AEROTECHNEWS JOURNAL OF AEROSPACE, DEFENSE INDUSTRY AND VETERANS NEWS





Edwards AFB Air Force Plant 42 **Mojave Air and Space Port Greater Antelope Valley, CA**



First Friday **Doolittle Raid: a look back** Sth day of the s Veterons **Davis-Monthan AFB Tucson**, AZ America Strong:

Desert Lightning News

Nellis & Creech AFBs Las Vegas, NV



Fort Irwin National Training Center Barstow, CA



Glendale, AZ

See MOJAVE, Page 3

AEROTECHNEWS Market Quick Facts

Serving the Southwest U.S. Military, Veterans and Aerospace industry since 1986



At a glance:

- Primary Industry Locations:
 - Air Force Plant 42
 - Edwards Air Force Base
 - Armstrong Flight Research Center
 - Air Force Research Laboratory
 - Mojave Air and Space Port
- Print edition: 5,000 circulation every other Friday
- Total Payroll: \$1.216 billion
 - Edwards AFB: \$560 million
 - AF Plant 42: \$622.8 million
 - Mojave Air and Space Port: \$33.2 million
- Total Personnel: 19,011
 - Edwards AFB: 10,808
 - AF Plant 42: 7,324
 - Mojave Air and Space Port: 879



At a glance:

- Desert Lightning News is the digital and print news publication of Nellis and Creech Air Force Base.
- Print edition: 5,000 distributed every other Friday.
- Total Economic Impact in NV: Approx.\$5.2 billion
- Total Personnel: 42,275



At a glance:

- Desert Lightning News is the digital and print news publication of Davis-Monthan Air Force Base.
- Print edition: 5,000 distributed the first Friday of each month.
- Payroll: Approximately \$596.9 million
- Total Economic Impact in AZ: \$1.51 billion
- Total Personnel: 24,000



At a glance:

- The Thunderbolt is the official digital and print news publication of Luke Air Force Base.
- Print edition: 5,000 distributed the first Friday of each month.
- Payroll: Approximately \$633 million
- Total Economic Impact in AZ: \$748 million
- Total Personnel: 10,414



At a glance:

- High Desert Warrior is the official digital news publication of Fort irwin National Training Center.
- Approximately 50,000 service members train at Fort Irwin each year.
- Payroll: \$86.7 million military payroll, \$27.6 million civilian payroll, 42% of the economy in Barstow.
- Total Personnel: 24,666
- Military Population Stationed at Fort Irwin: 4,977



Print Publication Advertising Rates

The Luke Air Force Base

ACROTECH NEWS

HIGH DESERT WARRIOR

Desert Lightning N	AVS D	esert L	ightnir	ng Nev	We train the	nun world's greatest fighter pi	der		
SIZE	Single Issue Rate COLOR Black & White		6 Issue Rate w/contract COLOR Black & White		13 Issue Rate w/contract COLOR Black & White		26 Issue Rate w/contract COLOR Black & White		-
Bus. Card (2col.x2")= 4"	\$111.54 per issue		\$102.74 per issue		\$101.64 per issue		\$100.54 per issue	+	
1/8 pg. (2col.x5")= 10"							\$194.26 per issue		
1/4 pg. (3col.x6.5")=19.5"							\$356.07 per issue		
1/2 pg. (6col.x6.5")=39"	\$821.53 per issue				\$720.72 per issue		\$699.27 per issue	\$465.46 per issue	
Full pg. (6col.x13")=78"	\$1,587.30 per issue	\$1,179.75 per issue	\$1,402.83 per issue	\$995.28 per issue	\$1,381.38 per issue	\$973.83 per issue	\$1,338.48 per issue	\$930.93 per issue	

Single Issue **6** Issue Rate 13 Issue Rate SIZE Rate w/contract w/contract Bus. Card \$27.80 \$25.80 \$29.80 (2col.x2") = 4"per issue per issue per issue 1/8 pg. \$74.50 \$64.50 \$57.00 (2col.x5") = 10"per issue per issue per issue 1/4 pg. \$142.35 \$122.85 \$108.23 (3col.x6.5")=19.5" per issue per issue per issue \$278.85 \$239.85 \$204.75 $1/2 \, pg.$ (6col.x6.5")=39" per issue per issue per issue Full pg. \$479.70 \$409.00 \$557.70 (6col.x13")=78" per issue per issue per issue



All print ads appear in the digital edition with live links to advertiser's website

Mechanical Requirements:

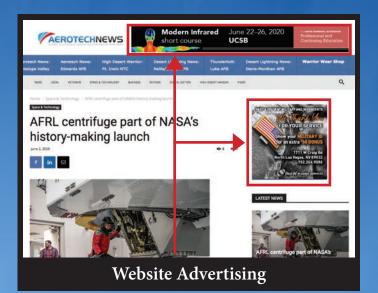
Page size: 6 columns x 13 inches - Image area 10.25" x 13" tall 1 column: 1.5625" 2 columns: 3.325" 3 columns: 5" 4 columns: 6.75" 5 columns: 8.50" 6 columns: 10.25"

Please submit files as a pdf, 300dpi as CMYK, no 4/c black

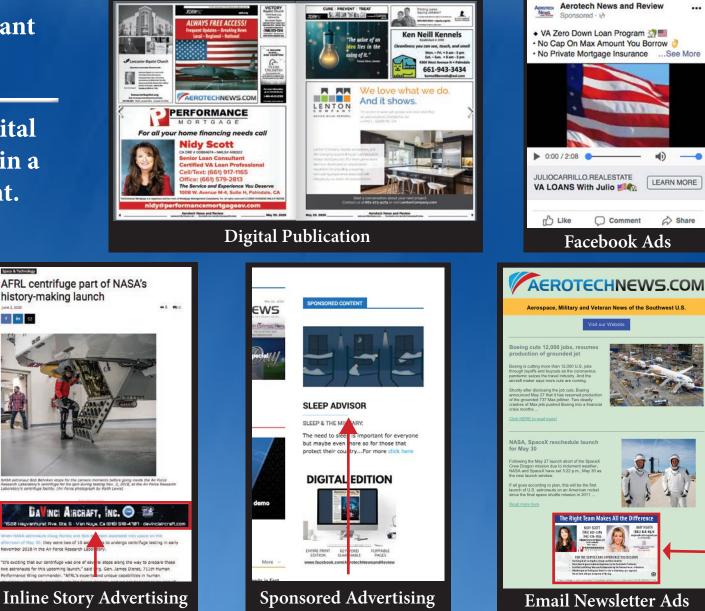
Overview

Digital Advertising is an important part of your marketing plan

Aerotech News and Review's digital platforms are robust and maintain a high level of reader engagement.







Reach Aerotech News Readers — Your Customers — Where they are: ONLINE! • Affordable • Effective • Timely • Engaging • Comprehensive



https://www.aerotechnews.com/



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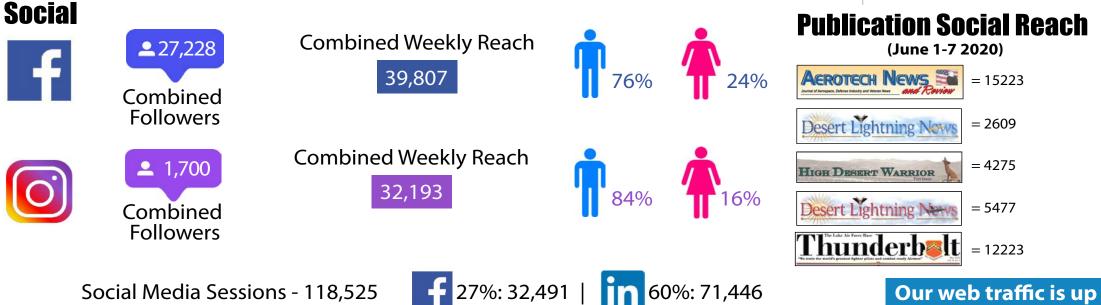
DESKTOP-85,803 MOBILE-218,289 TABLET-13,284

	NEW		
GEOGRAPHY	USERS 247,353	USERS 246,440	Sessions 281,918
1.) United States	11,616	10,681	12,478
2.) United Kingdom	712	679	727
3.) India	206	192	222
4.) Canada	177	166	183
5.) Germany	126	115	129
6.) France	102	97	105
7.) Australia	90	79	91
8.) Philippines	62	58	68
9.) Italy	60	51	61
10.) Norway	55	54	56

INTERE	
Affinity Catefor	ry (reach)
3.72%	News & Politics/Avid News Readers
3.65%	Lifestyle & Hobbies/Business Profesionals
3.43%	Banking & Finance/Avid Investors
3.24%	Shoppers/Value Shoppers
3.00%	Home & Garden/DIY
2.98%	Vehicles & Transportation/ Auto Enthusiasts
2.79%	Travel/Travel Buffs
2.73%	Travel/ Business Travelers
2.70%	Sports & Fitness/ Health & Fitness Buffs
2.69%	Beauty & Wellness/Frequently Visits Salons

