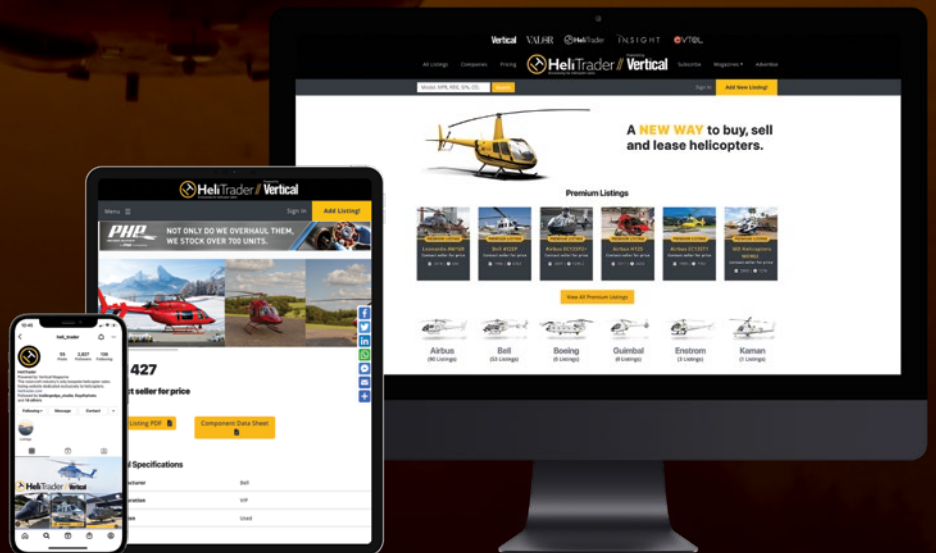




2022 MEDIA PLANNING KIT



POWERED BY

Vertical
VERTICALMAG.COM



Powered by
HeliTrader // Vertical
Exclusively for helicopter sales

AN EASIER WAY TO **BUY, SELL** AND **LEASE** HELICOPTERS.



HeliTrader is powered by *Vertical* magazine, which has been the helicopter industry's #1 trusted resource for the past 20 years. Since *Vertical's* inception, it has been connecting, informing and entertaining those with a shared interest and passion for helicopters. Now, through HeliTrader, *Vertical* has expanded into an international marketplace for the buying, selling and leasing of helicopters.

HELITRADER DELIVERS:

- ↻ An international marketplace for the buying, selling, and leasing of strictly helicopters
- ↻ A user-friendly platform that allows consumers to buy and sell with ease
- ↻ A HeliTrader assistant that provides users an option to have their listings uploaded and maintained for them 24/7

Land your helicopter on **HeliTrader**, the rotorcraft industry's true bespoke helicopter sales website!

FOR MORE INFORMATION, CONTACT US!

Email: info@helitrader.com | Ph: 519.748.1591 | Toll Free: 1.866.834.1114

HELITRADER.COM

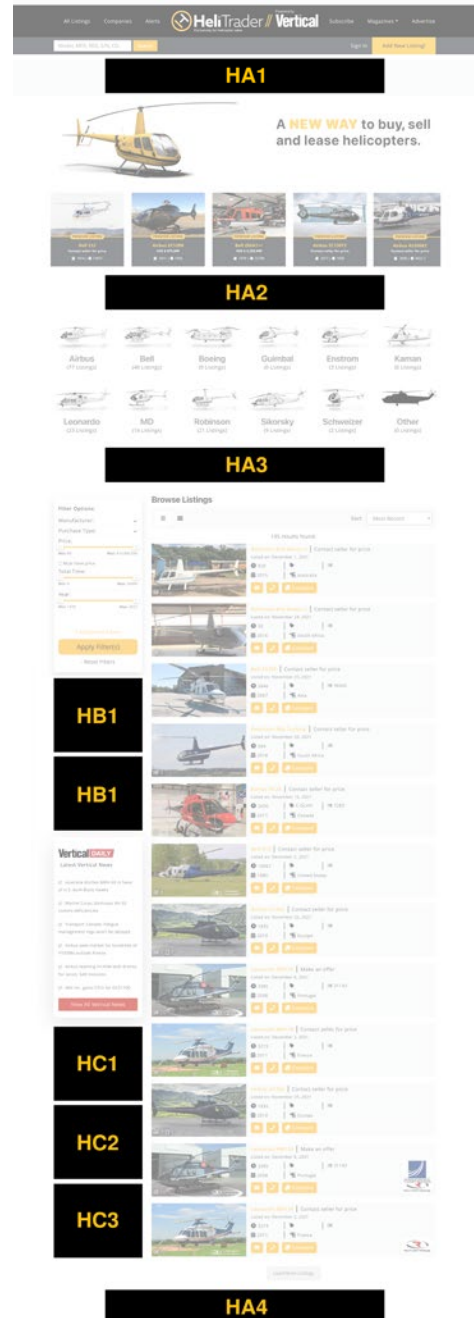


HELITRADER ONLINE

ADVERTISE YOUR SERVICES TO HELICOPTER BUYERS

Online banners are available in a wide variety of sizes and positions to fit any marketing budget. You can create a customized message that can be changed instantly and on a regular basis to complement your other marketing mediums — such as trade shows, special events, or product and service launches.

