



MALIBU M-CLASS OWNERS
& PILOTS ASSOCIATION

MMOPA Website Advertising Rates and Specifications

The Malibu M-Class Owners & Pilots Association (MMOPA) is a not-for-profit organization dedicated to the interests and safety of owners and pilots worldwide who fly PA46 derivative (Malibu, Mirage, Meridian, JetPROP and Matrix) aircraft. MMOPA was founded in 1988, and now serves more than 1,300 members.

MMOPA's new contemporary website showcases the benefits, resources and unique history of one of the fastest growing type-focused owner-pilot organizations in the world. The website features a visually rich format with compelling video backgrounds featuring real MMOPA members and their aircraft. Potential new members will find a plethora of information about the PA46, including publicly accessible safety data, articles, blogs and videos. The site also showcases the key benefits of an MMOPA membership, such as access to the Member Forum, *MMOPA Magazine*, the Resource Center, and Master Aviator Program tools. The "Find a CFI" link has been relocated to a prominent spot at the top of the home page to assist new owners in attaining training.

Within the member-only areas of the website, a number of valuable resources are available. The Member Forum is ranked the No. 1 member benefit (according to a 2019 member survey), with more than 20,000 unique posts. Members use the Forum to share best practices, ask questions about operations and maintenance, interact with vendors and manufacturers, build lifelong friendships. Also, members can access the MMOPA Resource Center which has hundreds of unique files, documents and data.

Finally, MMOPA is investing in search engine optimization to improve its Google search. That means your ad will receive increased exposure and performance as the website expands its reach.

Standard Ad Rates & Sizes

Top/Horizontal Banner \$350 for 3 months
This appears on all sections and are rotated among a limited number of banner ads

(970 px by 90 px GIF)

Side Banner \$250 / 3 months
This appears in random order on the side column.

(300 px by 250 px GIF)

Both Sizes \$450 / 3 months

YEARLY PRE-PAYMENT DISCOUNT:

10% discount on annual prepayment of ad.

Specifications:

Ad standard is color, static or animated GIFs for horizontal and side banners. These ads can be updated and replaced during the contract period. We can assist with the creation of your ad with the materials you provide if you desire.

The screenshot displays the MMOPA website interface. At the top, a navigation bar includes links for 'MMOPA Safety Foundation', 'Press', 'Find An Instructor', 'Partners', and 'FAQ'. On the right, there are links for 'CONNECT WITH US', 'JOIN', and 'MY ACCOUNT'. Below the navigation, a horizontal banner (970 x 90 px) features the text 'THE FUTURE IS HERE' and 'The Malibu M-Class Owners & Pilots Association (MMOPA) is a not-for-profit organization dedicated to the interests and safety of owners and pilots worldwide.' It includes two buttons: 'BECOME A MEMBER' and 'FORUMS'. Below the banner, a section titled 'WATCH THE VISION VIDEO' includes a video player and the text 'Learn about where we've been, and most importantly...where we are going.' To the right of the video player is a side banner (300 x 250 px) with the text 'THE FUTURE OF MMOPA'.

*To maximize impact, there are
a limited quantity of ads available!*

Terms: Three-month minimum placement on all ads, prepaid quarterly. Ad banner GIF's can be changed during the contract period. MMOPA will provide quarterly performance statistics on impressions and clicks as well as other insights.

Ad design cost: \$150 (includes creation of ad & one round of revisions.) Advertiser provides all images, logos, and text.

FOR MORE INFORMATION OR TO PLACE YOUR AD CONTACT:

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