

Advertising & Sponsorships



2024

EXCELLENCE IN FLIGHT INSTRUCTION

NAFI Sponsorships & Advertising Programs

The National Association of Flight Instructors (NAFI) is the leading association working on behalf of flight instructors with more than 7,000 members and growing. Our mission is to promote flight instructor excellence through education, mentorship, and advocacy. NAFI initiatives enhance members' knowledge and professional status in the industry. Through the partnerships of our sponsors, we provide:

Education and accreditation programs | Product and service discounts
Live streaming broadcasts



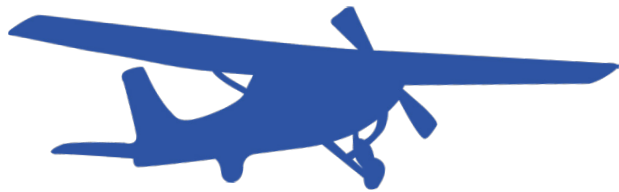
Our Audience

NAFI MEMBERS ARE A VALUABLE MARKET

- 7k+** Current members
- 16%** Member growth in 2023
- 77%** Have given training to six or more students in the last 12 months
- 100%** Buy products and services for their own professional and personal flying
- 92%** Have a current CFI certificate
- 77%** Are self-employed
- 50%** Own an aircraft

NAFI OFFERS POWERFUL OPPORTUNITIES FOR ADVERTISERS

- 90%** Recommend aviation products, supplies, and services to their students
- 53%** Suggest makes of aircraft to their students
- 48%** Recommend brands of avionics to their students



Advertising Opportunities

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.

PLATFORMS

Mentor Magazine

Bi-monthly
7,000 print & digital

eMentor Digital Newsletter

7,000 delivered weekly
4,400 opens
7% click rate

NAFINET.org

6,500 monthly
unique users
25,000 monthly
page views

MentorLIVE Broadcasts

Over 70 episodes
3,400 monthly average
Viewers
234,000 total views

More Right Rudder Podcast

Over 70 episodes
56,000+ downloads
750 downloads per
episode
4 Million listen hours

YouTube Channel

3,772 subscribers
8,100 monthly views
Nearly 4k watch hours
annually

Social Media

27,603 followers
across all platforms

Dedicated Email Campaigns

On-demand, 7,000 sent
54% open rate
Click-through 7+%

NAFI Events

Over 2,000
participants in 30+
presentations in 2022

Professional Development Program

Over 2,000 participants

Print Opportunities

MENTOR MAGAZINE CALENDAR

Mentor magazine is distributed to more than 7,000 NAFI members bimonthly in both paper and interactive digital format.

Issue	Ad Space	Art Materials	Show Issues
Jan/Feb	11/13/23	11/20/23	
Mar/Apr	1/16/24	1/23/24	SUN 'n FUN
May/June	3/11/24	3/18/24	
July/Aug	5/13/24	5/20/24	AirVenture
Sept/Oct	7/15/24	7/22/24	NAFI Summit
Nov/Dec	9/14/24	9/21/24	

MENTOR MAGAZINE AD RATES PER INSERTION



Covers (non cancelable)	One Time	Three Times	Six Times
Inside Front Cover & Pg 1	\$2,900	\$2,755	\$2,610
Inside Back Cover & Back Cover	\$3,600	\$3,420	\$3,240
Color Ad	One Time	Three Times	Six Times
2-Page Center Spread	\$4,000	\$3,800	\$3,600
2-Page Spread	\$3,600	\$3,420	\$3,240
Full Page	\$2,600	\$2,470	\$2,340
2/3 Page	\$2,030	\$1,930	\$1,830
1/2 Page	\$1,560	\$1,480	\$1,400
1/3 Page	\$1,300	\$1,235	\$1,170
1/6 Page	\$650	\$620	\$585

