



# Sponsorships & Advertising 2020

NAFI MENTOR

NAFI eMENTOR

MENTOR*LIVE*

NAFI PROFESSIONAL DEVELOPMENT PROGRAM

NAFI MEMBERS' BREAKFAST

NATIONAL FLIGHT INSTRUCTOR HALL OF FAME

EXCELLENCE IN FLIGHT INSTRUCTION



# Welcome

Welcome to the National Association of Flight Instructors (NAFI), the largest association dedicated exclusively to flight instruction. NAFI's purpose is to promote CFI development at all levels. Since flight instruction is at the core of aviation and is key to aviation safety, professionalism, and progress. We help them achieve greater professional status in the industry, and encourage them to promote and share best practices by offering education and accreditation programs, publications and other media, multi-media technical assistance, live streaming broadcasts, and products and services discounts.



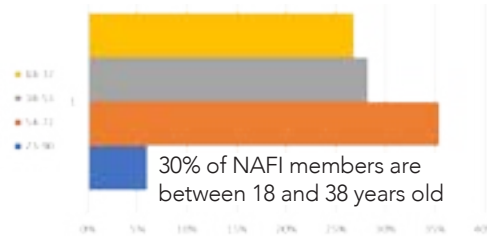
## NAFI By The Numbers

### Growth



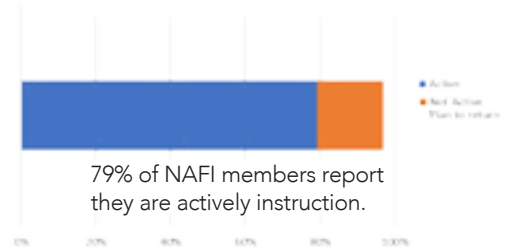
Since 2017 NAFI experienced 41.5% growth in members

### Age Demographic



30% of NAFI members are between 18 and 38 years old

### Members Actively Instruct



79% of NAFI members report they are actively instruction.

## NAFI Government and Industry Involvement

NAFI represents the interest of CFIs in these and many other initiatives vital to the health of flight instruction.



FAASTeam Industry Member  
**WINGS** Program Enhancement Working Group



Airmen Certification Standards



General Aviation Joint Steering Committee



**WINGS** Industry Advisory Committee

## Sponsorship and Advertising

Your sponsorship and advertising put you in direct contact with active, committed flight instructors and training professionals in need of quality products and services like yours and demonstrates your commitment to the unique interests of NAFI members and the flight instruction community overall.



# Corporate Support

Your support of the flight instruction community affects the current and next generation of pilots. Through NAFI, you not only clearly show your support of flight instructors, you also have many ways to increase your organization's brand awareness and sales. Corporate sponsorship is available in various levels, each higher level providing the sponsor additional benefits.

CORPORATE SUPPORT LEVELS

## NAFI Advocate \$35,000 and above

- **NAFI Corporate Support Webpage** - Acknowledgement with logo and link as a NAFI Advocate Supporter
- **Dedicated Webpage** - Option to have a page on website customized with supporter products and services
- **Mentor Advertising** - Six (6) Full-Page ads
- **eMentor Advertising** - Big story banner ad in all issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Media
- **NAFI Membership Credential Packets** - Opportunity to include sponsor/product information in packet
- **NAFI Corporate Supporter News** - Option to send two (2) personalized eNewsletters directly to active members
- **NAFI Member Benefit** - Opportunity to offer discounts to NAFI members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Twelve (12) NAFI CFI Memberships
- **NAFI Website** - Spotlight recognition of sponsorship run of site
- **NAFI Events** - Recognition at NAFI Events as a NAFI Advocate Supporter with organization's logo
- **NAFI Advocate Supporter Plaque** to display at your organization

## NAFI Master \$15,000

- **NAFI Corporate Support Webpage** - Acknowledgement with logo and link as a NAFI Master Sponsor
- **Mentor Advertising** - Three (3) Full-Page ads
- **eMentor Advertising** - Story sized banner ad in 24 issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Publications
- **NAFI Membership Credential Packets** - Opportunity to include sponsor/product information in packet
- **NAFI Member Benefit** - Opportunity to offer discounts to NAFI members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Six (6) NAFI CFI Memberships
- **NAFI Events** - Recognition at NAFI Events as a NAFI Master Sponsor with organization's logo
- **NAFI Master Supporter Plaque** to display at your organization

