

ARSA DISPATCH

REACH 20,000

CIVIL AVIATION PROFESSIONALS


EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

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**A**  Experience... the Hudson Difference

**ARS Dispatch** A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE AERONAUTICAL REPAIR PERSON ASSOCIATION

Jan. 29, 2008  
 ARSA Quick Links > Home Legislative Action Center Careers Library Symposium Train to Gain

**B** **Identity Solutions**  
 Protecting and Securing Personal Identities and Assets

**C** **intellisoft**  
 Does your current software make it easy for you to comply with the latest TSA Regulations?

**D** **Product Showcase**  
 The Ultimate Fastening Solution  
 Starbucks Coffee Company  
 Internet Explorer 8 Upgrade

**E** **Callout Text Ad**  
**SAIRES SIMMONS**  
 How will the changes to Part 21 affect your business?  
 Learn from the people who wrote the new rules. Click [HERE](#) to reserve a seat. [MORE](#)

**C1** **Traditional Text Ad**  
**RVA** Airports... It's What We Do  
 Robinson Aviation, Inc.  
 Final House Passage of Lilly Ledbetter Fair Pay Act Expected Today  
 On Jan. 27, The Lilly Ledbetter Fair Pay Act is expected to be considered on the House floor for final approval before being sent to President Obama's desk for signature into law. [More](#)  
 AA Mechanics & Tech. Specialists File for Federal Mediation  
 All of organized work groups at American Airlines are in federal mediation after the TWU-represented Mechanics and Related work group and the TWU-represented Technical Specialists unilaterally filed for federal mediation. [More](#)

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## 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.
- C/1 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.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 2,000 civil aviation professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

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  
laboreis nisi. [More](#)

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



Callout Text Ad  
**\$1000**

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](#)

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



Traditional Text Ad  
**\$500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

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

## CONTACT US

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# THE ARSA DISPATCH, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO LEADERS IN THE CIVIL AVIATION COMMUNITY.

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 civil aviation professionals, ARSA Dispatch 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.

ARSA DISPATCH  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN ARSA DISPATCH:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in ARSA Dispatch solidifies your place among weekly information provided to ARSA members.



## TARGETED DISTRIBUTION

Advertising in ARSA Dispatch 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 ARSA Dispatch 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, ARSA Dispatch ensures your ad will be seen every week by our 2,000 subscribers.



## AFFORDABLE

Advertising in ARSA Dispatch 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 ARSA Dispatch 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 ARSA Dispatch.



## TRACK CAMPAIGN EFFECTIVENESS

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