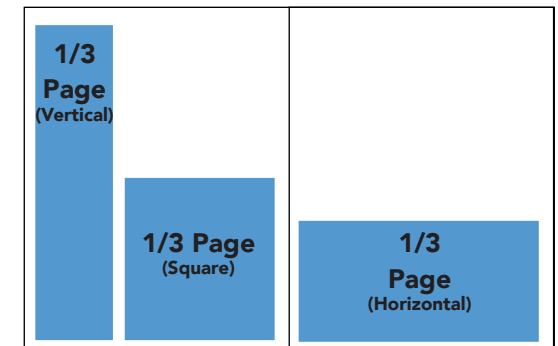
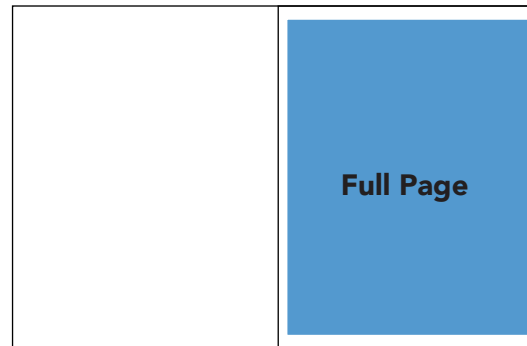
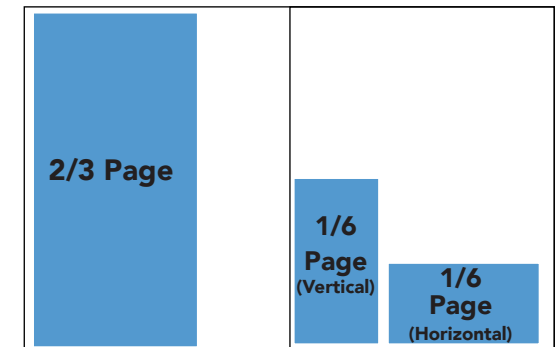
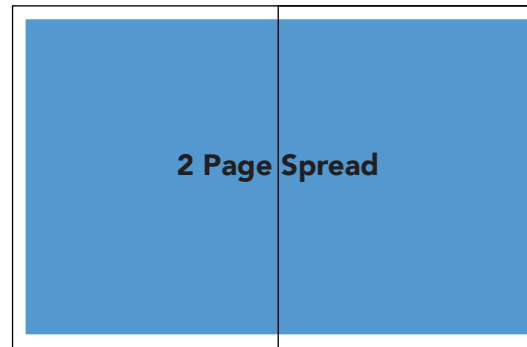
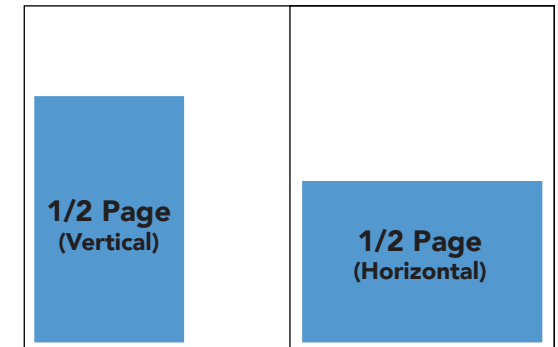
Print Opportunities

MENTOR MAGAZINE AD SIZES AND SPECS

ARTWORK SUBMISSION SPECIFICATIONS:

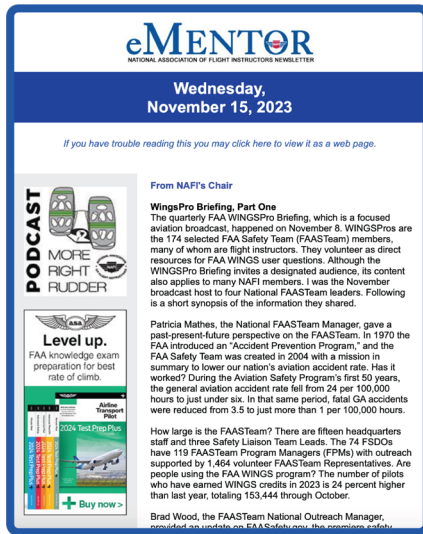
Ad Size	Trim Size	Bleed Size
2 Page Spread	16.5"x10.75"	17"x11.25"
Full Page	8.25"x10.75"	8.75"x11.25"
2/3 Page	4.625"x10"	
1/2 Page Vertical	4.625"x7.437"	
1/2 Page Horizontal	7.125"x4.937"	
1/3 Page Vertical	2.25"x10"	
1/3 Page Horizontal	7.125"x3.333"	
1/3 Page Square	4.625"x4.937"	
1/6 Page Vertical	2.25"x4.937"	
1/6 Page Horizontal	4.625"x2.437"	

