

AAA E ENVIRONMENTAL WATCH

REACH
3,700

AIRPORT EXECUTIVES

EVERY WEEK

MEDIA KIT



Mobile version RSS Subscribe Unsubscribe AAAE Vendor Search Search

Home Membership Aviation News Government News Products & Training Jan. 26, 2011

A Switch to natural gas fuel for airport fleets. 

B **ENVIRONMENTAL WATCH**

Holistic hangars
 Aviation Week 
 A host of hangars will spring up around the globe in the next few years, many of which will feature environmentally friendly features such as solar panels in sunny climates or strategically situated windows with glazing to allow natural light in without heat gain or loss. If you put all of these new hangar projects—from Guangzhou to Abu Dhabi to Barcelona to Honolulu—on a scale, it appears MROs put more weight on initial capital expenditures for new aircraft maintenance facilities compared to longer term operational cost benefits over several years. The scale's fulcrum, however, is designing facilities for efficient maintenance. [MORE](#)

C **intellisoft® AIRPORTICE®**

Obama calls for new clean energy investments
 The Wall Street Journal 
 President Barack Obama made a big push for clean energy during his State of the Union speech, saying the nation should develop 80 percent of its electricity from clean sources by 2035 and pursue a raft of research and development projects to be financed by killing \$4 billion in annual tax subsidies for oil, gas and other fossil-fuel producers. [MORE](#)

D **PRODUCT SHOWCASES**

Quickly Secure Baggage and Terminal Areas

 Law Industries offers the most diverse product line in the industry. Our consultative approach results in a custom-tailored solution to fit your exact needs. Save time and money by buying direct from the manufacturer. We offer exceptional customer service and bi-coastal inventory and shipping. [More info](#)

Starbucks Coffee Company

 It's the same rich and creamy Carmel Macchiato latte you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a latte macchiato is steamed milk marked with a little espresso, while a cafe macchiato is espresso marked with a little milk. [More info](#)

Internet Explorer 8 Upgrade

 Upgrade to Internet Explorer 8 for safer, more secure browsing. You get built-in security features, faster page and tab loading, and integrated Bing Search and MSN for all the information you need in one convenient place. [More info](#)

Advance

 Smart cleaning.

F **PASSUR** 
 Delivering data, analytics and decision support. PASSUR improves the operational efficiency and financial performance of airports.

C1 **Global aerospace study finds fuel costs driving airline executives' decisions**
 MFRtech 
 Airline executives continue to express concern about rising fuel costs, yet despite these concerns, many continue to take a wait-and-see approach towards new aircraft technology. These are just a few of the key findings from an exclusive global aerospace study released by CIT Group Inc. [MORE](#)

E **Aircraft recycling plant in eastern England will see just 3 percent waste**
 Eastern Daily Press 
 Norfolk's axed RAF Coltishall — which was a Royal Air Force station near Norwich in East Anglia, England — is set to become a plant for recycling airliners as TAG Aviation finalizes a deal to purchase the site from the Ministry of Justice. Around one jet per day will land at the base under its own power and leave as four lorry loads of spare parts and one of raw aluminum. [MORE](#)

E **Florida airport installs solar panels**
 Cooler Planet 
 Gainesville Regional Airport in Florida was recently given the green light by city commissioners to install solar panels and gas stations on their facility. The airport saw its plan approved and it will also provide a \$665,000 bike path, according to the Independent Florida Alligator. [MORE](#)

C1 **LightGuard**

 When the pedestrian isn't clearly visible, the LightGuard System is.

E **Airport to go greener**
 Tweed Daily News 
 The Gold Coast Airport has implemented a new recycling program which is aimed at encouraging recycling behavior in passengers. The new program is a combined initiative of Gold Coast Airport and the Packaging and Stewardship Forum, who are partnering with major Australian airports to provide financial and mentoring support to enable suitable planning, bin infrastructure, installation and education for the long-term, successful recovery of recycled goods. [MORE](#)

E **AirMark® by Flint Durable Pavement Markings**

 Achieve maximum value and optimal performance with preformed thermoplastic now FAA-approved in AC 150/5370-10E. Lasts 8 to 12 times longer than paint. [MORE](#)

E **More students take up challenge from Airbus to develop ideas for a greener aviation future**
 Greenfly 
 Airbus reports that over 2,600 students from around the world, representing some 75 nationalities and 287 universities, registered for its second biennial Fly Your Ideas competition. The number of teams entering the first round increased from 225 for the first competition in 2009 to 315 this year, a 40 percent increase. Students are challenged to initiate and develop new initiatives that can lead to a greener aviation industry. [MORE](#)

E **Alitalia signs biofuel pact with Solena**
 Flightglobal 
 Alitalia has signed an agreement with U.S. bioenergy group Solena to look into converting biomass from municipal waste into biofuel to power part of its fleet of aircraft. The Italian carrier has signed a letter of intent with Solena to begin a feasibility study examining the possibility of building a plant to convert household waste that would otherwise have gone to landfill into a gas. The gas will then be turned into liquid biofuel through the Fischer-Tropsch process. [MORE](#)

AAAE Environmental Watch
 Colby Horton, Vice President of Publishing, 469.420.2601 Download media kit
 Yvette Craig, Sr. Content Editor, 469.420.2655 Contribute news
 This edition of the AAAE Environmental Watch was sent to #EnvMail#. To unsubscribe, click here. Did someone forward this edition to you? Subscribe here — #E-Watch

Recent Issues
 Feb. 2, 2011
 Jan. 26, 2011
 Jan. 19, 2011
 Jan. 12, 2011

Powered by MULTIMEDIA 
 7701 Las Colinas Ridge, Ste. 800, Irving, TX 75063

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 3,700 Airport Executives (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Lorem ipsum dolor
 Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. **More**

Product Showcase
\$2500

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut labore et dolore magna
 aliqua. Ut enim ad minimum veniam, quis. **More**

Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum
 dolor sit amet
 Lorem ipsum
 dolor sit amet,
 consectetur
 adipiscing elit,
 sed do eiusmod
 tempor **More**

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

CONTACT US

COLBY HORTON
VICE PRESIDENT OF PUBLISHING
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

THE AAAE ENVIRONMENTAL WATCH, POWERED BY MULTIBRIEFS, PROVIDES ENVIRONMENTAL-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE AVIATION INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of airport executives nationwide, AAAE Environmental Watch keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

AAAE ENVIRONMENTAL WATCH
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN AAAE ENVIRONMENTAL WATCH:



CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in AAAE Environmental Watch solidifies your place among weekly information provided to AAAE members.



TARGETED DISTRIBUTION

Advertising in AAAE Environmental Watch allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to AAAE Environmental Watch have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, AAAE Environmental Watch ensures your ad will be seen every week by our 3,700 subscribers.



AFFORDABLE

Advertising in AAAE Environmental Watch is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of AAAE Environmental Watch has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in AAAE Environmental Watch.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.