

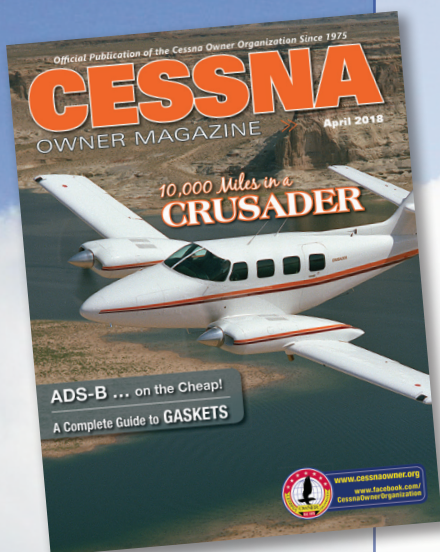
## 2019 Media Kit

We are dedicated to educating and assisting owners of Cessna and Piper aircraft in their continual pursuit to become better, smarter, and safer owners and pilots.

Our Members are aircraft owners who make the final decisions and have the means to purchase the products and services that support their flying and maintenance of their aircraft. As such, they look to us to provide them with the information, news, products and services they need.

### WHAT WE OFFER

- **40+ years of industry experience** – A master Pilot and A&P on staff, plus three Master Pilot authors, and an avionics expert provide content.
- **A dedicated readership of highly qualified aircraft owners** – Over 97% of our readers own at least one plane!
- **In-depth editorial coverage** – Our members rely on us for technical advice for refurbishing and upgrading their legacy aircraft. Every issue has recommendations from industry experts on what products to buy, how to install, and how to use.
- **Competitive pricing** – Advertising opportunities that stay within your budget.
- **Various Multimedia Advertising Options** – Print, digital, web, email, social, video, webinars. New for 2019 – Multimedia Packages based on your needs.
- **Bonus Distribution** – Sun'n Fun, Sentimental Journey, Great Alaska Aviation Gathering, EAA's AirVenture, and other events as requested.



[www.cessnaowner.org](http://www.cessnaowner.org)

[www.facebook.com/  
CessnaOwnerOrganization](https://www.facebook.com/CessnaOwnerOrganization)

**Jim Negen**  
800-331-0038 ext. 118  
[JimN@jpmediallc.com](mailto:JimN@jpmediallc.com)

[www.piperowner.org](http://www.piperowner.org)

[www.facebook.com/  
PiperOwnerSociety](https://www.facebook.com/PiperOwnerSociety)



2017 SBA State of Wisconsin  
Family Owned Small Business of the Year

# About Our Members . . .

## Cessna Owner Organization



### 1.) Age Range:

10% are between the ages of 31-45  
33% are between the ages of 46-60  
56% are over the age of 60

### 2.) Income Range:

31% make over \$150,000 annually  
22% make between \$100,001-\$150,000 annually  
18% make between \$75,001-\$100,000 annually  
18% make between \$75,000-\$50,000 annually  
10% make less than \$50,000 annually

### 3.) How many times do you share your magazine?

52% share their magazine with a flying friend  
20% share their magazine with more than 1 flying friend

### 4.) How often do you read or look at the advertisements?

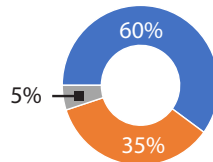
96% look at the advertisements

### 5.) How many planes do you own?

99% own at least one plane 24% own more one plane

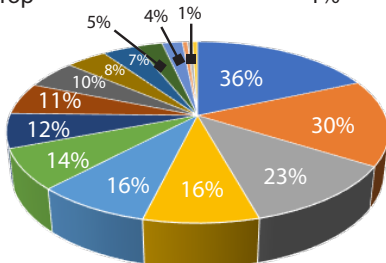
### 6.) Excluding Fuel, how much have you spent on your plane in the past 12 months?

