

An Introduction

www.AeroClassifieds.com

Aero Classifieds was developed and created in 1999 to provide the aviation industry an online portal to promote the sales of aircraft. The website was updated and re-launched in 2011 providing the aviation industry with a new and fresh approach to marketing aircraft for sale, lease and chartering, plus adding an online portal for aviation services and facilities. Aero Classifieds.com features advertising opportunities for business and general aviation companies, services and facilities that cater to the turbine, turbo-prop and piston markets for fixed wing and rotor aircraft.

AeroClassifieds lists aircraft for sale on a global scale, focusing on the two main aviation markets: Business Aviation and General Aviation. Our philosophy is to create a platform to link buyers and sellers quickly and easily through the use of state-of-the-art technology. We aim to give buyers access to reliable information provided first hand by the seller and/or supplier. All individual sellers and dealers go through an approval process to guarantee the legitimacy of the information shown. Many of the brokers and dealers are those that have been in the industry for many years.

If you are looking to purchase or source an aircraft, service or product for your company or on behalf of a client then sign up for our e-Broadcasts. Each broadcast you receive will provide you with the most up to date offerings from the industry.

The Aviation Directory on AeroClassifieds is the most comprehensive listing of aviation businesses, products and services available in the world. The Aviation Directory includes aircraft manufacturers, parts suppliers, FBOs, MRO, management companies, charter services, financing, insurance, industry consultants, and many more. The Aviation Directory is a market place full of information and links to assist you with your search for everything in aviation.

AeroClassifieds' website and e-Magazine provides current and relevant aviation articles written by industry experts, covering various topics that affect you and the aviation community. Topics include: aircraft and aircraft product reviews; sales information, forecasts and market analysis, comparative data analysis on new and used equipment; financing options; legal advice and issues. Make AeroClassifieds.com your source for the most current aviation information.

We hope you find our website and other powerful marketing tools useful and an effective tool to source and advertise your aircraft, products and services.

After all, Today's Listing is Tomorrow's Sale.

MARKETING & ADVERTISING

Why Advertise with AeroClassifieds?

AeroClassifieds offers you a winning combination of advertising and marketing products that will assist you in planning and executing effective advertising campaigns. Whether you are interested in a specific demographic, behavioral target marketing or simply achieving the widest possible reach within the aviation community – we have the solutions for you to access your ideal audience, effortlessly and within your budget!

Ranked with the best in the global aviation industry, we pride ourselves in our impressive marketing statistics:

- Over 1.41 Million page impressions worldwide (based on annual review May, 2011 – May, 2012)
- Over 1.25 Million visitors per year actively source AeroClassifieds to review our client's products and services (based on annual review May, 2011 – May, 2012)
- Over 250,000 registered in our online database
- Over 50,000 recipients in e-Broadcast database
- Over 35,000 Social network Followers (Linked In, Twitter and Facebook)

Find out more about how to engage with our audience and read about what we have to offer...

- Audience profile – we can help you connect with over 100,000 unique users monthly
- Targeting capabilities – we track and target our users so you advertise to the right audience
- Research capabilities – we ensure you do more than just reach an audience; we help you communicate with them
- Our Brand – we are constantly researching design and online technologies to enable us to keep at the forefront of online trends and the aviation market place

The Best Value Advertising in the Industry...

AeroClassifieds has endeavored to provide the advertiser the best value for the money worldwide taking into consideration the target market and our online statistics.

Our international distribution network...

AeroClassifieds has built through time a reliable and up to date aviation distribution network. With over 250,000 registered online users and over 50,000 recipients in our e-Broadcast database, we provide a great marketing platform through our website and electronic broadcast services (email broadcasts, Linked In updates and Twitter feeds) to ensure you receive the greatest exposure around the world.

CONTACT INFORMATION

A helpful, experienced and resourceful team...

AeroClassifieds prides itself in its team of professionals. Our team consists of experts within their fields from all areas of the aviation industry. We are always on hand to help you with any questions you may have.

AeroClassifieds Contacts:

To contact one of our teams of specialists please use the following details:

Sales and Advertising

USA Sales Office

Telephone +1 832 955 5185

Email sales@aeroclassifieds.com

Corporate Contact Information

Telephone Europe - +44 (0) 203 393 7250

Or

USA - +1 832 955 5185

Email info@aeroclassifieds.com

Media and Technical Support

Telephone +44 (0) 203 393 7254

Email support@aeroclassifieds.com

Advertising

What does Aeroclassifieds.com have to offer you?

