



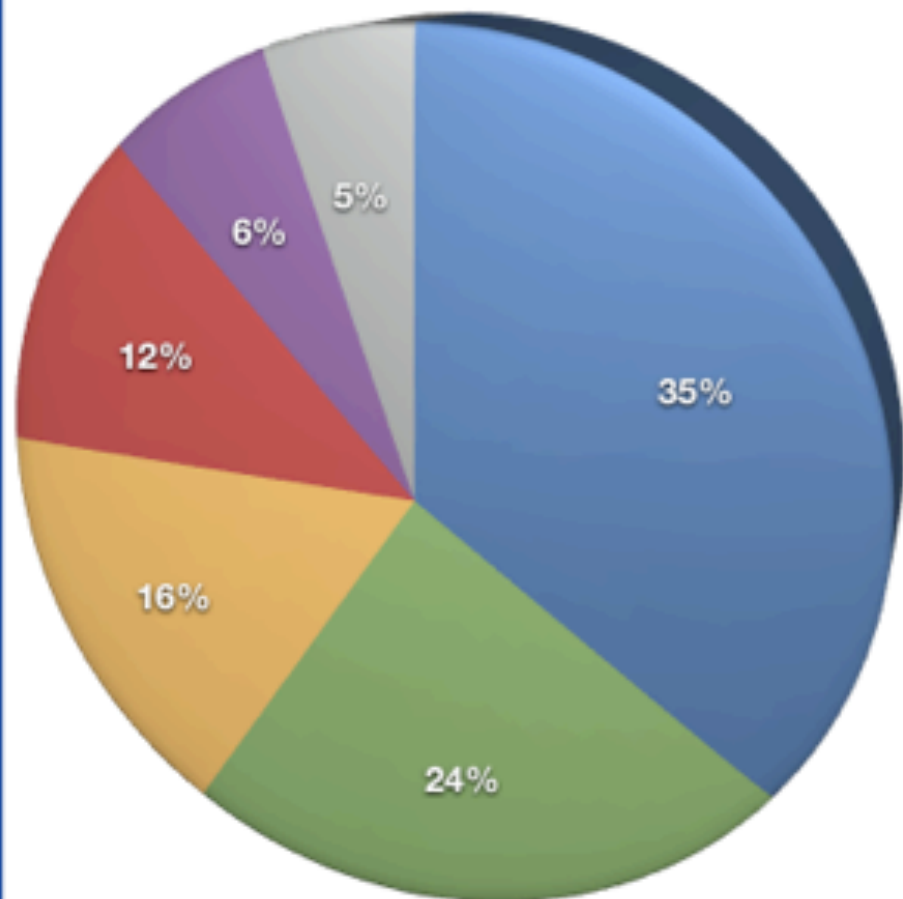
Media Kit

2009/2010

Overview

- ▶ Reach 10,000 Pilots Monthly
- ▶ Over 100 Professional Articles, Videos, & Podcasts
- ▶ Active Aviation Community
- ▶ Established Blog Leader in Flight Training Niche





- Private Pilots
- Commercial Pilots
- ATP
- Instrument Pilots
- Multi Engine Rated
- Other

