Digital Marketing Packages Information - Flight Operations

The Digital Platform for Aircraft Operations IT Suppliers and Buyers

www.aircraftit.com
Formed in 2011, Aircraft IT Operations, is THE place for the aviation industry to explore market leading Flight Operations IT software solutions from the world's foremost software and hardware Vendors.

Aircraft IT is associated with the popular and informative series of Aircraft Commerce IT Conferences and provides a digital platform to bring together IT users (airlines, aircraft operators, OEMs, and others) with software and hardware vendors.

50+ of the world's leading aviation software and hardware vendors use Aircraft IT Operations to promote their solutions and to generate genuine sales leads via our industry leading platforms:

1. Aircraft IT Operations eJournal


2. Webinars

Welcome to our Webinar on Smart documentation management with Yonder

See our library of On-Demand Webinars: https://www.aircraftit.com/ops/on-demand/

3. Aircraft IT Operations Website

You can view the current list of sponsoring IT Vendors and Suppliers in the Flight Operations IT Software Search Engine on the homepage: https://www.aircraftit.com/ops/

Aircraft IT has a 97% sponsorship renewal rate year on year. Read on to find out how you can benefit.

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www.aircraftit.com
Aircraft IT Members

Aircraft IT has 35,000+ (35,223 as at 29th September 2023) registered members including key IT and Flight Ops contacts at nearly all airlines and operators worldwide:

- Aircraft Operator: 6%
- Airline: 56%
- Aviation Authority: 1%
- Consultant: 8%
- Independent MRO Facility: 7%
- IT Vendor: 11%
- Leasing Company: 1%
- Manufacturer (OEM): 9%
- Military: 1%

Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

- The Americas: 25%
- Asia Pacific: 27%
- Europe, Middle East, Africa: 48%
Key Aircraft IT Digital Marketing Packages Benefits

Webinars

- Webinar sessions are marketed to the Aircraft IT Membership Database
- Sponsors can book one of our very popular Webinar sessions
- Demo your software during 2 sessions in 1 day
- Tailor the audience to your exact requirements: our security settings ensure no competitors
- Full Aircraft IT support leading up to and during your Webinar
- Take away a highly-targeted list of sales leads post-Webinar
- Continue to receive sign-ups and sales leads post-Webinar with an On-Demand version

Example Webinars 2023 (now promoting On-Demand Sessions):

**On-Demand Webinar Title:** Jeppesen Fleet Insight - Next Generation Flight Tracking Solution Demo Webinar [GADDS Compliant; Flight Plan Integration; Live EnRoute Weather; Customizable Alerts; Cloud Hosted; Fuel Insights; more]

**Host:** Jeppesen

**Date Recorded:** 21st September 2023

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 21st September 2023) to see a demo of the unique SITA OptiFlight solution, which brings real-time data science to the cockpit. As you will see, ahead of each flight, OptiFlight utilizes machine learning to build tail-specific predictive performance models for the aircraft, using historical flight data (inc. airline-specific waypoint-to-waypoint tracks flown), plus accurate 4D weather to determine the optimum fuel saving scenarios for all phases of the flight. The fuel saving scenarios are then translated into easy-to-apply tactical recommendations displayed on the pilot’s existing EFB real-time in-flight, (or before the flight via the paper briefing package) providing them with the data needed to request shortcuts from ATC in-flight, optimize speeds and altitudes for the climb-out phase, and more. During the Webinar you will be taken on a demo of SITA OptiFlight from a pilot’s perspective, with a focus on climb-out and cruise optimization. You will also see how, after each flight, actual fuel consumed is compared with predictions for detailed fuel savings reports. The data is then used to update the machine-learning model and further optimize accuracy and efficiency for each future flight. You will also see how OptiFlight is suitable for all airlines and operators worldwide, requires no additional aircraft hardware or IT infrastructure, and can integrate with all OFP sources, as well as EFBs and EFB Apps, and even paper based briefing packages. Finally, you will see some real-world airline case studies and see how OptiFlight allows them to achieve significant fuel savings, optimize efficiency, and reduce emissions for each flight.

