

Advertising Opportunities

Newsletters Schedule for 2025

- **Quarterly Editions** (sent to over 2300 contacts in the whole aviation industry, including members and partners)
 - Beginning of February (for November, December, and January)
 - Beginning of May
 - End of September (Special Summer)
 - Beginning of November (Special Event Edition)
- **Monthly Editions** (sent to over 290 contacts: members and partners)
 - End of March
 - End of April
 - End of June
 - Beginning of December

Provide material 15 days before the publication (end: 30th of the month, beginning: 1st of the month).

Pricing

1. **Quarterly Newsletter Advertising**
 - Price per ad: **€500 for members and partners and €700 (for others)**
 - Premium placement in the most widely distributed and read newsletters, with focus on key developments and events in the aviation industry.
2. **Monthly Newsletter Advertising:**
 - Price per ad: **€350 for members and €500 (others)**
 - Perfect for highlighting updates, products, or services aligned with current industry trends and updates.

Technical Specifications

1. **Ad Dimensions:**
 - **Width:** 800 pixels
 - **Height:** 300 pixels
2. **File Format:**
 - High-resolution **JPEG** or **PNG** (to ensure compatibility with most email platforms).
 - Optional: Provide a **vector file** (PDF or SVG) for scalability.
3. **Resolution:**
 - Minimum 300 dpi for sharpness on all screen types.
4. **Color Mode:**
 - **RGB** (suitable for digital media).
5. **File Size:**
 - Maximum 1 MB (to ensure quick loading times for email recipients).

6. **Recommended Content Guidelines:**
 - Include your company logo, a brief tagline (maximum 20 words), and a clear call-to-action.
 - Avoid overloading with text to ensure readability and visual appeal.
7. **Clickable Link:**
 - Provide a URL for embedding as a hyperlink (e.g., to your website or campaign page).
8. **Design Alignment:**
 - Match the overall style and tone of the ASA newsletter for a cohesive look. Use a clean, professional layout with readable fonts and sufficient padding.

More opportunities to come in 2025_ stay tuned

- **Webinars:** We plan to host at least six webinars, one for each Committee. As part of these webinars, we offer a 3-minute pre-recorded presentation that can be shown to the audience before, during, or after the webinar, depending on the available opportunities and webinar format. **Cost:** €500 per webinar (special introductory prices for 2025 as this is the first year).
- **Banner on the New Website:** Advertise with a full banner on our Membership page of the newly designed ASA World website (currently under construction). **Duration:** One month exclusive. **Cost:** €1,000. Book your preferred month starting from March 2025. Technical details will be shared soon.
- **Dedicated E-blast:** Reach our audience with a targeted email campaign. To maintain quality, we limit this to a maximum of six e-blasts per year. Emails will be sent directly by ASA World. HTML content must be provided by the advertiser.
- **Events:** The ASA World Annual Conference 2025, scheduled for October 14–16 in Copenhagen, Denmark. Contact our event organiser for more information: info@evaint.com

Why Advertise with ASA?

- Promote your company in **targeted spaces** like the example below:
[See Newsletter Example Here](#)
- Direct access to a global audience of aviation professionals, decision-makers, and industry leaders.
- Align your brand with ASA's reputable image and its commitment to quality, safety, and sustainability in aviation ground handling.

For more information or to book your space, contact us at:

Email: communication@asaworld.aero

Phone: +32 (0)2 123 4567

We look forward to helping your business soar to new heights in 2025!