



Advertising Solutions Media Kit – Online advertising

Increase your visibility from a trusted source

At the heart of the aviation industry, IATA is a trusted source for latest industry news, information on key initiatives and value-added solutions to promote commercial success. Our website attracts air transport stakeholders at all levels spanning every industry sector, as well as individuals interested in aviation-related issues – a highly targeted audience for you to attract new business.

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Online advertising is available on 3 levels:

Level 1 – Main Top Menu pages, including:

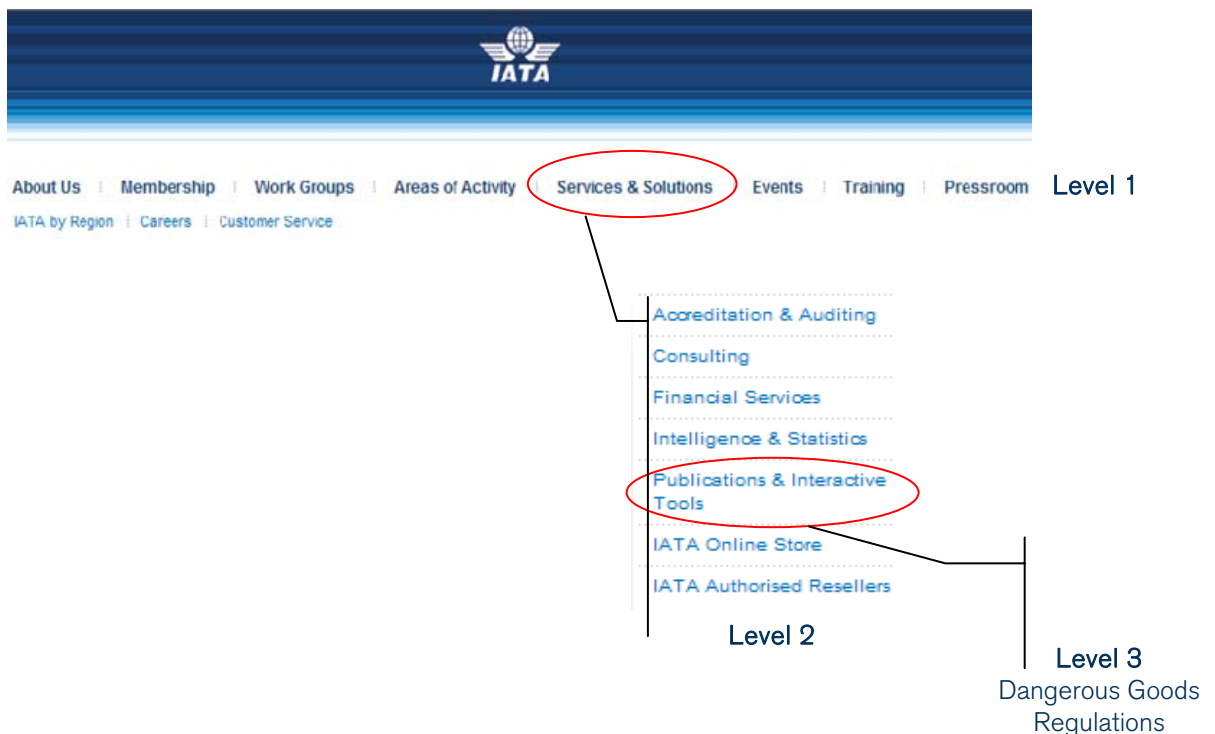
- Membership, Work Groups, Areas of Activity, Services & Solutions, Events, Training

Level 2 – Secondary “section” pages linked from Top Menu drop-down lists

Level 3 – Individual product/service/initiative-specific pages

Example

www.iata.org/ps/publications/dangerous-goods-regulations-dgr



Advertising options

Ad space is in the right hand column, 3 sizes:

Hyperlink	60 characters incl. space
Box	160x140 pixels
Rectangle	160x50 pixels

See example below

Key Statistics*

Average monthly unique visitors: 265,824

Average monthly visits: 361,636

Average page views per month: 1,675,731

*Source: Omniture SiteCatalyst ©, Jan 1st – Dec 31st 2008.

The screenshot shows the IATA website with the following elements:

- Navigation:** About Us | Membership | Work Groups | Areas of Activity | Services & Solutions | Events | Training | Pressroom
- Secondary Navigation:** IATA by Region | Careers | Customer Service
- Left Sidebar:**
 - Cargo - Home
 - e-freight
 - Cargo 2000
 - Cargo Safety
 - Cargo Security
 - Cargo & Environment
 - CASS & Cargo Agency
 - Cargo Standards
 - Cargo Solutions
 - Dangerous Goods
 - Live Animals
 - Perishables
- Main Content:**
 - WE SPEAK CARGO:** We adapt industry solutions to help you simplify your operations and maximize revenue.
 - IATA Cargo Solutions:** At IATA, air cargo is a language we know better than anyone else. We speak up to promote your interests through sensible industry regulations and responsible safety policies.
 - Industry solutions to help you simplify your operations and maximise revenue:** Through an extensive range of publications, manuals and training courses we help you master essential industry practices.
- Right Sidebar:**
 - Search bar
 - Print this page
 - Contact us
 - Upcoming Events:**
 - IATA World Cargo Symposium - March 2009 (Hyperlink)
 - ROI90 CONSULTING (Box 160x140)
 - Live Animal Regulations (LAR) (Rectangle 160x66)

Rates per month (in US dollars)

Ad Options	1 month	2 months	3 months	4 months
Page sponsorship**	5000\$	4500\$	4250\$	3750\$
Level 1 pages				
- Rectangle	2000\$	1800\$	1700\$	1500\$
- Box	3000\$	2700\$	2550\$	2250\$
- Hyperlink	800\$	720\$	680\$	600\$
Level 2 pages	Monthly cost + 300\$ per month			
Level 3 pages	Monthly cost + 400\$ per month			
Premium space www.iata.org/search - Box only	7000\$	6300\$	5950\$	5250\$

** Exclusive use of all three ad spaces on a single page (rectangle, box and hyperlink).

Ad Placement and positioning

- Ads are placed in the right column of the website page or newsletter.
- IATA maintains control of page availability for advertising purposes. Advertising is not permitted in the Pressroom or About us section.
- All ads are placed above the fold for average screen size and resolution (no need for scrolling).
- Three ads per page is the maximum space allotted, i.e. 1 ad per each available format.

Technical Specifications, appearance, content and design

- Supported format: JPEG, GIF and Hyperlinks
- Rich media, such as Flash, is not permitted
- Weight: no more than 25K for still GIF or JPEG, and 50K for animated GIF.
- Limit of 3 loops for animated GIF, with no blinking or other distractive animation
- To maintain consistency, ads must have a thin border of light blue color (HEX Colour # A6D7F5) and measure 1 pixel in thickness.
- Hyperlinks: 60 characters maximum (including space)
- Window: links from ads must open a new browser window
- Advertiser content must include a logo or name as well as a blurb.
- Ads must be designed with pastel colors. IATA may refuse ads that are too bright or artwork that looks old-fashioned or non-professional.

Submission of material

- All material must be submitted to advertising@iata.org.
- All material should be ready-to-use, per IATA specifications. We cannot change or correct submitted ads.
- All online material must be submitted fourteen (14) days prior to the publishing date.