**On-Demand Webinar Title:** Predictive In-Flight Fuel Efficiency Pilot Guidance Solution for all Flight Phases Demo Webinar [SITA OptiFlight® Demo – Climb Out, Shortcut Recommendations Enroute; Flight Data; ML Aircraft Performance Models; 4D Weather; EFB Integration; more]

**Host:** SITA FOR AIRCRAFT

**Date Recorded:** 28th September 2023

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 28th September 2023) to see a demo of the unique SITA OptiFlight solution, which brings real-time data science to the cockpit. As you will see, ahead of each flight, OptiFlight utilizes machine learning to build tail-specific predictive performance models for the aircraft, using historical flight data (inc. airline-specific waypoint-to-waypoint tracks flown), plus accurate 4D weather to determine the optimum fuel saving scenarios for all phases of the flight. The fuel saving scenarios are then translated into easy-to-apply tactical recommendations displayed on the pilot’s existing EFB real-time in-flight, (or before the flight via the paper briefing package) providing them with the data needed to request shortcuts from ATC in-flight, optimize speeds and altitudes for the climb-out phase, and more. During the Webinar you will be taken on a demo of SITA OptiFlight from a pilot’s perspective, with a focus on climb-out and cruise optimization. You will also see how, after each flight, actual fuel consumed is compared with predictions for detailed fuel savings reports. The data is then used to update the machine-learning model and further optimize accuracy and efficiency for each future flight. You will also see how OptiFlight is suitable for all airlines and operators worldwide, requires no additional aircraft hardware or IT infrastructure, and can integrate with all OFP sources, as well as EFBs and EFB Apps, and even paper based briefing packages. Finally, you will see some real-world airline case studies and see how OptiFlight allows them to achieve significant fuel savings, optimize efficiency, and reduce emissions for each flight.
Example ejournals 2023

Aircraft IT Operations eJournal

Take ½ page and Full Page adverts in our very popular quarterly eJournal

- Read regular airline and Flight Operations IT Case Studies
- Have us produce and publish a Case Study from one of your customers
- Publish a company white paper or blog post article
- Feature in the news section of the ejournal
- Be a featured vendor in the ‘Vendor Flight Log’ section
- Feature in the Flight Operations software Directory

Digital Version: 15,000+ views and downloads per month

PDF Version: In addition to the Digital Version, the PDF version is downloaded and shared on social media platforms and forwarded around the industry which is impossible to track so actual readership is likely to be significantly higher

iPad App Downloads: The Aircraft IT App has 6000+ users

www.aircraftit.com
Key Aircraft IT Digital Marketing Packages Benefits

Aircraft IT Website

- Full Company and product listing in the Flight Operations Software Search Engine
- 1 Banner advert on all pages at the Aircraft IT website except Webinar pages (average 2 clicks per day)
- All your news published in our online news section
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff

The Aircraft IT website by numbers:

Monthly average statistics

- Page Views: 50,000+
- Visits: 35,000+
- Unique Visitors: 20,000+
# Annual Digital Marketing Packages

Silver and Gold packages are limited due to a limited number of Webinar slots. Contact us to find out what is available. Bespoke eJournal advertising packages also available upon request.

<table>
<thead>
<tr>
<th>Item</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Company and product listing at the Aircraft IT website and in the directory at the back of each eJournal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One banner advert on all pages at the Aircraft IT website except Webinar pages</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>All news items published on the Aircraft IT website and in the Aircraft IT eJournal. Additionally announced via Aircraft IT social media platforms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Receive relevant RFIs / RPFs via the Aircraft IT website or from direct correspondence with Aircraft IT staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The opportunity to be the featured IT Vendor in the 'Vendor Flight Log' feature in the eJournal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One customer case studies published in the eJournal. The case study is produced by us using conference presentations or telephone interviews *</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Two customer case studies published in the eJournal. The case studies are produced by us using conference presentations or telephone interviews</td>
<td>✓</td>
<td></td>
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<tr>
<td>Three half page adverts – spread throughout the 4 Aircraft IT Operations eJournals during the year</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Two Full Page adverts and Two half page adverts spread throughout the 4 Aircraft IT Operations eJournals during the year</td>
<td>✓</td>
<td></td>
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<tr>
<td>One Webinar day each year (2 sessions during the day)</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>All Past Webinars available at the Aircraft IT website for users to sign-up for and view in an ON-Demand format</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

| Cost: | US $ 9,995.00 | US $ 6,995.00 | US $ 3,995.00 |

* Additional case studies can be purchased at US $ 2,500.00 each

[www.asircraftit.com](http://www.asircraftit.com)
Contact us to book your sponsorship package or for a demo and a tour of Aircraft IT Operations to show you how you will benefit from a sponsorship and the genuine sales leads you will receive.

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