The end user is the most important aspect to AeroClassifieds. Without the end user we cannot link buyers to our sellers. In order to engage the end user, we provide them with an easy to use, effective online platform that showcases aircraft for sale, lease or wanted aircraft, along with aviation services, products and facilities to use.

Options for Sellers

The Individual Seller

AeroClassifieds provides a simple automated system for the seller of an individual aircraft. A seller of a single aircraft listing is able to create an online advertisement in 3 simple steps.

Step 1 - Create an account

In order to advertise on AeroClassifieds you need to create an account. This account will enable you to create, pay for (through a secure payment gateway), edit and manage your listings with ease and automation.

Step 2 - Create your advert listing

Once you have created an account on AeroClassifieds you now have access to create, edit and manage as many advert listings as you require.

Step 3 - Pay for your advert listing

You have completed your advert listing and uploaded your photos. All that is left to do is pay for your advert listing. AeroClassifieds has a secure payment gateway via SAGEPAY that you can enjoy making safe payments through using all major credit and debit cards. Once your payment has been authorised an automated email receipt will be sent out to you to confirm your purchase and allow you to see your advert.

Options for Sellers

(Continued)

The Aircraft Dealer/Broker

AeroClassifieds caters to all aircraft dealers, manufactures and brokers who can benefit from:

- Unlimited listings 24 hours a day
- Discounts on multiple listings
- Automatic listing within our dealer section
- First refusal on discount advertising space
- Featured dealer opportunities
- Loyalty card and loyalty system benefits

To apply for a dealer/broker account, please contact our sales team:

Telephone US - +1 832 955 5185 or Europe - +44 (0)203 393 7250
Email sales@aeroclassifieds.com

The Opportunity

AeroClassifieds not only provides an advertising platform for sellers of aircraft and aviation services, but also the opportunity to enhance company stature and global recognition. With target specific advertising through our website and our broadcasting services, your marketing efforts will generate higher quality exposure. With some very impressive online advertising statistics and advertising rates, the value for money is second to none. Please see our advertising rates and opportunities that follow.

Advertising

(Continued)

Advertising Space, Rates and Technical Specs

Please find below the advertising opportunities AeroClassifieds offers, related costs and Technical Specifications.

E-Mail Broadcasting Service

Features: Fully Interactive HTML e-mail broadcast sent to our global database
Custom or template designs available for you and your product / service
Direct click through to your company website and or e-mail
Secure direct contact between buyer and seller
Over 60,000 aviation professionals, end-users and decision makers in our database
Database established in 2001
Daily updates of database to ensure furthest reach and deliverability of your advertising

Restrictions: None

Cost: **\$150.00 / per broadcast**
Volume Broadcast Packages available – Please contact +1 832 955 5185 or
info@aeroclassifieds.com

Aircraft Listing

Features: Full exterior and interior details of the aircraft
6 photos per advertisement
PDF brochure upload facility
Secure contact between buyer and seller

Technical Specs: Uploaded online
Photo guidelines - 1795 × 1205 pixels max JPEG (.jpg) format (High Resolution images preferred)

Restrictions: None

Cost: **\$90.00 /month**

Advertising Space, Rates and Technical Specs

(Continued)

AeroClassifieds Monthly e-Magazine

The future of aviation advertising and news!

Features: Delivered to over 60,000 aviation professionals, decision makers and end users globally
Interactive media released monthly
Recipients click through directly to your information
Showcase and promote your company, products, services, facilities and/or aircraft listings
Current and real time. No delays for production, printing and delivery
Highest quality at a low cost
Design and production produced by our in-house staff of professionals is included
Real Time Analytics. Receive analytics for each advertisement

Sample: <http://aeroclassifieds.com/Ebrochures/E-magazine/November2012/E-Mag/>

Restrictions: None

Cost: **Full Page Advertisement: \$295**
650 pixels W x 1200 pixels H
Half page Advertisement: \$175
650 pixels W x 600 pixels H
Quarter Page Advertisement: \$95
325 pixels W x 300 pixels Hor 300 pixels W x 325 pixels H
Classifieds Listing: \$65

Press Releases: \$75

Advertising Space, Rates and Technical Specs

(Continued)

AeroClassifieds Video Broadcasting

Bringing your high resolution photographs to life

Features: No more need to have the high cost of a video crew or rely on the weather to create stunning aviation videos. In this modern world, advertising has to be cutting edge and draw attention to your offerings. Whether you are an aviation broker, service provider or a facility, this media style will deliver your advertisement in a format guaranteed to capture the attention of your audience.