60% spent more than \$5,000 on their plane(s)  
35% spent more than \$10,000 on their plane(s)  
5% spent more than \$50,000 on their plane(s)



### 7.) What products do you plan to buy in the next 12 months?

•ADS-B Out	36%
•Tires	30%
• Interior Parts	23%
• GPS (panel-mounted)	16%
• GPS (hand-held)	16%
• New Radio	14%
• New Paint Job	12%
• New Interior	11%
• Seat Belts/Restraints	10%
• Autopilot	8%
• Vortex Generators	7%
• Wheel Pants	5%
• Used/Overhauled Prop	4%
• New Engine	1%
• Overhauled Engine	1%
• New Prop	1%



## Piper Owner Society



### 1.) Age Range:

8% are between the ages 31-45  
51% are between ages of 46-60  
41% are over the age of 60

### 2.) Income Range:

44% make over \$150,000 annually  
23% make between \$100,001-\$150,000 annually  
15% make between \$75,001-\$100,000 annually  
13% make between \$75,000-\$50,000 annually  
4% make less than \$50,000 annually

### 3.) How many times do you share your magazine?

49% share their magazine with a flying friend  
20% share their magazine with more than 1 flying friend

### 4.) How often do you read or look at the advertisements?

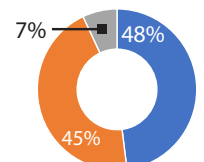
97% look at the advertisements

### 5.) How many planes do you own?

97% own at least one plane 20% own more than one plane

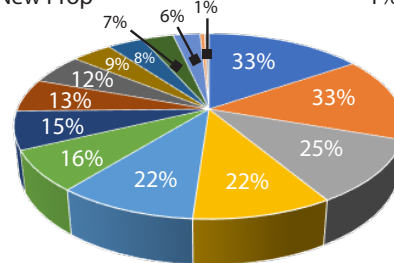
### 6.) Excluding Fuel, how much have you spent on your plane in the past 12 months?

48% spent more than \$5,000 on their plane(s)  
45% spent more than \$10,000 on their plane(s)  
7% spent more than \$50,000 on their plane(s)



### 7.) What products do you plan to buy in the next 12 months?

• ADS-B Out	35%
• Interior Parts	33%
• Tires	25%
• New Paint Job	22%
• New Interior	22%
• GPS (panel-mounted)	16%
• GPS (hand-held)	15%
• New Radio	13%
• Seatbelts/Restraints	12%
• Used/Overhauled Prop	9%
• Vortex Generators	8%
• Wheel Pants	7%
• Autopilot	6%
• New Engine	1%
• Overhauled Engine	1%
• New Prop	1%



# 2019 EDITORIAL CALENDAR

	Editorial Due	Reserve Ad Space	Ad Due	Mail Date
<b>JANUARY 2019</b>	<b>10/22/18</b>	<b>11/01/18</b>	<b>11/08/18</b>	<b>12/08/18</b>
Source Guide Source Guide				 
<b>FEBRUARY 2019</b>	<b>11/20/18</b>	<b>11/29/18</b>	<b>12/06/18</b>	<b>12/30/18</b>
Featured Cessna: 170 Featured Piper: PA-23-150/160 Apache				
<b>MARCH 2019</b>	<b>12/27/18</b>	<b>01/08/18</b>	<b>01/15/18</b>	<b>02/08/19</b>
Featured Cessna: 175 Featured Piper: Short Wings (PA15-22)				
<b>APRIL 2019</b>	<b>01/24/18</b>	<b>02/05/18</b>	<b>02/12/18</b>	<b>03/08/19</b>
Featured Cessna: T206 Featured Piper: PA-24 Comanche				
<b>MAY 2019</b>	<b>02/21/18</b>	<b>03/05/18</b>	<b>03/12/18</b>	<b>04/05/19</b>
Featured Cessna: 337 Featured Piper: PA-46 Malibu/Mirage				
<b>JUNE 2019</b>	<b>03/28/18</b>	<b>04/09/18</b>	<b>04/16/18</b>	<b>05/10/19</b>
Featured Cessna: 210 Featured Piper: Piper PA-28-R200 Arrow				
<b>JULY 2019</b>	<b>04/25/18</b>	<b>05/07/18</b>	<b>05/14/18</b>	<b>06/07/19</b>
Featured Cessna: 172 Featured Piper: J-3 Cub				
<b>AUGUST 2019</b>	<b>05/23/18</b>	<b>06/04/18</b>	<b>06/11/18</b>	<b>07/09/19</b>
Featured Cessna: 182 Featured Piper: Piper PA-28-140 Cherokee Cruiser				
<b>SEPTEMBER 2019</b>	<b>06/27/18</b>	<b>07/09/18</b>	<b>07/16/18</b>	<b>08/09/19</b>
Featured Cessna: 421 Featured Piper: PA-32 Cherokee Six				
<b>OCTOBER 2019</b>	<b>07/25/18</b>	<b>08/06/18</b>	<b>08/13/18</b>	<b>09/09/19</b>
Featured Cessna: 177RG Featured Piper: PA-38-112 Tomahawk				
<b>NOVEMBER 2019</b>	<b>08/22/18</b>	<b>09/03/18</b>	<b>09/10/18</b>	<b>10/04/19</b>
Featured Cessna: 150/152 Featured Piper: PA-31 Navajo				
<b>DECEMBER 2019</b>	<b>09/26/18</b>	<b>10/08/18</b>	<b>10/15/18</b>	<b>11/08/19</b>
Featured Cessna: 310 Featured Piper: PA-28-235 Cherokee Pathfinder				



