



# BUSINESS JET **TRAVELER**

MAXIMIZING YOUR INVESTMENT IN PRIVATE AVIATION

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**2024 MEDIA KIT**

# BJT PROVIDES FULL MARKET COVERAGE AND CAPABILITIES

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## BJTONLINE.com

The most comprehensive resource available for anyone using—or interested in trying—private flight. Includes an aircraft directory and a directory of service providers and manufacturers, both with sophisticated search features.

**35K MONTHLY UNIQUE VISITORS**

## BJT WAYPOINTS

A newsletter published Tuesdays and Thursdays delivering the latest news for private jet travelers, plus videos and links to the best features on our website. Averages a **19% adjusted Open rate and 3% click rate**.

**18K OPT-IN SUBSCRIBERS**

## BJT BUYERS' GUIDE

This award-winning yearly publication, available in print and digital formats, features invaluable advice and information for private aviation consumers, plus results of **BJT's** annual Readers' Choice survey.

**30K RECIPIENTS**

## CUSTOM MARKETING SOLUTIONS

Rely on **BJT's** trusted marketing team for content creation, design, and audience development to reach any marketing goal.

## LEAD GENERATION

Fully turnkey solutions including webinars and dedicated emails.

## TARGETED AUDIENCE PLATFORM

Utilize **BJT's** proprietary first-party database to build awareness, establish thought leadership, or drive leads. 654K targeted aviation users.

# OUR AUDIENCE AT A GLANCE

## HIGH-NET-WORTH END USERS 56%



- **25%** have a household net worth of at least \$100 million
- **53%** have at least \$25 million in household net worth
- **82%** are final decision makers

## INDUSTRY INFLUENCERS 44%



- **85%** influence the purchase decision-making process
- **21%** have final decision-making authority
- **Title/Function:** primarily C-Suite/President/GM & other Sr. Mgt., Aviation Dept. Mgr./Chief Pilot, Pilots
- **Company Affiliation:** primarily Aviation-related Broker/ Attorney/ Consultant, Corporate Flight Dept., Aviation Services, OEMs

## AUDIENCE ENGAGEMENT



**71%** Read the annual **BJT Buyers' Guide**

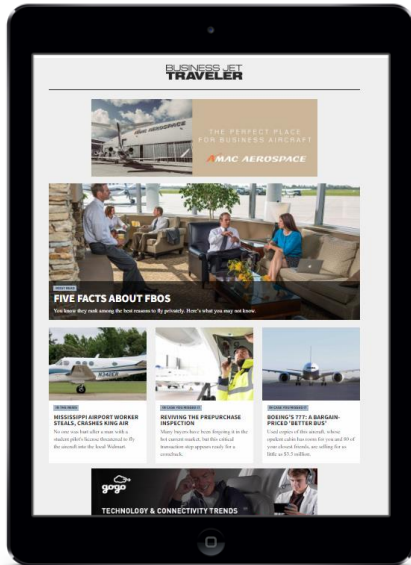
**53%** Read the **BJT Waypoints** newsletter

**38%** Visit BJTonline for the latest in private aviation insights

PUBLISHER SURVEY, AUGUST 2022

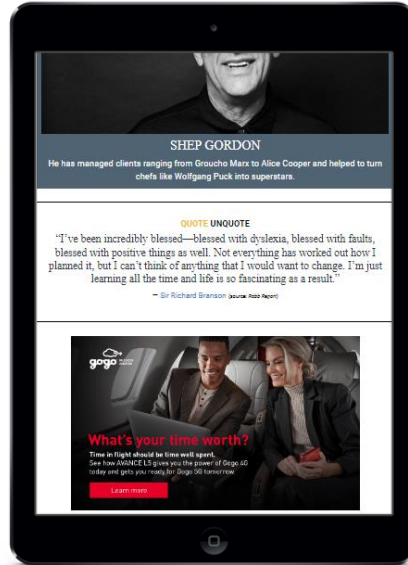
# BJT DIGITAL OPPORTUNITIES

**BJTonline.com** delivers authoritative information and advice to help readers maximize their investment in private air transportation. **BJT** offers a host of high-impact opportunities that will break through to your target audience.



