rate | \$1200 per month |
| Average Impressions | 40,000 |

Quick Info



| | |
|---------------------|------------------|
| Ad Size | 600w x 300h |
| Standard Rotation | 1 in 10 Rotation |
| Rate | \$500 per month |
| Average Impressions | 12,500 |

Airport/FBO Search (Fuel Providers Only)



| | |
|---------------------|-----------------|
| Ad Size | 600w x 300h |
| Standard Rotation | 1 in 4 Rotation |
| Rate | \$650 per month |
| Average Impressions | 16,500 |



General Rotation

Banner appears at the top of the page in multiple locations throughout the FltPlan.com website: Edit Aircraft, Delete Flight Plan, PAX Briefing Selection, FBO Notification, T.O.L.D Card, Open/Close VFR Flight Plan, and Flight Listing.

| | |
|---------------------|------------------|
| Ad Size | 728w x 90h |
| Standard Rotation | 1 in 10 Rotation |
| Rate | \$500 per month |
| Average Impressions | 22,000 |

Production Specifications

Display Ad Position

Dimensions (pixels)

| | |
|---|-------------------------|
| Log In Page | 500w x 250h |
| Main Menu 1 | 728w x 90h |
| Main Menu 2 | 728w x 90h |
| Flight Plan Creation | 600w x 300h |
| Weather/QICP Weather | 300w x 600h |
| Flight Tracking (2 locations) | 300w x 600h; 728w x 90h |
| Quick Info/Nearby Airports | 600w x 300h |
| Airport/FBO Search | 600w x 300h |
| General Rotation | 728w x 90h |
| Flight Plan Entry, Aircraft Specific | 728w x 90h |
| Mobile Apps, <i>Static ad only, no third party tags</i> | 400w x 200h |
| FltBrief Newsletter | 450w x 225h |



FltPlan Go Mobile App Sponsorship

FltPlan Go is an indispensable companion to the FltPlan website. Pilots use FltPlan Go for pre-flight planning, in-flight navigation, and post-flight data and analysis. Your ad appears at the bottom of multiple drop-down menus throughout the app.

| | |
|---------------------|------------------|
| Ad Size | 400w x 200h |
| Standard Rotation | 1 in 6 Rotation |
| Rate | \$1500 per month |
| Average Impressions | 90,000 |

All Display Ads

- 200 kb maximum file size.
- 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