Video broadcasting is a powerful, cost effective way to promote your company and products to thousands of aviation decision makers around the world.

Highlights: Providing “Real Time” viewing of your aircraft, service and/or facilities
High Quality post production video animation without the expense
Reach thousands of potential clients globally
Use the video in your website, as a presentation to prospective clients, or as a promotional piece at conventions or other networking events
Each video has background music and full captioning available. Voice over can be added at a nominal charge
Full introduction and trailer credits to promote your company and branding
Each video broadcast includes full analytic reporting through our “Broadcast Flight Report”

Sample: <http://aeroclassifieds.info/video/challenger.mp4>

Restrictions: High Resolution Digital format are required for best results.

Cost: **Single Video Broadcast: \$495**
3 Video Broadcast Package: \$1,350 (Save 10%)
5 Video Broadcast Package: \$1,980 (Save 20%)
Larger volume packages available. Contact us for details

Advertising Space, Rates and Technical Specs

(Continued)

Featured Listing

Features: Home page display advantage
Shown within every 10 home page impressions
(Average 104,000 views/month globally)
Direct click through to your listing
Secure contact between buyer and seller

Cost: **\$155.00 /month**

Featured Business

Features: Home page display advantage
Shown within every 3 home page impressions average 150 000 views/month globally)
Direct click through to your listing
Secure contact inquiries

Cost: **\$155.00/month**

Featured Event Announcements

Features: Home page display advantage
Direct click through to your event website/URL/Event Contact

Requirements: Aviation related event
Logo (1795 × 1205 pixels max JPEG (.jpg) format)
Date and venue of event
Brief description of event (Max 200 characters)

Restrictions: Must be directly related to the aviation market

Cost: **\$245.00/annum**

Advertising Space, Rates and Technical Specs

(Continued)

Aviation Directory Featured Business Listing

Features: Company Logo
Featured aviation categories
Description about the company and the services it provides
Full contact details
Website link
Secure contact between buyer and seller

Requirements: Logo (1795 × 1205 pixels max JPEG (.jpg) format)
Brief description of company and services/products
(Max 100 characters)
Main description of company and services/products
(Max 800 characters)

Restrictions: Aviation related services or products only

Costs: **\$245.00/annum**

Advertising Space, Rates and Technical Specs

(Continued)

Home Page Advertising Banner

300 x 250 MPU

Features: Home page display advantage
Included as 1 of 1 home page box adverts
Plus automatic inclusion as 1 of 5 website box adverts
Shown over 28 days (average 500 000 views/month)
Direct click through to your a chosen website/URL
Monthly click through report supplied as a PDF

Advert Size: 300 px (w) x 250px (h)

File Types: .png, .jpg, .gif and .swf.
If a .swf is provided, an alternative gif/jpg must be supplied and click action should always be set on a button and action script should be exactly as the following;
on (release)getURL(clickTag,"_blank");

Max file size: 40kB initial download
2.2MB streaming (rich media)

Guidelines: All sound must be user click initiated, sound off by default
All ads must click into a new browser window
We accept Adobe Flash up to Version 8
All creative is subject to final approval & rich media campaigns are subject to testing

Max animation: 15 sec.

Compatibility: Must be compatible with IE, FireFox, Chrome, Opera and Safari – all versions should be checked prior to creative being submitted

Restrictions: No restrictions

Costs: **\$985.00/annum**

Advertising Space, Rates and Technical Specs

(Continued)

Other Advertising

Kiosk Box Advertisements

Features: Included as 1 of 5 box adverts throughout website
Shown over 28 days (average 60 000 - 80 000 views/month)
Direct click through to your a chosen website/URL
Monthly click through report supplied as a PDF

Advert Size: 300 px (w) x 250px (h) MPU
728 px (w) x 90 px (h) Leader board

File Types: .png, .jpg, .gif and .swf.
If a .swf is provided, an alternative gif/jpg must be supplied and click action should always be set on a button and actionscript should be exactly as the following;
on (release) getURL (clickTag,"_blank");

Max file size: MPU - 40kB initial download, 2.2MB streaming (rich media)
Leader board - 100kb max

Guidelines: All sound must be user click initiated, sound off by default
All ads must click into a new browser window
We accept Adobe Flash up to Version 8
All creative is subject to final approval & rich media campaigns are subject to testing

Max animation: 15 sec.