## CFII \$8,000

- **NAFI Corporate Support Webpage** - Acknowledgement with logo and link as a NAFI CFII Sponsor
- **Mentor Advertising** - Two (2) Full-Page ads
- **eMentor Advertising** - Column sized banner ad with link in 12 issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Publications
- **NAFI Membership Credential Packets** - Opportunity to include sponsor/product information in packet
- **NAFI Member Benefit** - Opportunity to offer discounts to NAFI members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Three (3) NAFI CFI Memberships
- **NAFI Events** - Recognition at NAFI Events as a NAFI CFII Supporter with organization's logo
- **NAFI CFII Sponsor Plaque** to display at your organization

## CFI \$3,000

- **NAFI Corporate Support Webpage** - Acknowledgement with logo and link as a NAFI CFI Sponsor
- **Mentor Advertising** - Two (2) 1/2-Page ads
- **eMentor Advertising** - Column sized banner ad with link in six (6) issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Publications
- **NAFI Member Benefit** - Opportunity to offer discounts to NAFI members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Two (2) NAFI CFI Memberships
- **NAFI Events** - Recognition at NAFI Events as a NAFI CFI Sponsor with organization's logo
- **NAFI CFI Sponsor framed certificate** to display at sponsor's organization

## Educator \$2,000

- **NAFI Corporate Support Webpage** - Acknowledgement with logo and link as a NAFI Educator Sponsor
- **Mentor Advertising** - One (1) 1/3-Page ad
- **eMentor Advertising** - Column sized banner ad with link in three (3) issues of eMentor
- **NAFI Memberships** - One (1) NAFI CFI Membership
- **NAFI Events** - Recognition at NAFI Events as a NAFI Educator Supporter with organization's logo
- **NAFI Educator Supporter certificate** to display at your organization



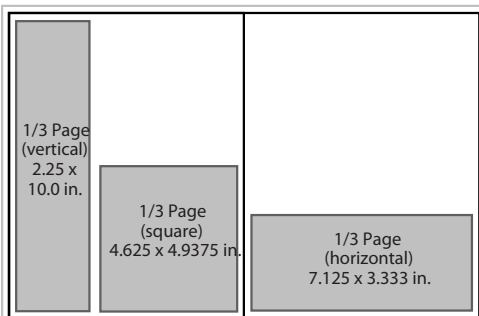
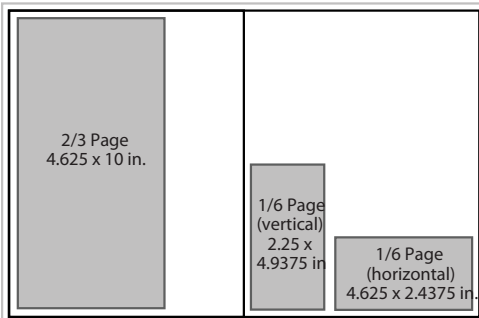
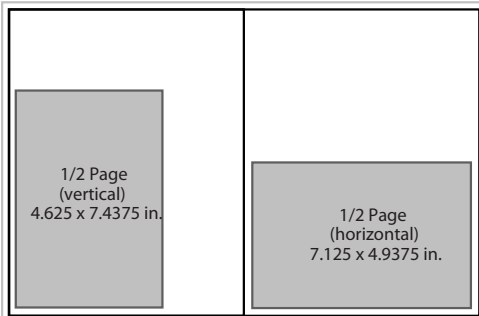
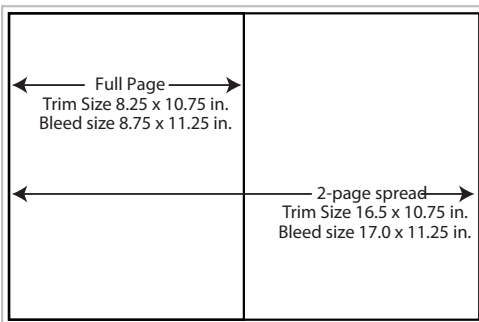
# Magazine Advertising

All NAFI members receive *Mentor*, a six-times/year publication created exclusively for flight instructors and flight training organizations created by and for NAFI Members. *Mentor* is packed with technical information, the latest in FAA regulations, insights into the fundamentals of instruction and much more. No other publication speaks directly to flight instructors and flight schools.