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



Digital Banner Opportunities

EMENTOR DIGITAL WEEKLY NEWSLETTER



Newsletters Sent

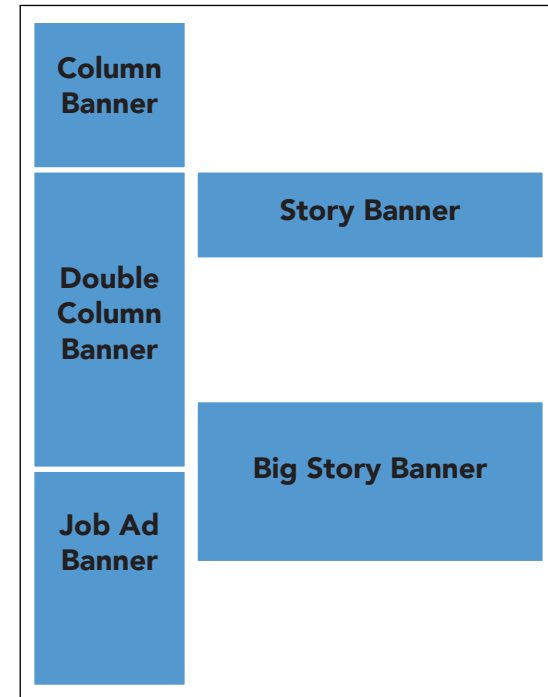
7,000+

Open Rate

4,400

Click Rate

7%



eMentor Digital Newsletter Specs						
Position	Size/Pixels	x1	x4	x12	x24	x50
Column Banner (left side)	160 wide x 160 high	\$150	\$135	\$120	\$105	\$90
Double Column Banner (left side)	160 wide x 160 high	\$290	\$260	\$230	\$200	\$170
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
Job Ad Banner (left side Jobs section)	160 wide x 100 high	N/A	\$400	N/A	N/A	N/A

*20% surcharge for premium placement



NAFInet.org

Digital Opportunities

BANNERS ADS **NAFINET.ORG**

Website Banner Ad	
Dimensions	980x240px
File Types	.png (preferred), .jpeg, .gif
Resolution	350 dpi or higher
Per Month Rate	\$1k

Average Unique Visitors

6,500

Page Views per Month

2,500

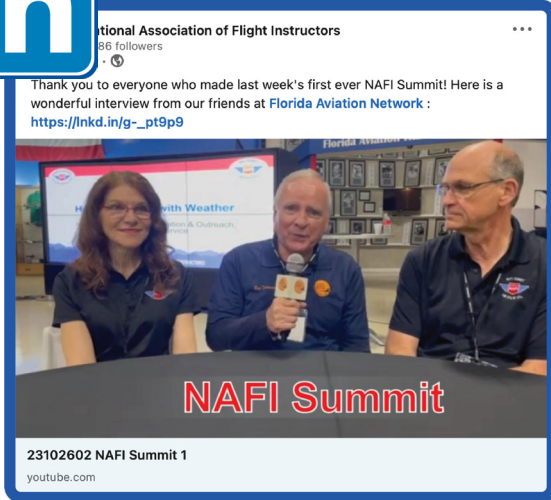
Website Tile Ad	
Dimensions	980x240px
File Types	.png (preferred), .jpeg, .gif
Resolution	350 dpi or higher
Per Month Rate	\$650

The screenshot shows the homepage of the National Association of Flight Instructors (NAFI). The browser address bar displays 'nafinet.org'. The website features a blue header with the NAFI logo and the text 'NATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS Excellence in Flight Instruction'. A 'Member Login' button is visible in the top right. Below the header is a navigation menu with links for Home, About, Join/Renew, Master CFI, Insurance, Member Programs, Education, Sponsors, and Awards. The main content area includes a welcome message, a call to action for the NAFI Annual Fund, and a 'Join Today' button. A 'Mentor Live' event is featured, along with a 'Sporty's' advertisement. The right sidebar contains 'Quick Links' (Join NAFI, RENEW Membership, Hire a Flight Instructor, MentorLIVE, NAFI NOTAMS Blog, Shop NAFI Merchandise, More Right Rudder Podcast, Contact Us, Donate to the NAFI Annual Fund), 'Upcoming Events' (New More Right Rudder Podcast, Clinical Aspects of Pilots' Mental Health, 141 Instructors SIG Meeting, NOTAMS Monthly Blog Post, Rotorcraft SIG Meeting), and 'Advocate Supporters' (THE OFFICIAL INSURANCE OF).



