



**The Air Charter  
Association**

Promotional Opportunities 2020

# Website Advertising

- More than 5,000 unique impressions per month
- Growing at a rate of more than 6% per month



# Website Advertising

## Introductory Rates July 2020

- Exclusive homepage banner from £1,750 per quarter
- Quarter share in homepage banner  
\*  
from £250 per month, per quarter

\* one of four carousel ads



☰ 🔍

LOG IN 👤 JOIN US ✈️

**Advertise Here!** LEARN MORE →



Showcasing the air charter industry

**Leader Board**  
726px x 90px

Top of page

Exclusive: £1,975 per quarter  
1/4 share: £750 per quarter

50% introductory discount \*  
\* normal prices £3,950 / £1,500

**SOLD UNTIL 31 OCTOBER 2020**



The Air Charter Association

FIND OUT MORE →

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*We aim to be the leaders in self-regulation and promoters of supply chain relationships for the Air Charter Industry. We aspire to be the “go-to” source of air charter industry information, support and guidance to our members and the holders of First-Class aviation networking events and opportunities.*

Branding  
Advertising  
Websites  
Brochures  
Communications

**designinc**

Aerospace & Aviation Specialists

**Medium Rectangle**  
300px x 250px

Centre page

Exclusive: £1,750 per quarter  
1/4 share: £750 per quarter

50% introductory discount \*  
\* normal prices £3,500 / £1,500



<https://www.theaircharterassociation.aero/calendar/sponsor-aca-event/>



The Air Charter Association

Calling all members! Join us for virtual networking and interactive breakout sessions on 18th June 2020! REGISTER N [twitter.com/i/web/status/12728...](https://twitter.com/i/web/status/12728...)



Great interview between @AINonline and member @wingbizav #TheACA #aviationkeepingtheworldmoving #Covid19 [twitter.com/wingbizav/status/...](https://twitter.com/wingbizav/status/...)



The impact of U.K. quarantine on business aviation is obvious and is damaging to the sector. Business aviation is [twitter.com/i/web/status/12714...](https://twitter.com/i/web/status/12714...)



MORE TWEETS 

**Advertise Here!**



LEARN MORE 

**Large Rectangle**  
1,100px x 300px

Foot of page

Exclusive: £2,275 per quarter  
1/4 share: £850 per quarter

50% introductory discount \*  
\* normal price £4,550 / £1,700

# Banner specifications

## Static Banners

- RGB jpeg files @ 72 dpi

## Animated Banners

- Gif or HTML5, both @ 72 dpi and in RGB
- Animations to run for 5 seconds
- File size max 1MB each

Clear instructions must be provided with link through URL

Banner design available through Design Inc.  
Quote ACA for a 10% discount



## About Us:

A worldwide association of air charter professionals

- 255+ members; - brokers, operators, aircraft manufacturers, airports, FBOs
- Third party suppliers supporting the industry; lawyers, insurers, booking agents / platforms

## Our work in the industry:

Working with governing bodies and other industry associations on key topics;

- Covid-19 support, quarantine, furlough
- Airport and airspace capacity outside of scheduled flight operations
- Illegal charter operations
- Brexit
- Co-hosting Air Charter Expo (ACE) at London Biggin Hill



# Sponsors in 2019-2020