## THE PROFESSIONAL FLIGHT INSTRUCTOR **MENTOR**

### ARTWORK SPECIFICATIONS:



### MENTOR MAGAZINE AD RATES PER INSERTION:

| Covers (Non Cancelable) | 1 time | 3 times | 6 times |
|-------------------------|--------|---------|---------|
| Cover 2, 3 & Pg1        | \$2750 | \$2640  | \$2445  |
| Cover 4 (back cover)    | \$3285 | \$3190  | \$2950  |
| Color Ad                | 1 time | 3 times | 6 times |
| 2-Page Center Spread    | \$3630 | \$3525  | \$3270  |
| 2-Page Spread           | \$3430 | \$3330  | \$3085  |
| Full Page               | \$2470 | \$2390  | \$2225  |
| 2/3 Page                | \$1850 | \$1795  | \$1665  |
| 1/2 Page                | \$1455 | \$1415  | \$1315  |
| 1/3 Page                | \$1045 | \$1005  | \$935   |
| 1/6 Page                | \$620  | \$600   | \$555   |

### MENTOR MAGAZINE 2020 ADVERTISING DEADLINES:

| # Issue    | Ad Space        | Art Materials   | Show Issues        |
|------------|-----------------|-----------------|--------------------|
| 1 Jan/Feb  | Fri Nov 15 2019 | Fri Dec 6 2019  | HAI Heli-Expo      |
| 2 Mar/Apr  | Fri Jan 17 2020 | Fri Jan 24 2020 | Sun 'n Fun         |
| 3 May/June | Fri Mar 13 2020 | Fri Mar 20 2020 |                    |
| 4 Jul/Aug  | Thu May 14 2020 | Thu May 21 2020 | AirVenture Oshkosh |
| 5 Sep/Oct  | Wed Jul 15 2020 | Wed Jul 22 2020 | NBAA Convention    |
| 6 Nov/Dec  | Wed Sep 16 2020 | Wed Sep 24 2020 |                    |

### ARTWORK SPECIFICATIONS (in inches):

|                      |                         |                           |                         |
|----------------------|-------------------------|---------------------------|-------------------------|
| <b>2-Page Spread</b> | trim size: 16.5 x 10.75 | bleed size: 17.0 x 11.25  |                         |
| <b>Full Page</b>     | trim size: 8.25 x 10.75 | bleed size: 8.75 x 11.25  |                         |
| <b>2/3 Page</b>      | vertical: 4.625 x 10    | n/a                       |                         |
| <b>1/2 Page</b>      | vertical: 4.625 x 7.437 | horizontal: 7.125 x 4.937 |                         |
| <b>1/3 Page</b>      | vertical: 2.25 x 10.0   | horizontal: 7.125 x 3.333 | square : 4.625 x 4.9375 |
| <b>1/6 Page</b>      | vertical: 2.25 x 4.937  | horizontal: 4.625 x 2.437 |                         |

PDF/X1A is the preferred file format for submission. All images/files should be high resolution 300 DPI.





# eMentor Banner Advertisements

Every week NAFI sends members an electronic newsletter add-on to *Mentor*. This fast-paced update on NAFI, relevant flight instruction industry news, and information gives members the latest in government, industry, and association news.

## eMENTOR BANNER AD RATES - PER INSERTION:

| Position                               | Size/pixels         | x1    | x4    | x12   | x24   | x52   |
|--|---------------------|-------|-------|-------|-------|-------|
| Column Banner (left side)              | 160 wide x 160 high | \$150 | \$135 | \$120 | \$105 | \$90  |
| Double Column Banner (left side)       | 160 wide x 320 high | \$290 | \$260 | \$230 | \$200 | \$170 |
| Waterfall Banner (left side)           | 160 wide x 640 high | \$455 | \$410 | \$364 | \$319 | \$273 |
| Job Ad Banner (left side Jobs section) | 160 wide x 100 high | NA    | \$400 | NA    | NA    | NA    |
| Story Banner (between stories)         | 450 wide x 160 high | \$350 | \$315 | \$280 | \$245 | \$210 |
| Big Story Banner (between stories)     | 450 wide x 240 high | \$550 | \$495 | \$440 | \$385 | \$330 |

- *eMentor* is published every Wednesday except during AirVenture, Sun 'n Fun and holidays.
- Deadline to contract space is Wednesday two weeks prior to insertion.
- Deadline to submit art materials is Wednesday one week prior to insertion.
- Please submit banner ad files, png preferred, jpg or gif OK. Less than 350KB. Light animation OK. URL for link.