NAFINet.org

Social Media: Following



28k FOLLOWERS ACROSS ALL PLATFORMS

Facebook

19k

LinkedIn

5,500

Instagram

1,665

Threads

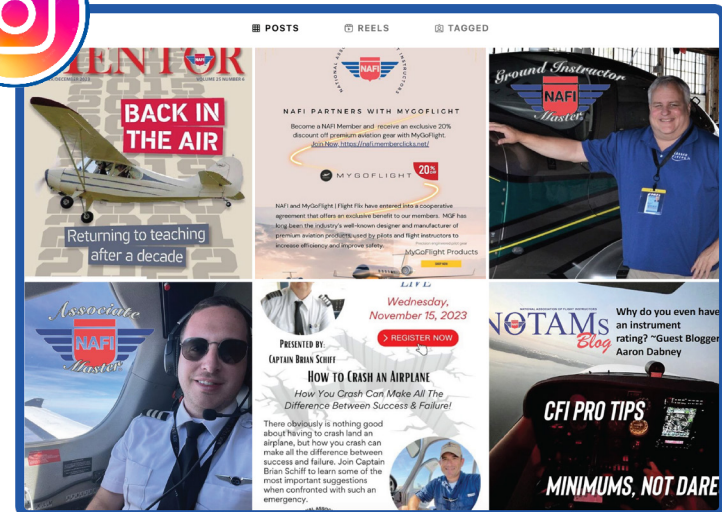
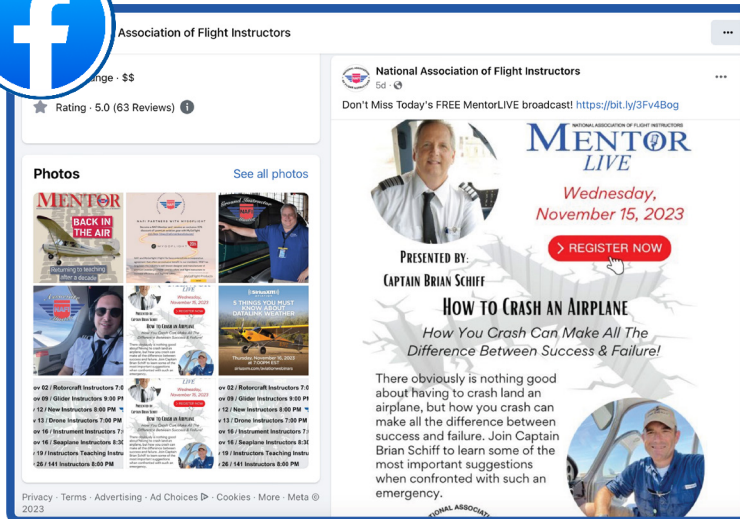
158

X (formerly Twitter)