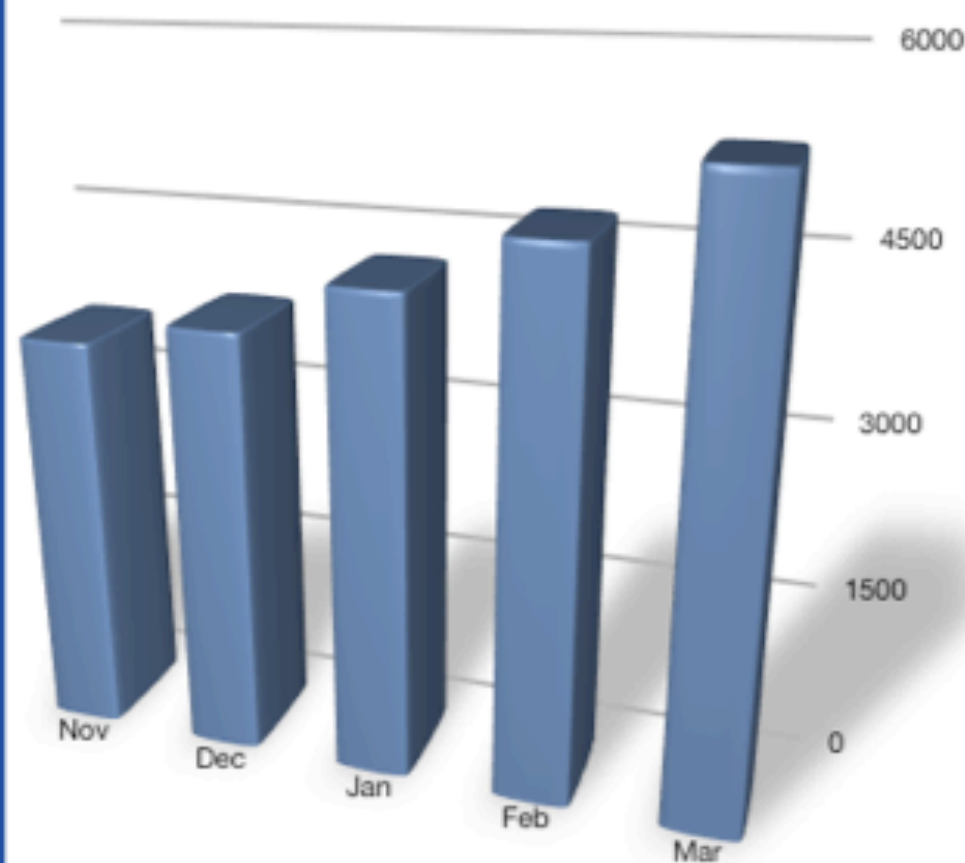
52% AGE 18-45

65% COLLEGE GRADS

68% FLIGHT STUDENTS

45% AIRCRAFT OWNERS

21% PROFESSIONAL PILOTS



OUR AUDIENCE