# MentorLIVE Sponsorship

MentorLIVE is a monthly, interactive live-video internet broadcast to the entire aviation community. These programs feature subject matter experts from all aspects of flight instruction. MentorLIVE intends to offer content that is not commonly available to flight instructors to help CFIs and all aviators in general reach greater success in their aviation endeavors. All broadcasts are WINGS approved.

Sponsorship provides extraordinary exposure via announcements in eMentor, dedicated announcements to members, invitations to past registrants, inclusion on the near 300,000 FAA Team SPANS notices, option to run a 45-second promotional video prior to broadcast, and visibility during entire broadcast. In addition, all broadcasts reside in the faasafety.gov course archive guaranteeing growing viewership over time.



## MENTORLIVE broadcast options:

| Position                     | Size/pixels         | x1     | x3    | x6    | x12   |
|------------------------------|---------------------|--------|-------|-------|-------|
| MentorLIVE- Big Story Banner | 450 wide x 240 high | \$1000 | \$750 | \$700 | \$675 |



# NAFI Professional Development Program Sponsorship

Throughout the year, we offer specialized ways to show your support. These include events that bring members, supporters and industry together; programs to honor flight instructors and serve our members and projects designed to further professional development of the flight instruction community.

## NAFI Professional Development Program

The NAFI Professional Development Program (PDP) is an innovative program that integrates multiple educational disciplines into a curriculum that develops a CFI's proficiency in all types of flight instruction for initial certification, periodic review, and continuing education. The PDP signifies a continuing commitment to personal advancement and to providing clients with expert service in an ever changing business environment. The Professional Development Program has over 700 active participants and X more courses will be added in 2020.



### The PDP is 40-hours of course work in five distinct

*Subject areas:*

Instruction

Business and  
Communication

Leadership  
Development

Human Psychology  
/Human Factors/  
Risk Management

Electives

additional subject matter areas not related to other categories, and for advancement of candidate in other aspects of aviation i.e., career change, resume and portfolio development, networking skills)



### NAFI Professional Development Program Subject Area

*Sponsorship Benefits include:*

- PDP Homepage - Acknowledgement with logo and link as a Subject Area Sponsor
- PDP Subject Area description page Acknowledgement with logo link introducing the Subject area
- PDP Course Material – Sponsor branding presented throughout Subject Area (formats TBD).
- Recognition as Subject Area Sponsor on completion certificate
- Recognition as Subject Area Sponsor in PDP marketing material
- PDP Completion Benefit - Opportunity to offer unique product/discount to members who successfully complete the sponsored subject area

NAFI PDP Subject Area Sponsorships are \$5,000 on an exclusive annual basis for one of the five PDP Subject Areas. Renewing PDP Subject Area Sponsors shall have the first right of refusal for their current year Subject Area. (first come first serve)

## EVENTS

### AirVenture Annual Member Breakfast

Each year NAFI hosts a member breakfast at the NAFI Professional Development Center during AirVenture Oshkosh.

Attendance is approximately 150 to 200 members, FAA representatives and flight training industry leaders. The breakfast includes reports from NAFI board and staff, awards presentations and special guest speakers.



NAFI Member Breakfast Sponsorship \$3,000

## PROGRAMS/PROJECTS

### Hall of Fame

Each year, NAFI supports and administers the National Flight Instructor Hall of Fame to recognize individuals who have made significant regional or national contributions to aviation education and flight instruction. Sponsorship of this prestigious award is a



permanent role providing the opportunity to show appreciation for these deserving individuals who demonstrate dedication to excellence in flight instruction year after year.

NAFI Flight Instructor Hall of Fame Sponsorship \$4,000

# Support NAFI | Support Aviation



When you support NAFI, you demonstrate your commitment to the highest standards of professionalism in flight instruction. Let's work together to assure flight instructors have the representation, tools, products and services they need to succeed while they train the next generation of pilots.

Contact us today and discuss all the options we offer to put together a package that fits your marketing goals and budget. We look forward to the opportunity to serve you.

## EXCELLENCE IN FLIGHT INSTRUCTION



For more information contact:  
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[mmathias@nafinet.org](mailto:mmathias@nafinet.org)