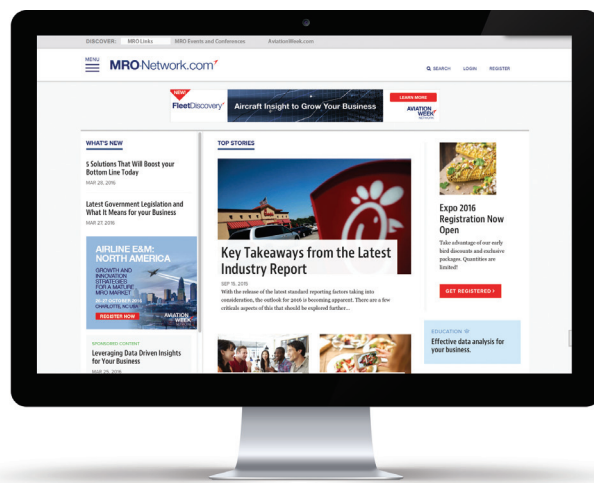


## Industry news and analysis as well as a forum for the global MRO community.

Newly enhanced to better serve you, MRO-Network.com integrates and showcases the most important industry news, data, event content and analysis from the entire Aviation Week Network's MRO portfolio, and provides a forum for the global civil aviation aftermarket community.



### EDITORIAL EXCELLENCE

MRO-Network.com's unrivaled editorial team, lead by Chief Editor Lee Ann Shay, and supported by Online Editor James Pozzi, delivers essential content to readers and buyers. Our mission is to provide a destination for professionals in the MRO industry to stay informed and engaged so that they can make critical decisions in a high-stakes, complex operating environment.



**Lee Ann Shay**  
Chief Editor  
*Inside MRO*



**James Pozzi**  
Online Editor  
MRO-Network.com

### CONTINUED TRAFFIC GROWTH: MRO-NETWORK.COM AND AVIATIONWEEK.COM MRO CHANNEL



**218,000**

Total Average  
Monthly Page Views



**81,396**

Total Average  
Monthly Visits



**66,876**

Total Unique  
Visitors per Month

Source: Google Analytics and Adobe Marketing Cloud, September 2016

# A More Impactful Digital Experience

The new MRO-Network.com brings the MRO Community to the next level with exciting ROI-driving digital formats for advertisers and marketers. Reach the global civil aviation aftermarket community by tailoring your message for maximum exposure and impact.

## Highlights:

- New flex positions that can handle 300x250 and 300x600 ad units
- Two 300x250 units are embedded within articles
- In-article videos
- Rich media ad units
- Native advertising

## Custom Channels & Sponsored Content:

- Sponsored content channels can now be promoted on the homepage of the site, including the company logo
- Custom channels can be promoted across ALL mobile devices, increasing your exposure & ROI

## Enhanced Advertising = Better Ways to Reach Customers

- Cleaner layout = increased ad performance
- Ads are more ingrained with editorial content
- Simpler user- experience

Sticky ad units stay with the user as they consume content.

Ads will run across all devices (mobile, desktop, tablet) in a responsive design allowing for more inventory & greater exposure.



## Greater advertising opportunities!

- Provide your management with **proof of ROI**
- Unique **lead generation** opportunities
- **24/7 engagement**
- **Connect with your customers** while they are actively searching for products and services
- **High-impact creative placement**
- Customized **digital marketing programs** created for increased ROI

# MRO-Network.com Targeted Opportunities

From standard banner units to high impact opportunities, including mobile, MRO-Network.com provides solutions for all budgets.

## Primary Ad Positions

728x90 Top

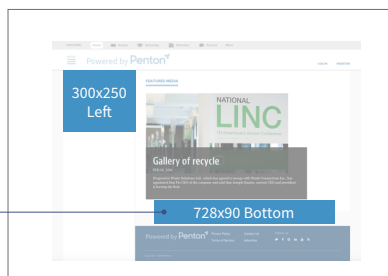
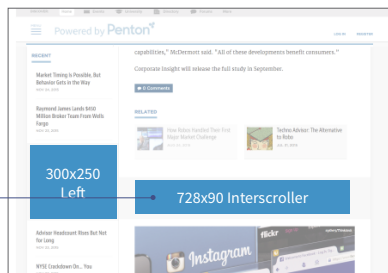
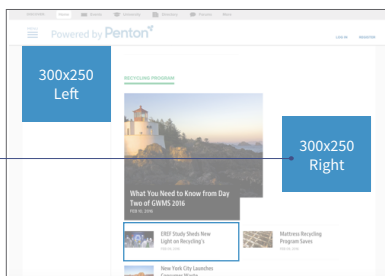
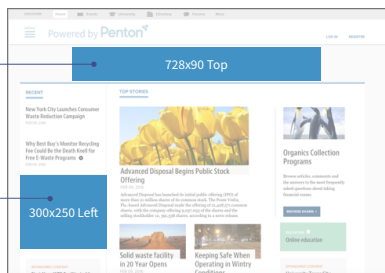
300x250 Left

300x250 Right

300x250 Right Flex

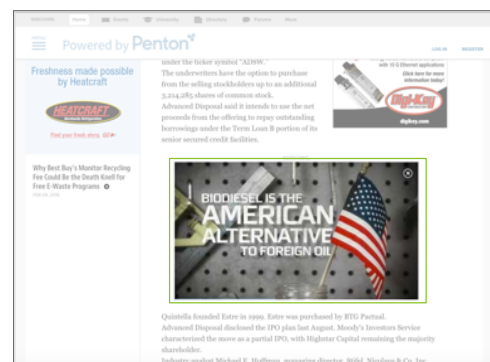
728x90 Bottom (Home page)

728x90 Interscroller (Articles)



## In-Article Video

Video auto-expands in the body of an article when the area comes into view on the user's screen. It's a premium environment for 30-60 seconds.