Targeted Keywords

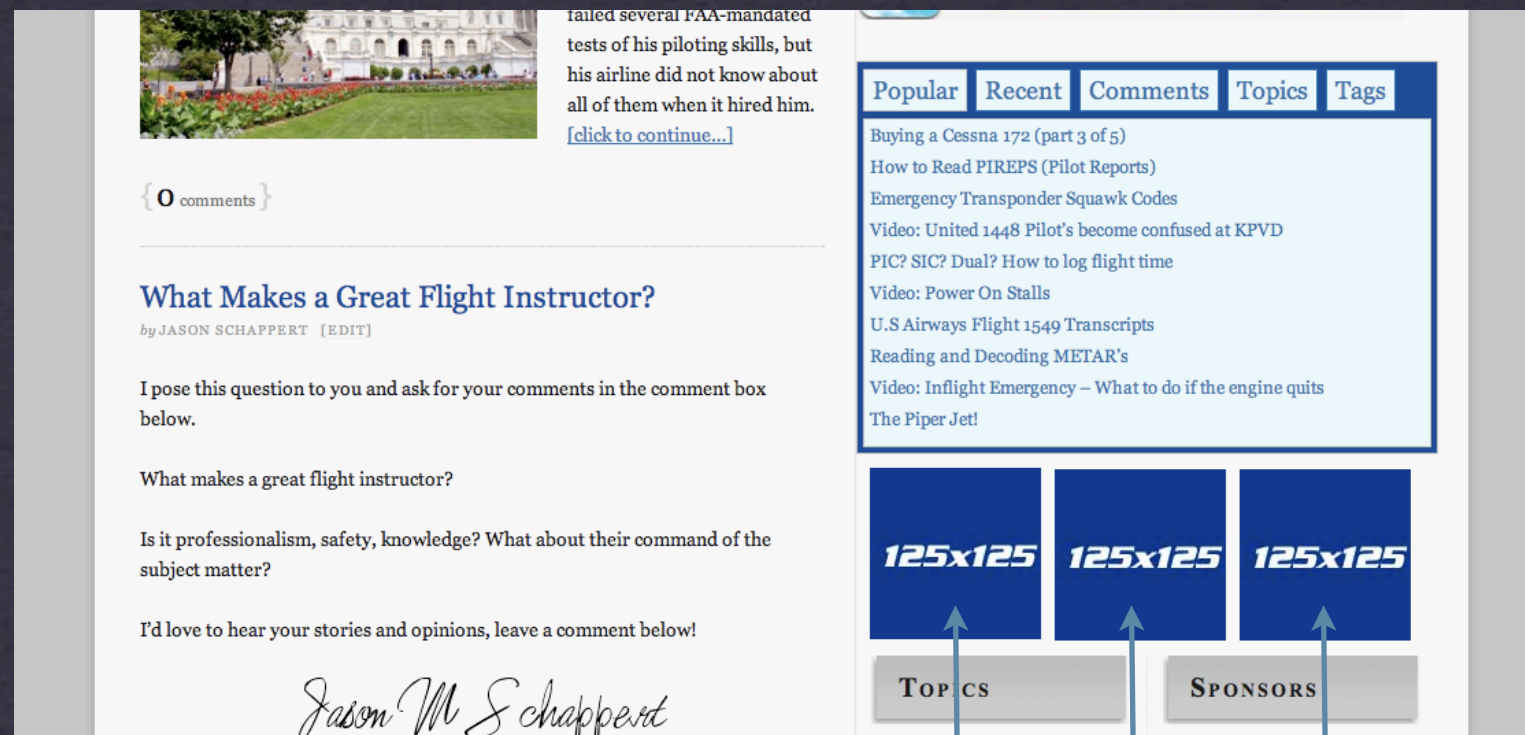
- ▶ **Flight Training**
- ▶ **Learn to Fly**
- ▶ **General Aviation**
- ▶ **Pilot License**