# PRINT OPPORTUNITIES

## Print Magazine

Cessna Owner Organization and Piper Owner Society has a targeted audience of Cessna and Piper plane owners, with 99% and 97% respectively of our members owning one or more planes. They appreciate and value an organization that takes care of their flying needs with tech support help, a monthly publication, our online community, and outreaches at various air shows. Feature your company and brands with our member organizations and expand your reach.

**Our offerings include:**

- **Advertising Programs to Meet Your Brand's Needs**
- **Sponsored Content:** You author the article, a study or white paper in our magazine.
- **New Product Placements**

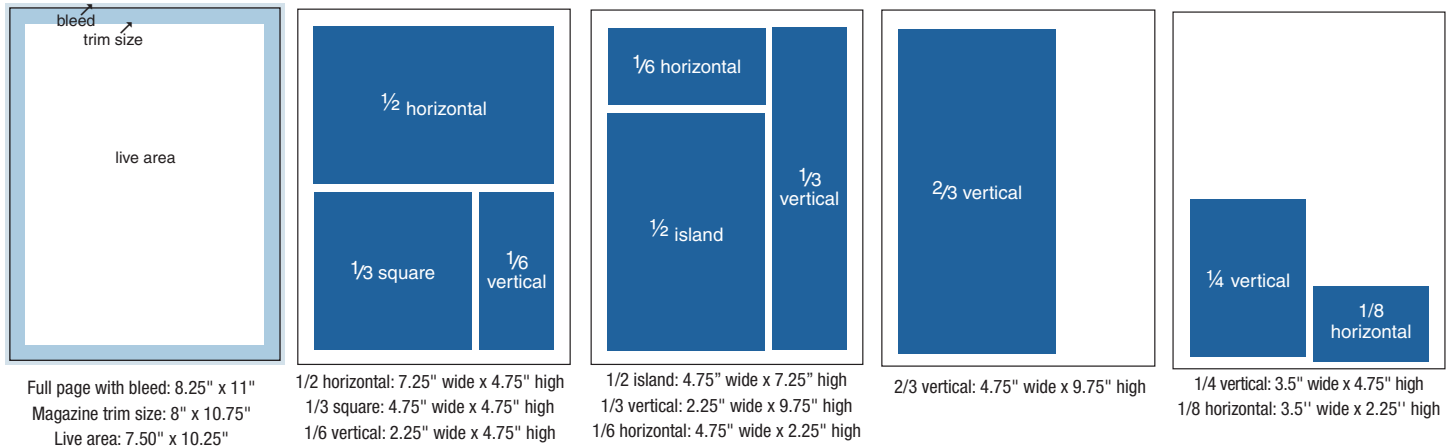
**Ask Jim for Details**

Four Color	1x	3x	6x	12x
2-Page spread	\$1,785	\$1,607	\$1,517	\$1,339
Full Page	\$1,020	\$918	\$867	\$765
2/3 Page	\$663	\$597	\$564	\$497
1/2 Page	\$561	\$505	\$477	\$421
1/3 Page	\$459	\$413	\$390	\$344
1/4 Page	\$357	\$321	\$303	\$268
1/6 Page	\$255	\$230	\$217	\$191
1/8 Page (Business Card) Horizontal			\$125	