1,608

NOTAMS Blog

1,000 hits per post



NAFInet.org

Social Media: Programming Opportunities

NAFI YOUTUBE CHANNEL

Total Subscribers

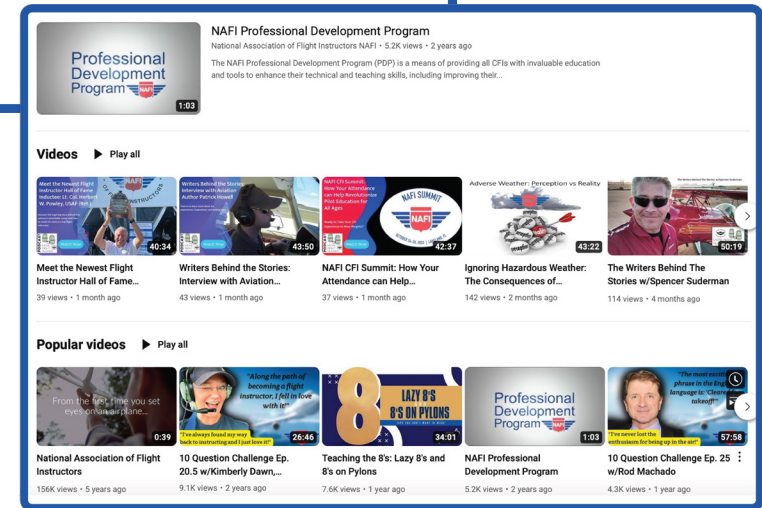
3,772

Average Monthly Views

Over 8,000

Annual Watch Hours

Nearly 4,000



YouTube Programming		
Tier One	Briefing Room Panel Guest	\$2,000
Tier Two	Host announces sponsor split screen with logo	\$1,000
Tier Three	Logo on into and closing screens	\$750

MORE RIGHT RUDDER PODCAST

Podcast		
Tier One	Guest for 20-minute podcast	\$2,000
Tier Two	Host reads ad copy provided by sponsor	\$1,000
Tier Three	Announce as sponsor episode	\$750

Monthly Unique Users

6,500

Monthly Page Views

25,000

Total Episodes

73

Average Downloads per Episode

571



NAFInet.org

More Programming Opportunities

MENTORLIVE SPONSORSHIP

3,400 average monthly viewers, more than 70 broadcasts, 45,000 hours of WINGS-approved instruction, 156,000 unique viewers, 234,000 total views

MentorLIVE is a monthly, interactive live-streaming broadcast open to the aviation community. These programs feature subject matter experts from all aspects of flight instruction. MentorLIVE offers unique content to help CFIs and aviators reach a higher level of success in their aviation endeavors. All broadcasts are WINGS-approved.

SPONSORSHIP BENEFITS

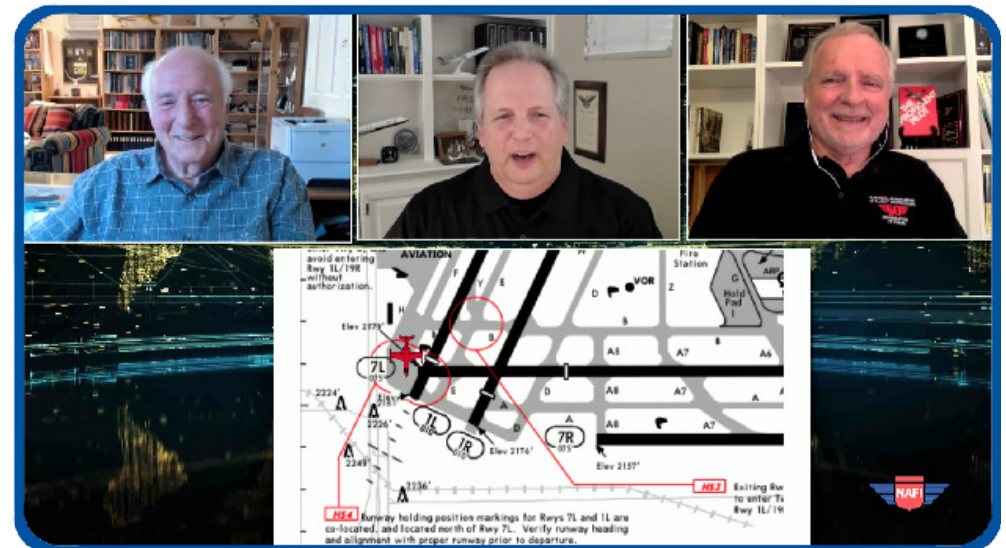
- Announcements in eMentor
- Invitations to past registrants, lapsed members, and more
- Inclusion in 300,000+ opt-in FAAsteam SPANS notices
- Option to run a 45-second promotional video before the broadcast
- Visibility during the broadcast
- All broadcasts reside in the faasafety.gov course archive, guaranteeing growing viewership over time
- Ads on all invitations and member emails

MENTORLIVE

NATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS

\$5,000 PER CAMPAIGN

MentorLIVE Sponsorship	
Invitation Ads	Logo and company write-up
eMentor Ads	Five available opportunities (see eMentor ad specs for further details)
45-Second Video Spot	45 second commercial ad (MentorLIVEMPA format H.264 codec preferred)



Targeted Emails: Lead Generation

DEDICATED EMAIL CAMPAIGNS

Dedicated Email Campaigns (DECs) are personalized emails sent to NAFI members with offers or news from sponsors and advertisers. These messages can be informational in nature, have a sales message, be an event announcement, or simply a greeting to the members.