## BJTONLINE BANNERS

- 728x250 and 300x250 banners
- 35K monthly users
- \$3,600 per month and 25K impressions



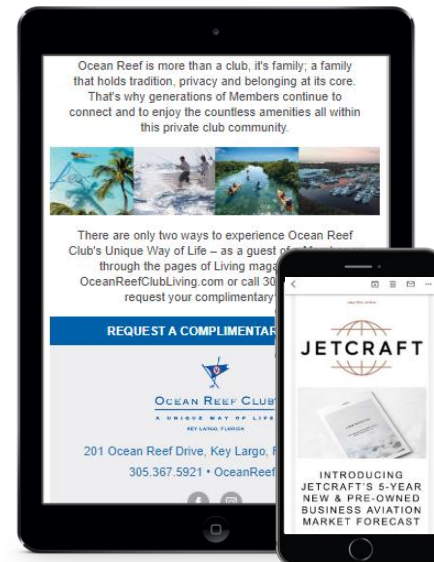
## BJT WAYPOINTS BANNERS

- 1000x600 banner
- **19%** adjusted open rate and **3%** click rate
- 18K weekly subscribers and \$4,635 per month and four sends



## INTERSTITIAL

- 700x420 high-impact
- \$2,575; two available per month



DEDICATED  
EMAIL

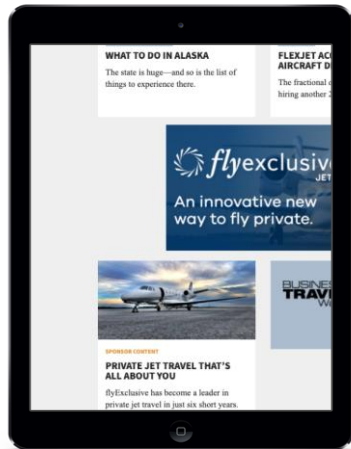
- Client provides fully designed HTML and subject line
- \$5,665 per send

ALL RATES ARE NET

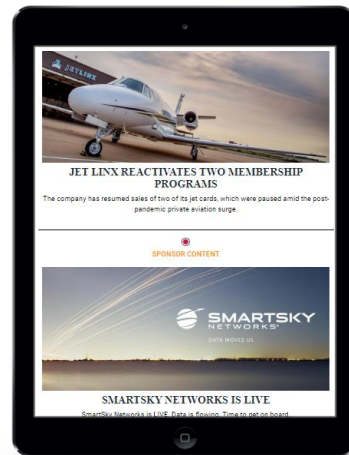
# BJT NATIVE OPPORTUNITIES

Expand your reach to the highly influential **BJT** audience through our immersive native integrations. Provide your own messaging, or partner with our skilled staff of writers and creators to tailor the content to fit any program objective/focus and audience target. Promotion of this custom content and the hosted landing page are included as part of the article investment.