Compatibility: Must be compatible with IE, FireFox, Chrome, Opera and Safari – all versions should be checked prior to creative being submitted

Restrictions: No restrictions

Costs: **\$410.00/annum**

Advertising Space, Rates and Technical Specs

(Continued)

Featured Article

AeroClassifieds also provides up to date and relevant Aviation Articles written and published by some of the industry's experts covering topics such as aircraft and aircraft product reviews, sales forecasts and market analysis, comparative data analysis on new and used aircraft, finance, legal advice and much more.

AeroClassifieds will run 4 aviation related articles a month (1 per week). The articles, although an advertising tool, will be informative and relevant to today's aviation market.

Restrictions: By invitation only. Please contact us if you would like to advertise a service and/or product through an article.

Costs:

Supplied Article: Call for pricing

Please note that all articles will be monitored and are subject to aesthetic approval and content policing. We can provide copywriting and press release services at an extra cost.

Commissioned Article: Call for pricing

Booking Deadline: All bookings must be made and paid for no more than 7 days prior to the article going live.

Copy Deadline: All articles to be supplied for approval every Wednesday before the week they are due to be featured.

Contact the team

We are here to help you...

To ensure you receive the best possible service we have a dedicated online sales team. For all display advertising enquiries regarding AeroClassifieds, please contact our sales and advertising department on

USA +1 832 955 5185

UK +44 (0)203 393 7250.

Alternatively, you can contact your specific department below:

Display Advertising and Sales

For all Display Advertising and Sales enquires

t: +01 832 955 5185 or +44 (0) 203 393 7251

e: sales@aeroclassifieds.com

Accounts

For all Account Payment and Invoicing enquires

t: +44 (0) 203 393 7251 or your local AeroClassifieds Representative

e: info@aeroclassifieds.com

Technical Support

For all online tech support, artwork and media advertising enquiries

t: +44 (0) 203 393 7254

e: support@aeroclassifieds.com

General Enquiries

For all general and AeroClassifieds enquiries

e: info@aeroclassifieds.com

Terms and Conditions

The boring but necessary details...

Access to the Website is subject to the following terms and conditions. Please take the time to read through these before continuing to use the Website.

On accessing the Website on this and on each subsequent occasion you will be deemed to have accepted all of the terms and conditions that apply to its use and to the facilities and services provided by it. We reserve the right to alter these terms and conditions at any time and it is your obligation to check if changes have been made. Your use of the Website after changes are posted on-line shall constitute acceptance of the new terms and conditions.

In these terms and conditions:

“we/us/our” means AeroClassifieds;

“Website” means the Website;

“you”/“your” means the user of the Website.

Access to Website

Access to our Website is permitted on a temporary basis, and we reserve the right to withdraw or amend the service we provide on our Website without notice (see below). We will not be liable if for any reason our site is unavailable at any time or for any period.

From time to time, we may restrict access to some parts of our Website, or our entire Website, to users who have registered with us.

Content

In consideration of our agreeing to permit you to use the Website to search our database of aircraft and aviation related products, you agree that you will only use, reproduce and print materials comprising the results of such searches for your own personal, non-commercial purposes. In particular, you must not use the contact details provided by private advertisers of aircraft to contact such advertisers other than in connection with a genuine enquiry relating to the purchase by you of the aircraft in question.

Terms and Condition (cont.)

The pages contained in the Website may contain technical inaccuracies and typographical errors. The information in these pages may be updated from time to time and may at times be out of date. We accept no responsibility for keeping the information in these pages up to date or liability for any failure to do so.

The information contained in the material in the Website is only for information purposes. The material on the Website does not constitute advice and you should not rely on any material on the Website to make (or refrain from making) any decision or take (or refrain from taking) any action.

The Website contains material submitted and created by private and trade dealers and other third parties. We exclude all liability for any illegality arising from or error, omission or inaccuracy in such material.

We give no warranties, conditions, guarantees or representations, express or implied, as to:-

- a) the completeness or accuracy of the advice and information contained on the Website or any website to which it is linked;
- b) the content of the advertisements for aircraft included in our database, including but not limited to the ownership, quality, authenticity of any photographs, compliance with description or fitness for purpose of any such aircraft ;
- c) the completeness of the results of any search of our database or that the aircraft selected by the search are the only aircraft on our database which might meet the searcher's requirements.

Copyright and trade marks

All rights, including copyright, in the content of these web pages of any aircraft displayed on the Website from time to time and all database rights in our database of aircraft, are owned or controlled for these purposes by us.

All imagery displayed on this website must be done so with the knowledge and understanding that no violation of any copyrights associated with any image/s is carried out. Any violation of copyright laws will be the sole responsibility of the account holder that is in violation.