Recipients **7,000+**

Open rate **54%**

Click through **7%**

\$1,500 PER CAMPAIGN

Dedicated Email Campaign Specifications

Specs vary depending on the format

Most emails have one or more images

Include a brief description

Include a call to action

Customized links are encouraged

NAFI Website | MentorLIVE Registration | Join NAFI

Be sure to tune in tomorrow, as NAFI welcomes Captain Brian Schiff, to the next broadcast of MentorLIVE, Wednesday, November 15, at 8 p.m. (ET).



MENTOR LIVE
NATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS

Wednesday, November 15, 2023

> REGISTER NOW

PRESENTED BY:
CAPTAIN BRIAN SCHIFF

HOW TO CRASH AN AIRPLANE

How You Crash Can Make All The Difference Between Success & Failure!

There obviously is nothing good about having to crash land an airplane, but how you crash can make all the difference between success and failure. Join Captain Brian Schiff to learn some of the most important suggestions when confronted with such an emergency.



HOST: AARON DABNEY

 NATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS

MentorLIVE is interactive so please bring your questions and comments! And remember, this course is **WINGS**-approved. Just complete the quiz to earn credit!

We look forward to your joining us for this edition of MentorLIVE. If you can't make the live broadcast or have missed others, you can access them on the [MentorLIVE archive](#) page at [nafinet.org](#).

Contact Info:
National Association of Flight Instructors
3101 E. Milham Avenue, Portage, MI 49002
Phone: (866) 806-6156
nafi@nafinet.org

Events: Lead Generation

Companies that generously support NAFI through sponsorships are pivotal in facilitating our participation in crucial aviation trade shows like SUN 'n FUN and EAA AirVenture. Partnering with NAFI enables our team to have a prominent presence at EAA AirVenture, where we have a large tent and host daily seminars. This presence enhances our visibility within the aviation community and serves as a hub for educational activities.

Your organization's support allows us to organize and conduct daily seminars, providing invaluable training and educational benefits for Certified Flight Instructors (CFIs). These seminars offer a platform for industry experts, key speakers, and thought leaders to share insights, best practices, and the latest advancements in flight instruction. When you support NAFI through Tiered Sponsorships, your organization contributes to our ability to attend these trade shows and directly contributes to the professional development and knowledge enhancement of CFIs, ultimately fostering a more skilled and informed aviation community.



Events: Lead Generation

"I speak at every national convention. This is the best convention I've been at in 15 years, because as a professional flight instructor it's just all for flight instructors... I've learned so much.

If you're a flight instructor or want to be a flight or ground instructor, best convention in the country." - Gary "GPS" Reeves



NAFI SUMMIT

Bringing the flight instruction community together to share tips, techniques, best practices, relevant business skills, and networking opportunities, NAFI Summit invites all CFIs and prospective CFIs to attend and learn. NAFI Summit 2023 brought in:



Over 200 Attendees

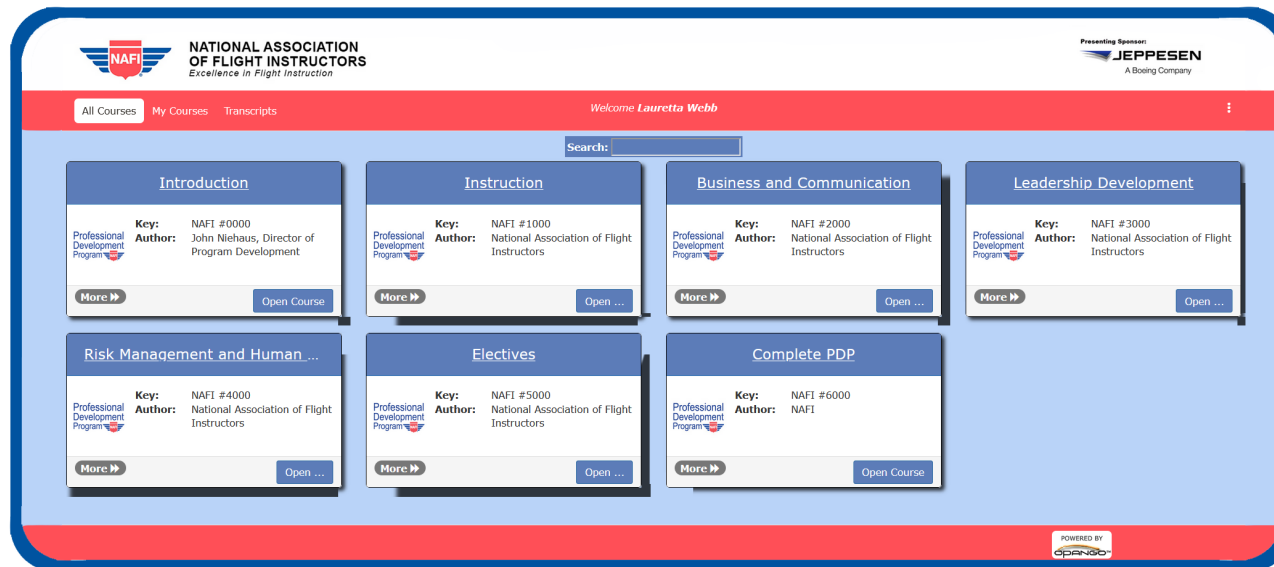
36 Expert presenters

29 Presentations



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.



40 HOURS OF COURSE WORK IN FIVE SUBJECT AREAS:

- Instruction
- Business and Communication
- Leadership Development
- Risk Management/Human Factors
- Electives, such as: Career Development, Networking Skills, Weather

*"For those of us that want to be the best CFI we can be, the knowledge shared is immeasurable."
- PDP Program Member*

NAFI Professional Development Program

"The courses were so wonderful that I could not sleep until I finished all of them." - PDP Program Member

SUBJECT AREA SPONSORSHIP: \$5,000

NAFI PDP Subject Area Sponsorships are on an exclusive annual basis. Renewing subject area sponsors have the first right of refusal to renew that subject. Subject area sponsorships are first come first served. Contact NAFI for specifics.

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
- Recognition as Subject Area Sponsor on the 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

Professional Development Program



Over
2,000
Participants

Corporate Sponsorship

Your support of the flight instruction community impacts both the current and the 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 on several levels. View the following chart to compare the benefit each level offers:

Benefit	Advocate	Aviator	Master	CFII	CFI	Educator
Cost	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,500
Monthly Pay Option	\$2,500	\$2,083	\$1,667	\$1,250	\$833	\$458
MentorLIVE (only 12 available) \$2k savings	1	1	1	0	0	0
Mentor Magazine	6 FP	4FP	3FP	6-1/2 page	6-1/3 page	6-1/6 page
eMentor-Column Banner Left Side	12	10	8	6	4	2
eMentor-Double Column Banner Left Side	6	5	5	3	0	0
eMentor-Story Banner Ad	6	5	5	3	2	2
eMentor-Big Story Banner Ad	6	5	5	4	2	2
Tier I-Guest Spot 20 minutes	1	1	0	0	0	0
Tier II-Host reads ad & small ad in notes	2	2	2	2	2	1
Tier III-Small ad in podcast notes	10	8	6	5	2	1
NAFI Memberships	12	10	8	7	4	2
Corporate Supporter eNews	2	1	1	0	0	0
Logo on CS Webpage	✓	✓	✓	✓	✓	✓
Option to offer Member benefits	✓	✓	✓	✓	✓	✓
Event recognition	✓	✓	✓	✓	✓	✓
Certificate	✓	✓	✓	✓	✓	✓

Corporate Membership

A corporate membership provides you with an opportunity to make a difference for flight instructors. When you partner with NAFI, you support our efforts to provide education, mentorship, and advocacy on behalf of this essential safety community.



\$750 ANNUALLY | BENEFITS INCLUDE:

- Digital Subscription to Mentor Magazine
- Logo on Corporate Member Page
- 2X Job Placement ads
- 1 NAFI Membership

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 ensure 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.



For more information contact:
Jessica Power
Business Development Director
774-571-7293
JPower@NAFInet.org

EXCELLENCE IN FLIGHT INSTRUCTION



NAFInet.org