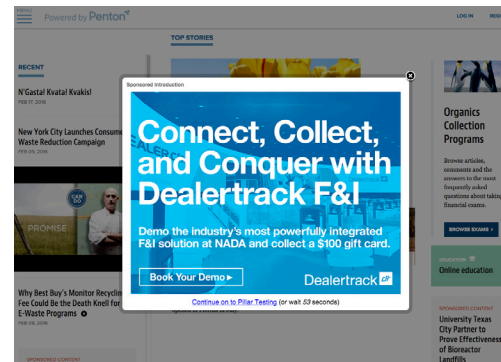


## Run-of-site

Feature your message throughout MRO-Network.com with multiple banner sizes available for maximum exposure. Channel & Special Report pages provide relevant information from MRO-Network.com's portfolio of products.

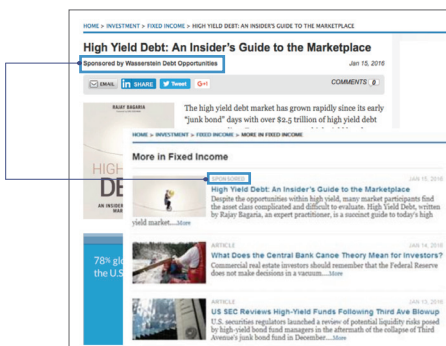
## Interstitial/Welcome Ad

Rich media that appears in a separate pop-up browser window for 10 seconds. **Standard sizes** - 640x480 or 600x400



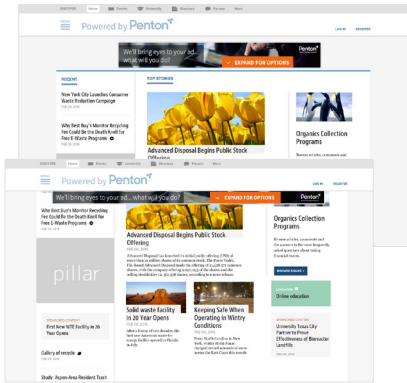
## Native Advertising

Client supplied content such as articles, infographics or videos placed within MRO-Network.com or AviationWeek.com MRO Channel website. Information will be tagged 'sponsored', reviewed for appropriateness by our editors, but not edited.



# New Rich Media Opportunities

## Canopy



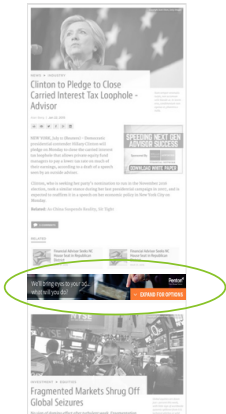
A standard leaderboard that turns into a persistent presence at the top of the site as the user scrolls down. It offers a click-to-expand functionality that can include video, photo galleries, mapping, etc. The large format is great for branding, content marketing & messaging.

## Floor Ad



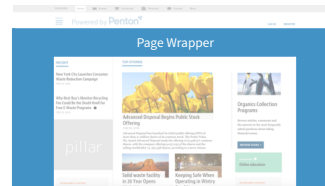
Fixed, adhesion ad unit that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page.

## Interscroller Expander



A standard leaderboard that expands into a high-impact presence within the article area. Since the ad is viewable within editorial content, exposure is unparalleled. This ad behaves like an expanding ad: **Size: then the 728x90 expands to 970x700**

## Page Wrapper



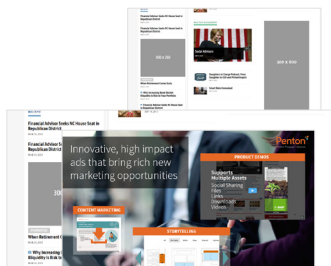
This unit encompasses the entire page and offers a high-impact opportunity. Only available on the desktop.

## Sidekick Ad



Great for content marketing, lead generation, education or product demonstrations. Begins as display ad unit that "kicks" out to the side of the browser when clicked. **Sizes:** 300x250 or 300x60; Expands to 850x700

## Jumbotron



A 300x600 ad unit that expands to page width (970x700) and delivers a large, visual canvas that is great for images, messaging and showcasing your brand's multiple assets.

## Rising Star Pushdown Ad



Auto-expanding canvas allows for extended viewability of videos, photos, animations, etc. Great for storytelling in an attention-grabbing way. **Size:** 970x90; Expands to 970x415

For more information, contact:

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