In-Market Segment

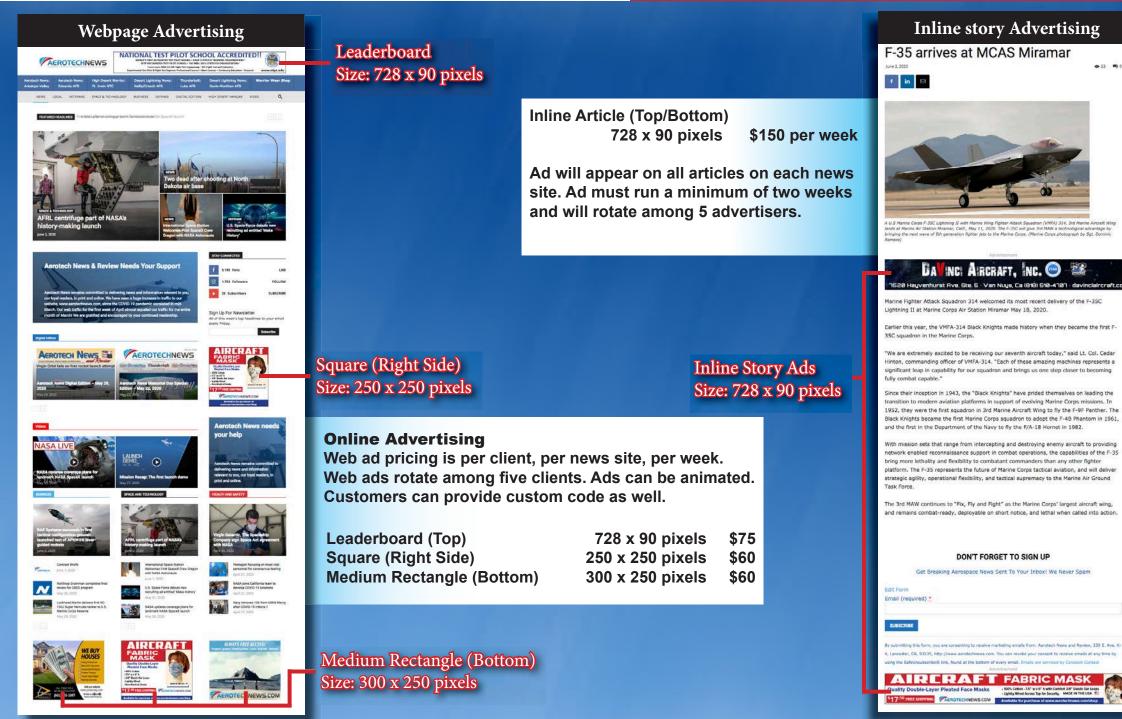
3.35%	Employment
3.28%	Financial Services
2.30%	Autos & Vehicles (Used)
2.12%	Travel/Air Travel
1.65%	Career Consulting Services
1.60%	Autos & Vehicles (New)
1.45%	Financial & Tax Services
1.30%	Education
1.13%	Hotels & Accommodations
1 1 2 %	Real Estate



Our web traffic is up 131% year to date

Stats as of June 8, 2020

Rates: www.AerotechNews.com



Digital E-edition and Email Newsletter

Digital Edition

E AEROTECHNEWS





• Flippable Pages

- Entire Digital Editions
- Keyword Searchable

Over 28.000 Facebook Subscribers

8.000+ Email Subscribers

Digital E-edition Advertising Rates

Print Publication clients receive this feature at no additional charge!

Digital E-edition only (no print)

Full page	\$675 per edition
Half page	\$375 per edition
Quarter page	\$210 per edition
Eighth page	\$120 per edition

Email Newsletter AEROTECHNEWS.COM High Desert Hangar Stories with Bob Alvis Mon.

High Desert Hangar Stories: Pride, bragging rights on the line during aviation heyday

Back in the 1950s, flight test looked a lot different than it does today. Even though it was highly technical, it still had a lot of carryover from the 1940s where those involved with a program treated the project and aircraft almost like it was a homemade garage project ...

Click HERE to read more!

YOUR AD HERE! Business Owners - Sponsor High Desert Hangar Stories

with Bob Alvis! Call 661-945-5634 today to place your ad!

V-E Day: 75th anniversary reflection from a Baby Boomer

This past week we marked an important date on the calendar, as V-E Day, the remembrance of the end of the war in Europe during World War II came and went with very little fanfare.

Normally, the 75th anniversary of this momentous event would likely have been marked with more ceremony, but the world today is preoccupied with an unusual state of current events ...