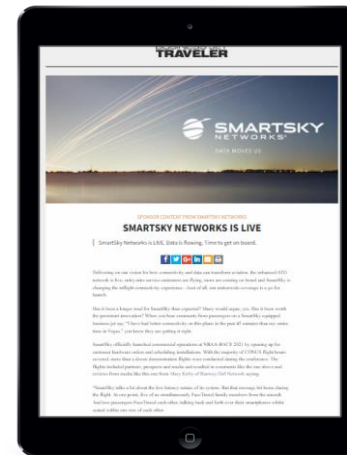
## NATIVE UNIT ON BJTonline.com



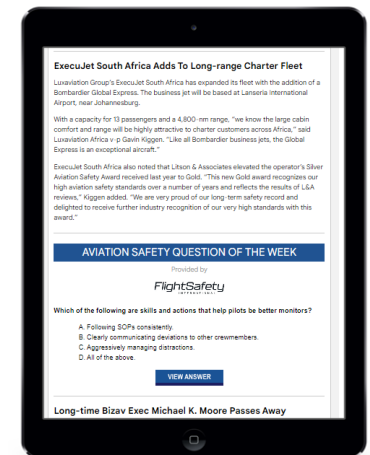
## NATIVE UNIT IN BJT WAYPOINTS



## NATIVE CONTENT LANDING PAGE



## QUESTION OF THE WEEK



## QUESTION OF THE WEEK

Drive engagement and awareness by sponsoring **Question Of The Week** on Waypoints. Fully turnkey, featuring custom questions with up to four multiple choice answers per week (subject to **BJT** editorial review).

BJTONLINE - \$6,075 | WAYPOINTS - \$3,550 | QOTW - \$4,635



# BJT DIGITAL PRICING DETAILS

OPPORTUNITY	COST	CREATIVE	IMPRESSIONS	DESCRIPTION
Website Display Package	\$3,600	728x250 and 300x250	25K	One month of display-banner rotations on <b>BJT</b> online
Website Native Story	\$6,075	Story Content, Title, Logo, Applicable Images	25K	Native content supplied by client or created by <b>BJT</b> Content Marketing team (for additional fee)
Waypoints Display Banner	\$4,635	1000x600	Sent to 18K subscribers	One banner per week with four sends within the newsletter
Waypoints Native Story	\$3,550	Story Content, Title, Logo, Applicable Images	Sent to 18K subscribers	One native unit per week with four sends within the newsletter
Dedicated Email	\$5,665	HTML, Email Creative, Subject Line, Opt-out List	Custom	Targeted email reaching up to 2,500 <b>BJT</b> subscribers
Interstitial	\$2,575	700x420	7.5K	Interstitial banner that runs before content. Two per month. Desktop only
Webinar	\$12,350	Custom	Custom	Sole-sponsored, custom questions, contact information from registrants, full metrics report
Waypoints Question of the Week	\$4,635	Logo, 300x250, 728x90, 300x100 (mobile)	Sent to 18K subscribers	Sole sponsored custom built question unit with landing page and branding throughout. Three-month minimum buy

Advertisers are guaranteed four **BJT** Waypoints insertions per month. In the instances of five occurrences of a specific day within the month, **BJT** reserves the right to use this extra day to fulfill other advertiser obligations.

ALL RATES ARE NET

# BJT DIGITAL SPECS

ONLINE BANNERS	ONLINE NATIVE CONTENT	DEDICATED EMAIL
<b>ACCEPTED FILE FORMATS</b> <ul style="list-style-type: none"><li>▪ .jpg, .gif and animated .gif, HTML5</li><li>▪ Third-party banners accepted—must be SSL compatible</li><li>▪ iPhone application requires .png</li><li>▪ 500kb max static-file size</li><li>▪ Banners cannot exceed 1mb</li><li>▪ URL must be submitted with banner</li></ul> <b>RICH MEDIA FILE SIZE</b> <ul style="list-style-type: none"><li>▪ 75k initial, 150kb polite</li><li>▪ 2mb max user initiated</li></ul> <b>MAX ANIMATION LENGTH</b> <ul style="list-style-type: none"><li>▪ 15 seconds; looping permitted with 5-second pause</li></ul> <b>LOGO</b> <ul style="list-style-type: none"><li>▪ High-res .png logo with transparent background; will be shown in a 150x115 slot, scaled to fit</li></ul>	<b>DETAILS</b> <ul style="list-style-type: none"><li>▪ Word document containing copy (1,250 – 1,500 words) to influence the piece if custom; or body copy of ingested article</li><li>▪ At least one high-res image to accompany story</li><li>▪ Image should have 2x1 WxD ratio</li><li>▪ Company logo - see specs within the “ONLINE” section for additional details</li></ul>	<b>DIMENSIONS, IMAGES, AND DETAILS</b> <ul style="list-style-type: none"><li>▪ Max width of 550px and Max File Size: 35k</li><li>▪ Minimize use of table tags, and position elements in flexboxes or ordered/ unordered lists (UL/LI)</li><li>▪ Images: .jpg, .gif.</li><li>▪ All images should be hosted on your server. Publicly host any images you include in the mailing for them to correctly display</li><li>▪ Include the full link – no relative links – when referencing them in your code</li><li>▪ Example of an absolute link: &lt;img src="full URL here" alt="My Image" width="480" height="480" border="0"&gt; URL must be appended with https://rather than just www. If you are using click tags, they must be embedded</li><li>▪ Subject Line: 70 characters or less (including spaces); to avoid spamming issues, refrain from using exclamation marks, ALL CAPS, unusual characters, misleading, descriptions, and spam-triggering words, such as “free” or “guaranteed”</li></ul>