Aeroclassifieds has the right to remove any imagery that is deemed offensive or in breach of copyright laws without prior notice.

All trademarks, names, and logos are the proprietary marks of us or of our associated companies. Marks identifying third parties are owned or licensed by those third parties or their associated companies. Nothing in these terms and conditions in any way confers on you any licence or right under any trademarks, names or logos.

Terms and Condition (cont.)

We are not liable for any failure to perform any of our obligations under these terms and conditions caused by matters beyond our reasonable control.

Except as expressly permitted by these terms and conditions, you may not copy, reproduce, redistribute, download, republish, transmit, display, adapt, alter, create derivative works from or otherwise extract or re-utilise any of the contents of the Website. In particular, you must not cache any of the contents for access by third parties nor mirror or frame any of the content of the Website nor incorporate it into another website without our express written permission.

Liability

The material displayed on our Website is provided without any guarantees, conditions or warranties as to its accuracy. To the extent permitted by law, we, and third parties connected to us hereby expressly exclude: All conditions, warranties and other terms which might otherwise be implied by statute.

Any liability for an direct, indirect or consequential loss or damage incurred by any user in connection with our Website or in connection with the use, inability to use, or results of the use of our Website, any websites linked to it and any materials posted on it, including without limitation any liability for:

- Loss of income or revenue;
- loss of business
- loss of profits or contracts;
- loss of anticipated savings;
- loss of data;
- loss of goodwill;
- wasted management or office time; and for any other loss or damage of any kind, howsoever arising and whether caused by tort (including negligence), breach of contract or otherwise, even if foreseeable.

This does not affect our liability for death or personal injury arising from our negligence, nor our liability for fraudulent mis-representation or misrepresentation as to a fundamental matter, nor any other liability which cannot be excluded or limited under applicable law.

Terms and Condition (cont.)

We will need to carry out routine maintenance and servicing of our servers and equipment from time to time. While we will seek to keep disruption to a minimum we cannot guarantee that the Website will be continuously available on-line. We therefore provide the Website on an “as is” and “as available” basis.

We make no warranty that the Website (or websites which are linked to the Website) is free from computer viruses or any other malicious or impairing computer programs. It is your responsibility to ensure that you use appropriate virus checking software.

We are not liable for any failure to perform any of our obligations under these terms and conditions caused by matters beyond our reasonable control.

Links to non-Auto Trader sites

The Website contains hypertext links to websites that are not operated by us or by our associated companies. We do not control such websites and are not responsible for their content. Our inclusion of hypertext links to such websites does not imply any endorsement of the material contained on the websites or of the owners.

Links to the Website

You may establish a hypertext link to the home page of the Website, but not otherwise, without the need for our written consent, provided there is thereby no implied endorsement or sponsorship of you, your company or your website by us.

Registration details

To gain access to certain services on the Website you will need to register (free of charge). As part of the registration process, you will be given a username and password. You agree that

the information supplied with your registration will be truthful, accurate and complete. You also agree that you will not attempt to register in the name of any other individual nor will you adopt any username with we deem to be offensive. All personal information supplied by you as part of the registration process will be protected and used in accordance with the terms of our Privacy Policy.

Terms and Condition (cont.)

General

We reserve the right to assign or subcontract any or all of our rights and obligations under these terms and conditions to a third party. If we exercise this right, we shall name the assignee or subcontractor on the Website and you will be entitled to terminate the account within 5 working days. You may not without our prior written consent assign or dispose of any rights or obligations arising under these terms and conditions.

These terms and conditions of access together with our privacy policy contain the entire agreement and understanding between the parties relating to the Website, and supersede any and all prior agreements, arrangements, statements and understandings, except for any fraud or fraudulent representation by either party. We exclude all representations and warranties relating to access to use of the Website, whether they are statutory or otherwise, as far as is possible by law.

If any of these terms and conditions shall be held to be invalid or unenforceable, it shall not affect the enforceability of any of the remaining provisions.

These terms and conditions shall be governed by and in accordance with English law and subject to the exclusive jurisdiction of the English Courts.

If you do not agree to obey these terms and conditions you must stop using the Website immediately.

Correspondence

All correspondence relating to the Website should be sent to:

AeroClassifieds Ltd
Cole Marie, Priory House
45-51 High Street
Reigate

RH2 9AE

Email: info@aeroclassifieds.com

Telephone: +44 (0) 203 393 7250

Registered office: Cole Marie, Priory House, 45-51 High Street, Reigate, RH2 9AE

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