Read more here



Newsletter Advertising Rates

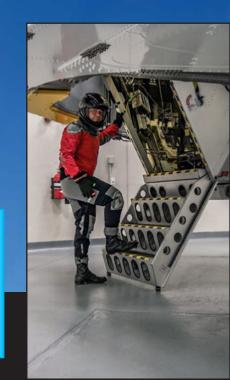
\$120 per week (Published 3x Week)

Minimum 2 week run Ad can change 1x per week

Published Every Mon. - Wed. - Fri

Over 8,000 Subscribers!

Ads link directly to your website or email!



Social Media and Sponsored Content

Facebook Ad



- Aerotech News and Review Sponsored · @
- VA Zero Down Loan Program 🚰 🔤
- No Cap On Max Amount You Borrow 🡌
- No Private Mortgage InsuranceSee More



• Make the connection with our active, engaged Facebook audience with an ad on our pages.

 Limited space available

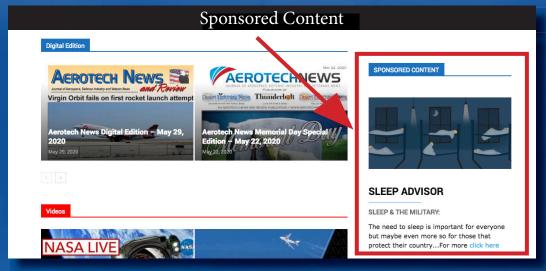
• As low as \$140 per week, plus boosting fees.

• One-time research and set up fee of \$200 applies.

Average Monthly Subscribers 28,000

Aerotech News & Review Facebook Pages:

- https://www.facebook.com/AerotechNewsandReview/
- https://www.facebook.com/HighDesertWarrior/
- https://www.facebook.com/NellisDesertLightningNews/
- https://www.facebook.com/DesertLightningNews/
- https://www.facebook.com/LukeThunderbolt/



Sponsored content is an effective way to present your company as a trusted provider of relevant information on our website.

- All Content is subject to approval
- Limited space available
- Sponsored content links to advertiser's website.
- Studies show that readers read sponsored content stories just as they would read news stories.
- As low as \$300 per week.





FACEBOOK ADVERTISING QUESTIONNAIRE **AEROTECHNEWS.COM** Name of Business: Contact Name:_____ Contact Email: _____ 1. Do you have a Facebook Pixel on your website? Yes 🗆 No 📮 7. Do you know your age demographic (If Special Category ignore) Yes 🗆 No 🖵 2. Website Destination: (What URL link do you want this ad to go to) 8. Do you know your interest demographic (If Special Category 3. Lifetime Budget: (\$100 minimum ad spend recommended) ignore) Yes 🖵 No 🖵 4. When do you want your ad to go live: 9. Do you have an ad picture or video? (If so, please provide vertical and horizontal image(s) 5. Scheduled Run Dates Yes 🗆 No 🖵 10. Ad Objective: 6. What category is this ad? Normal \Box or Special \Box Traffic, Engagement, App Installs, Video Views, Lead Normal: Online Retail, Daycare, Therapy, Consultations, Email Opt-Ins, Generation, Messages, Conversions Subscriptions, Brand Awareness Special: Housing: Ads that promote or directly link to a housing 11. Would you like this ad displayed on opportunity or related service, including but not limited to listings for Facebook + Instagram 🖵 or just Facebook? 🖵 the sale or rental of a home or apartment, homeowners insurance, 12. Anything else you would like us to know about this ad mortgage insurance, mortgage loans, housing repairs and home equity or appraisal services campaign: **Employment:** Ads that promote or directly link to an employment opportunity, including but not limited to part- or full-time jobs, internships or professional certification programs **Credit:** Ads that promote or directly link to a credit opportunity, including but not limited to credit card offers, auto loans, personal or business loan services, mortgage loans and long-term financing Note: There is a one-time set-up fee of \$200 per customer.

Corporate Headquarters: 220 E. Ave K- 4, Suite 7, Lancaster, CA 93535 • Phone: 661-945-5634 www.aerotechnews.com • www.thinkmilitaryads.com • Facebook: Aerotech News and Review

JOURNAL OF AEROSPACE, DEFENSE INDUSTRY AND VETERANS NEWS

Desert Lightning News

Desert Lightning News HIGH DESERT WARRIOR

Why advertise with Aerotech News:

• The aerospace and military markets we serve are the area's largest and MOST STABLE workforce and customer base you can reach!

• Our readers are passionate about the news, features, and information we provide!

• We provide our readers the news in any format they could possibly want:

- Print
- Website that is mobile friendly
- Via email newsletter
- Social media

• Aerotech is affordable, effective and everywhere you need to be!



Aerotech News and Review, Inc 220 East Avenue K4, Suite 7 Lancaster, CA 93535



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