PLEASE EMAIL FILES TO: [Creative@ainonline.com](mailto:Creative@ainonline.com)

# BJT EMAIL SPECS

BJT WAYPOINTS	NATIVE WAYPOINTS
<b>SIZE &amp; ACCEPTED FILE FORMATS</b> <ul style="list-style-type: none"><li>▪ 1000x600</li><li>▪ .jpg, .gif and animated .gif; for animated ensure the first panel includes all information as some email clients do not support animated GIF files</li><li>▪ Third-party served banners and rich media NOT accepted</li><li>▪ Larger than 16pt font is best for mobile viewability</li></ul>	<b>ASSETS REQUIRED</b> <ul style="list-style-type: none"><li>▪ 1200x600 image</li><li>▪ Title</li><li>▪ 50-word company description</li><li>▪ Unit will link to native content hosted on <b>BJTonline.com</b></li></ul>
<b>STATIC FILE SIZE</b> <ul style="list-style-type: none"><li>▪ 500kb max</li></ul>	<b>QUESTION OF THE WEEK</b>
<b>MAX ANIMATION LENGTH</b> <ul style="list-style-type: none"><li>▪ 10 seconds; looping permitted with five-second pause</li></ul>	<b>ASSETS REQUIRED</b> <ul style="list-style-type: none"><li>▪ Logo, 300x250, 300x600, 728x90, 300x100 (mobile)</li><li>▪ Client-provided custom questions with up to four multiple-choice answers per week (subject to editorial review)</li></ul>
<b>TARGET URL &amp; CLICK THROUGH BEST PRACTICES</b> <ul style="list-style-type: none"><li>▪ URL must be submitted with banner</li><li>▪ Ensure there is something for the reader to view, act upon or read after the click (i.e., do not send to the homepage)</li></ul>	

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# BJT ANNUAL BUYERS' GUIDE

The award-winning yearly **BJT Buyers' Guide** is delivered to 30,000 recipients. Available in print and digital formats, it features invaluable advice and information for private aviation consumers, plus results of **BJT's** annual Readers' Choice survey.



Opportunity	Net Rate	Inventory
Full Page Spread	\$16,635	Unlimited
Full Page	\$9,775	Unlimited
2/3 Page	\$8,550	Unlimited
½ Page	\$6,450	Unlimited
1/3 Square or Vertical	\$4,325	Unlimited
1/6 Page	\$2,160	Unlimited
Full Page –Native	\$11,750	2
Full Page – Spread Native	\$23,500	2

ALL RATES ARE NET

CLOSING DATE: **AUGUST 23, 2024**

MATERIALS DUE: **AUGUST 30, 2024**

# BJT BUYERS' GUIDE SPECS

## ACCEPTED FILE FORMAT

- High-resolution print-ready PDF
- Must include all fonts and image files

## IMAGE SPECIFICATIONS

- All image files should be 300 dpi (recommended), minimum 266
- All color image files must be CMYK

