

## PREMIUM PACKAGE

### Company Information:

1. Company name\* (limit to 200 characters)
2. Logo (Minimum of 300 pixels wide in a 3:2 aspect ratio as a .JPG file)
3. Company description (limit to 2000 characters including spaces in the character count)
4. Company Address
5. Email\* (to receive leads)
6. URL (website of your company)
7. Primary Company Category\*
8. Product/Service Sub-Categories (Premium: limit to one; Premium Plus: unlimited)

### Product Information:

1. Headline (3-4 words to describe your product description)
2. Product Description (limit to 300 characters for Premium Package, 2000 characters for Premium Plus Package, including spaces in the character count)
3. Primary Product Category\*
4. Product/Service Sub-Categories (Premium: limit to one; Premium Plus: unlimited)
5. Product Picture:
  - a. **Specs and acceptable format:** GIF, PNG, JPEG, BMP, 650x400 recommended minimum image size
  - b. **Max Size:** 10MB

### 1/6 Spotlight Ad in *Inside MRO* or *Aviation Week & Space Technology*:

1. Company Name
2. Headline (limit to 50 characters including spaces)
3. Company Website
4. Product Category\* (select one)
5. Company Description (limit to 300 characters including spaces)
6. Image and Logo (hi-resolution)

### Banner Ad Creative:

1. 300x250 standard (left position)  
**Specs and acceptable format:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet. Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.  
**Max Size:** 200K

\* Required Information

### For Premium material submissions or questions, please contact:

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## PREMIUM PACKAGE PLUS

*INCLUDES ALL BENEFITS OF THE PREMIUM PACKAGE, PLUS:*

### Company Information:

1. Product/Service Sub-Categories

### Banner Ad Creative:

1. 728x90 leaderboard (top and bottom)
2. 320x50 (for mobile)
3. 350x250

**Specs and acceptable format:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet. Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for “Close X”, Play, Pause, Rewind, and Volume.

**Max Size:** 200K

### Product Uploads:

*(Premium Plus Package can add unlimited files.)*

1. Images
2. Product Brochures
3. Line Cards
4. Press Releases
5. Videos

a. **Images specs and acceptable formats:** GIF, PNG, JPEG, BMP, 650x400 recommended minimum image size.

**Max Size:** 10MB

b. **Videos specs and acceptable formats:** Need to be hosted on Vimeo, and supply MROLinks with a Vimeo URL. YouTube videos are also acceptable.

c. **Other documents (i.e. brochures, catalogs, etc.) specs and acceptable formats:** Supported file type/size: doc, docx, pdf. Maximum supported size 256MB.

## ADDITIONAL OPPORTUNITIES AVAILABLE:

*(CUSTOM OPPORTUNITIES NOT INCLUDED IN ABOVE PACKAGES.)*

### Banner Ad Creative:

1. 300x600 flex (Right rail of site only. Will not appear on tablets and smartphones.)
2. 728x90 leaderboard (included in Premium Plus Package)
3. 320x50 mobile (included in Premium Plus Package)
4. 300x416 mobile welcome ad
5. 640x480 welcome ad

**Specs and acceptable format:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet. Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for “Close X”, Play, Pause, Rewind, and Volume.

**Max Size:** 200K

*\* Required Information*

**For Premium Plus material submissions or questions, please contact:**

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