Premium Page Positions				
Back Cover	\$1,122	\$1,010	\$954	\$842
Inside Front Cover	\$1,071	\$964	\$910	\$803
Inside Back Cover	\$1,071	\$964	\$910	\$803
Center Spread	\$1,964	\$1,767	\$1,669	\$1473

## Discounts

**Combination Discount** – an additional **10% discount** is available to advertisers/agencies placing combined ads in both *Pipers* and *Cessna Owner* in the same issue/month.



## Requirements for camera-ready art (PC preferred)

### Programs - PC or Mac

- InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat (High Resolution PDF)

### Media/Format

- Tiff Files
- PDF's
- EPS
- JPEG Files

### Art Specification

- 300 DPI - for photos

## Ad Submission Guidelines

**E-mail Submissions** - Send e-mail with attachment(s) to: JimN@jpmediallc.com

**PLEASE NOTE:** Due to e-mail server restrictions, only files up to 10 megabytes can be sent through our e-mail server. Larger files are best Zipped or Stuffed and attached to the e-mail. Files delivered via Dropbox ([www.dropbox.com](http://www.dropbox.com)), WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)) and similar services also accepted.

**Creative Services:** JP Media offers professional creative design services to help create your ad. Contact Jim for details.

# DIGITAL OPPORTUNITIES

## Digital Offerings

Cessna Owner & Piper Owner's digital marketing channels offer you opportunities to customize a comprehensive, trackable messaging campaign.

### Email

- Reach our 15,000+ email subscribers with an exclusive message.
- Reach our email subscribers with YOUR story – a Sponsored Content article in our email newsletter, linked to the story on our website.

### Website

Get your message to our website in the digital format that will help you best connect...

- Video featured on our website and in our top-of-front slideshow.
- Webinars exclusively for our member-owners.
- Sponsored Content and white papers that help our plane owners use your products.
- Popups or slide-ins
- **Website Metrics: Cessna 16,000 Unique Visitors/Month, Piper 11,000 Unique Visitors/Month**

### Social

We've launched an all-new social-media plan, and it's focused on your company. Ask us how you can reach our thousands of plane owners who have personally Liked our social pages.

### Special Events & Opportunities

Utilizing our digital product team, we can help you create or gain visibility for your tutorials, webinars, staff-written articles, and more. Ask us about our expertise in running an explosive sweepstakes or helping your website's inbound-marketing team via optimized search-term links.

**Video Pricing** – \$1,707 you provide the video or we create one for you - 3 weeks home page feature on web, 1 eblast, and 1 post on social media.

**Interview at Show Posted on Social Media** – \$300

### Digital Takeover - Ask Jim for Details

- Every website ad position, including the slide-in, for one week.
- Ad eBlast to our entire email list
- Video and article to our website.
- Social postings the entire week.

### Website

Ad Zone	Ad Size (pixels)	1x	3x	6x	12x
Leaderboard (2)	400 x 100	\$370	\$296	\$278	\$241
Box A (2)	300 x 250	\$275	\$220	\$206	\$179
Box B (2)	300 x 250	\$185	\$148	\$139	\$120
Box C (5)	300 x 250	\$138	\$110	\$104	\$90
Box D (5)	300 x 250	\$138	\$110	\$104	\$90

### eNewsletter

Ad Type/Location	Ad Size (pixels)	1x Rate	3x Rate (per issue)	6x Rate (per issue)	12x Rate (per issue)
Leaderboard (1)	510 x 170	\$539	\$431	\$404	\$350
Banner (10)	510 x 170	\$314	\$251	\$236	\$204

