

# The pilots that you're looking for are on FltPlan.com



FltPlan.com is the premier flight planning website serving the North American general aviation market. Our users filed more than 1.67 million flight plans in 2023, accounting for more than 42% of all N#-registered flight plans filed. FltPlan advertisers are tapped into an audience 170,000-plus active users – key influencers and decision makers – who rely on FltPlan.com and the FltPlan Go companion app for flight planning and filing, essential trip-support tools, and aviation services.

FltPlan.com offers a range of advertising positions, at competitive rates, designed to deliver your message to an engaged audience of active pilots and aviation professionals.

More than **170,000** registered users

More than **139,500** monthly flight plans filed in 2023

More than **42%** of all N#-registered flight plans for turboprops & jets

**1,763,076** average monthly page views

**404,498** monthly user sessions



## Visitor Location

United States 94.5%

Canada 3.5%

Mexico 0.6%

Bahamas 0.2%

All Others 1.0%

# A I R P O R T - S P E C I F I C

## Advertising Positions & Rates

DESCRIPTION	ANNUAL RATE
<p><b>Logo Ad Package.</b> This premium listing on FltPlan website and FltPlan Go apps includes your logo, link to your website, fuel brand, descriptive copy, e-mail link, location on airport diagram, service icons, and a photo page. Your logo appears in four additional website locations.</p>	<b>\$650</b>
<p><b>Navlog / Airport Info.</b> 468 x 60 pixel banner ad, linked to your website, appears at the top of the Airport Info page for your airport and on every NavLog that FltPlan generates into your airport.</p>	<b>\$575*</b>
<p><b>Weather.</b> 468 x 60 pixel banner ad, linked to your website, appears on the Airport Information page, the Current Weather page, and Enroute Weather for your airport.</p>	<b>\$460*</b>
<p><b>Quick Info.</b> 468 x 60 pixel banner ad, appears at the top of the Quick Info results page for your airport.</p>	<b>\$350*</b>
<p><b>Flight Plan Creation.</b> 468 x 60 pixel banner ad, linked to your website, appears at the top of the Flight Plan Entry page every time a user creates a flight plan into your airport.</p>	<b>\$350*</b>
<p><b>Approach Charts.</b> 468 x 60 pixel banner ad, linked to your website, appears on the Airport Info page and at the top of Approach Charts for your airport when selected from the drop-down menu box on the Airport Info page. Your banner ad appears on fast load PNG charts.</p>	<b>\$350*</b>
<p><b>Enroute Maps/Radar.</b> 468 x 60 pixel banner ad, linked to your website, appears in four different Radar &amp; Route Map locations: Route Map, Airport Radar, Route Map with static, and Route Map with animated Radar Loop.</p>	<b>\$300*</b>
<p><b>Off-Field Logo Ad.</b> For advertisers with a logo ad, this is a premium listing on the airport info page of a nearby airport. Like the logo ad, this listing includes your logo (linked to your web site), a fuel brand logo, up to 399 characters of copy, and an email link to your FBO. This listing does not include fuel prices and service icons.</p>	<b>\$350*</b>
<p><b>Non-FBO Ad.</b> Perfect for limousine companies, hotels, and other aviation service providers. A 468 x 60 pixel banner, linked to your website, appears above the on-field FBO listings for the desired airport.</p>	<b>\$200 per airport</b>

Any banner ad may be purchased at a nearby airport by any FBO who has purchased a logo ad at their home airport.

*\* Advertisers in these positions must purchase a Logo Ad Package on their home airport page. All rates are for one year. Banner advertisers get 'first-right-of-refusal' every year. Reporting data/metrics are not available for any of the FBO advertising positions.*



To learn more about these advertising opportunities, call 203-262-1700 or email [fltplan.advertising@garmin.com](mailto:fltplan.advertising@garmin.com).