Are you having trouble justifying your marketing budget to your boss? Online banners are a perfect solution — they are measurable with clicks, views, and country of origin. Are you looking to market different messages to different parts of the world? With Geotagging, you can customize your marketing plan to do so!



Ad Zone	Ad Size	Monthly Rate
HA1	970 w x 100 h Size in pixels Res. 72dpi	\$2,300
HA2	728 w x 90 h Size in pixels Res. 72dpi	\$2,250
HA3	728 w x 90 h Size in pixels Res. 72dpi	\$2,089
HA4	728 w x 90 h Size in pixels Res. 72dpi	\$1,200
HB1	300 w x 250 h Size in pixels Res. 72dpi	\$1,200
HC1	300 w x 250 h Size in pixels Res. 72dpi	\$950
HC2	300 w x 250 h Size in pixels Res. 72dpi	\$850
HC3	300 w x 250 h Size in pixels Res. 72dpi	\$750

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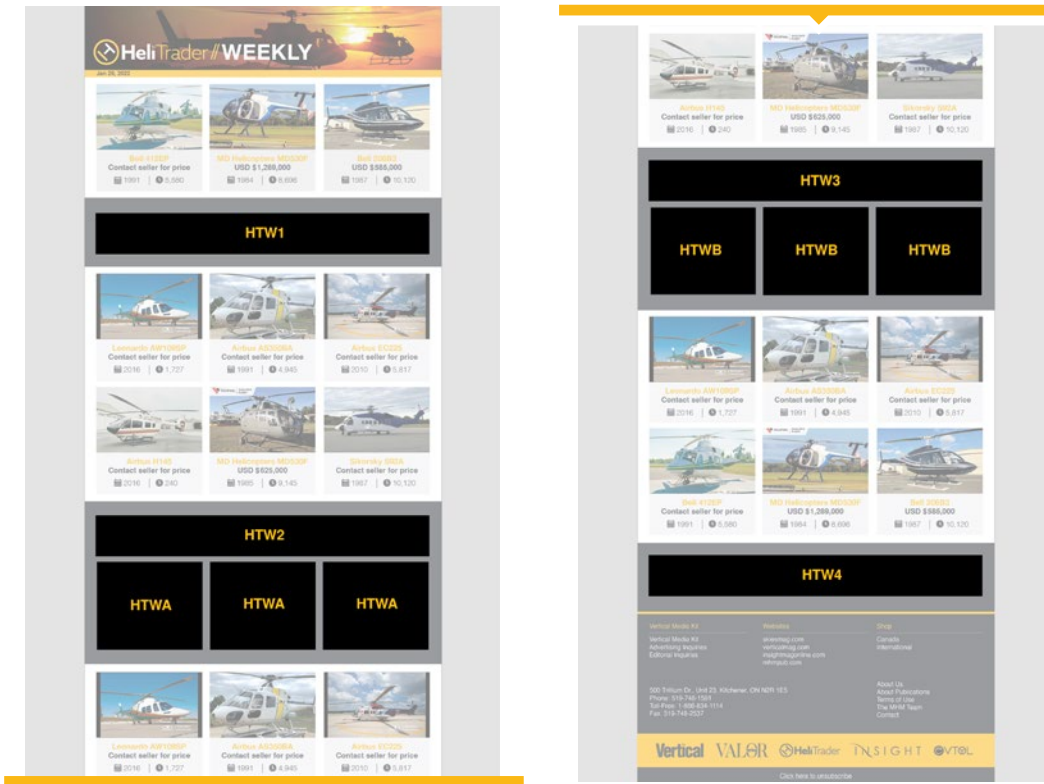
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HELITRADER WEEKLY

1. A weekly e-newsletter dedicated exclusively to premium listings presented by *Vertical's* HeliTrader.
2. HeliTrader Weekly offers a variety of ad placement options, all designed to accommodate any marketing budget.
3. Reach your target audience on a consistent basis with a message they'll remember.



Ad Zone	Ad Size	Monthly Rate
HTW1	728 w x 90 h Size in pixels Res. 72dpi	\$3,000
HTW2	728 w x 90 h Size in pixels Res. 72dpi	\$2,500
HTW3	728 w x 90 h Size in pixels Res. 72dpi	\$2,250
HTW4	728 w x 90 h Size in pixels Res. 72dpi	\$2,000
HTWA	300 w x 250 h Size in pixels Res. 72dpi	\$650
HTWB	300 w x 250 h Size in pixels Res. 72dpi	\$550

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EXCLUSIVELY HELICOPTERS

THE ROTORCRAFT INDUSTRY'S TRUE BESPOKE
HELICOPTER SALES WEBSITE. WHERE BUYERS CAN FIND NEW
AND PRE-OWNED PISTON AND TURBINE HELICOPTERS