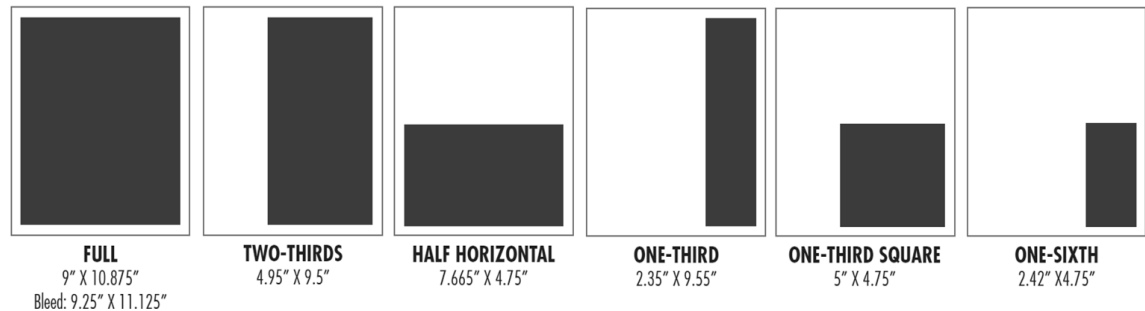
## FONT SPECIFICATIONS

- Digital advertisements must include all screen and printer fonts
- Use stylized fonts
- Do not apply style attributes to basic fonts from within page layout software

## POSITIONING

- All advertising positioning clauses are treated as requests

SIZE	WIDTH (INCHES)	HEIGHT (INCHES)	WIDTH (MMS)	HEIGHT (MMS)
FULL PAGE (TRIM)	9	10.875	229	276
FULL PAGE (BLEED)	9.25	11.125	235	283
FULL SPREAD (BLEEDS ACROSS THE GUTTER)	18.5	11.125	470	283
TWO-THIRD (2/3) PAGE	4.95	9.5	127	241
HALF PAGE (HORIZONTAL)	7.65	4.75	194	121
ONE-THIRD (1/3) PAGE (VERTICAL)	2.35	9.55	60	241
ONE-THIRD (1/3) PAGE (SQUARE)	5	4.75	127	121
ONE-SIXTH (1/6) PAGE	2.42	4.75	62	121



CLOSING DATE: **AUGUST 23, 2024** | MATERIALS DUE: **AUGUST 30, 2024** | PLEASE EMAIL FILES TO: [Creative@ainonline.com](mailto:Creative@ainonline.com)

# OUR TERMS AND CONDITIONS

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## CREATIVE REQUIREMENTS

All creative should be sent to [creative@ainonline.com](mailto:creative@ainonline.com) by the ad materials deadline. We will reach out to you for any custom content deadlines.

## LATE CREATIVE FOR NEW CAMPAIGNS

If advertising materials are not received by the ad materials deadline, and AIN Media Group has not been notified by materials due date, AIN Media Group will invoice based on campaign start date. AIN Media Group does not guarantee fulfilling the deliverables within the contracted timeframe.

## NEW CREATIVE FOR EXISTING CAMPAIGNS

It is the responsibility of the advertiser to inform the AIN Media Group in writing ahead of the ad materials deadline if there will be new creative. If notice isn't provided by the advertiser, AIN Media Group will utilize the most recent creative. Any materials received after the materials deadline will be executed as quickly as possible, with no adjustment to contracted deliverables or rates.

## CANCELLATION POLICY

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellations may result in a short rate or nullification of rate protection/incentives for the contract year. Any ads canceled after the ad material deadline are subject to a 50% cancellation penalty. If a custom program is canceled after work has been started by AIN, the client will be responsible for those direct costs already incurred.



# THANK YOU

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BUSINESS JET  
**TRAVELER**