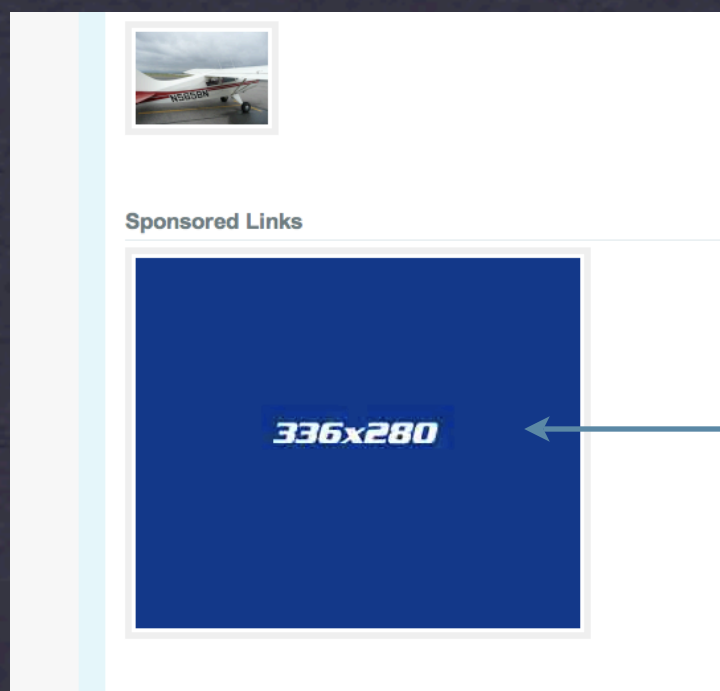
MZEROA.COM

ADVERTISING RATES

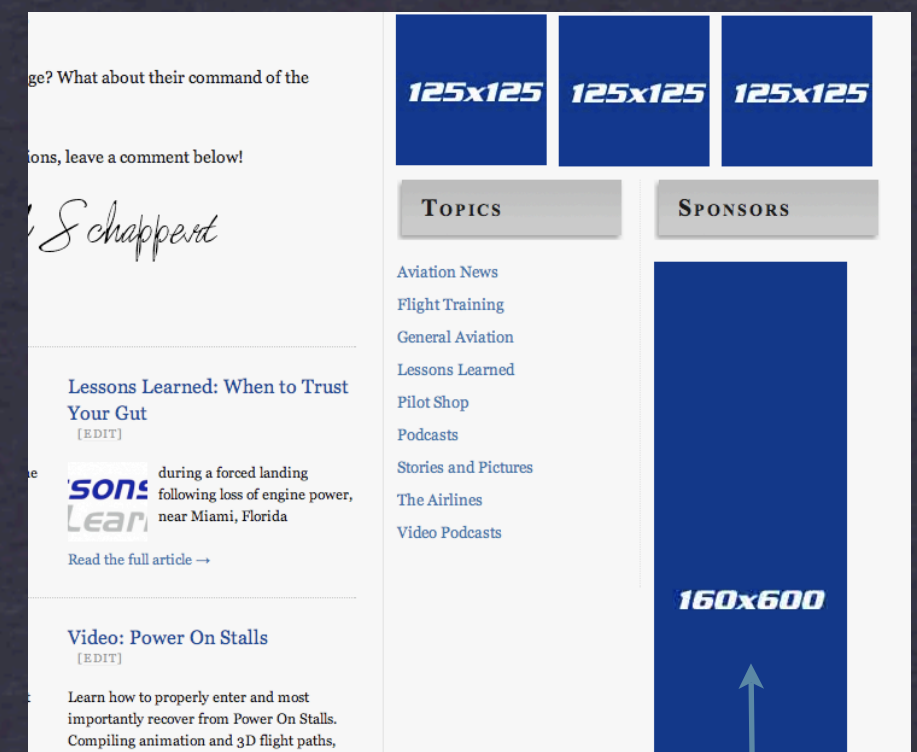
ALL PRICES BASED ON CPM (COST PER
1,000 IMPRESSIONS UNLESS
OTHERWISE NOTED



SPOT 1 SPOT 2 SPOT 3
125X125 BUTTONS
\$1.25 CPM



SPOT 5
PREMIUM CLASSIFIED AD SPOT
DISPLAYS AT FOOTER OF EACH CLASSIFIED AD
ONLY ONE ADVERTISER FEATURED PER MONTH
LIMITED MONTHS STILL OPEN
\$125.00 PER MONTH



SPOT 4
160X600 SKYSCRAPER
\$1.75 CPM

QUESTIONS?
ADVERTISING@MOA.COM

Video and Audio Podcast Advertising

BROUGHT TO YOU BY ?

- ▶ TRUE PERMANENT ADVERTISING
- ▶ YOUR AD SEEN OR HEARD FOREVER
- ▶ MINIMUM 4 EPISODE PURCHASE
- ▶ DISCOUNTS FOR MORE EPISODES PURCHASED
- ▶ SPONSOR THE FUTURE OF FLIGHT TRAINING
- ▶ PODCASTS CAN BE FOUND THROUGHOUT OUR WEBSITE AND ITUNES/YOUTUBE



VIDEO PODCAST SPONSOR

\$37.50 PER EPISODE (\$150 TO MEET MINIMUM)
LOGO AND COMPANY SLOGAN USED AT START AND END OF EACH EPISODE

AUDIO PODCAST SPONSOR

\$25.00 PER EPISODE (\$100 TO MEET MINIMUM)
COMPANY SLOGAN USED AT START AND END OF EACH EPISODE

MzeroA.com Quick Facts

- ▶ EDITED BY AOPA'S NUMBER 1 COLLEGIATE FLIGHT INSTRUCTOR (2008)
- ▶ MZEROA IS SYNONYMOUS WITH FLIGHT TRAINING AND SAFETY
- ▶ HIGH RANKING KEYWORDS
- ▶ PROFESSIONAL HIGHLY VIEWED VIDEO AND AUDIO PODCASTS
- ▶ ACTIVE FORUM AND COMMUNITY
- ▶ LOYAL READERSHIP

Ready to Invest in success?

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