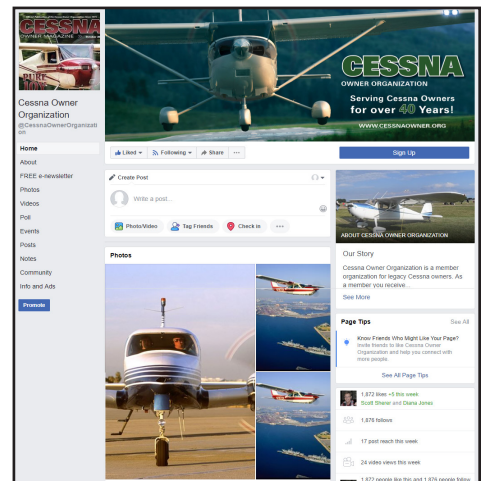
### eBlast

Ad Type/Location	1x Rate	2x Rate (per issue)	3x Rate (per issue)	6x + Rate (per issue)
Custom	\$700	\$616	\$525	\$455

### Cessna Owner Organization Website



### Facebook



**Contact Jim to build your custom marketing plan.**

**JimN@jpmediallc.com**  
**800-331-0038 ext. 118**

## Contact Information

Advertising Manager

**Jim Negen**

[JimN@jpmediallc.com](mailto:JimN@jpmediallc.com)

1-800-331-0038 ext. 118

**JP Media LLC /Aircraft Owners Group**

N7528 Aanstad Road

PO Box 5000

Iola, WI 54945-5000

Fax: 715-445-4053

**CESSNA**  
OWNER ORGANIZATION

**PIPER**  
OWNER SOCIETY

## Terms and Conditions

### Payment Terms

New advertisers must submit payment with first insertion. A service charge of 1 ½% per month is charged on all past due accounts. Advertising Credit Terms: Credits will not be issued for errors in ads arriving after the copy due date. Credits will not be issued for changes or additions in copy requested after the copy due date. Credits will not be issued for any advertising more than 30 days past due in the billing cycle.

### Cancellations

Cancellations must be received in writing by the reserve ad space deadline prior to deadline and accompanied by proof of submission date such as fax, e-mail or postmark date. Cancellations of a frequency contract void the frequency rate and advertising discounts. Cancellations will be rebilled at the earned placement rate.

### Prep Charges

Charges will be added for preparation of all material that doesn't meet the stated mechanical and digital requirements. Because of differences in equipment, paper, inks, and other conditions between color proofing and production press room operations, a reasonable variation between color proofs and the completed job may result. Advertising material will be held one year from date of receipt and will be returned upon written request. Advertiser will be billed for handling and freight on materials that are returned or forwarded.

### Issue and Closing Deadlines

Publisher reserves the right to run a previous advertisement if copy is not received by the materials due date. We will mail, fax or e-mail deadline dates per request.

### Layout and Service

There is no charge for layout or typesetting. With your basic ad information and instructions we design your ad. Custom-designed ads may be used in other publications provided a creative-materials fee (\$40 per hour) is paid. We can reduce or enlarge your ad, artwork or photographs. At your request, an ad proof can be faxed or emailed to you before publication as long as we receive your copy and photographs by the deadline.

### Poly-Bag Inserts & Blow-In Reply Cards

We are happy to work with you to create an individualized package to fit your needs. Contact the advertising department in advance for availability, mechanical specifications, quantity, and shipping instructions. Poly-bag inserts are offered on a first-come, first-serve basis. Positioning of cards and placement of advertisement are at the publisher's discretion.

## Contract & Copy Regulations

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing by registered letter prior to published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, JP Media LLC's liability will be limited to the cost of the ad. Errors within ads which are the fault of JP Media LLC will be credited to the amount of space in which that error occurs unless adjusted otherwise by the publisher. In the event of ad cancellation within 10 days of the published ad space reservation deadline, the advertiser will be assessed a fee of one-half the cost of the ad. After 10 days from the ad space reservation deadline, advertisers are liable for the full cost of their ad.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and JP Media LLC shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by JP Media LLC owned magazines is the sole property of JP Media LLC and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a JP Media LLC representative.