



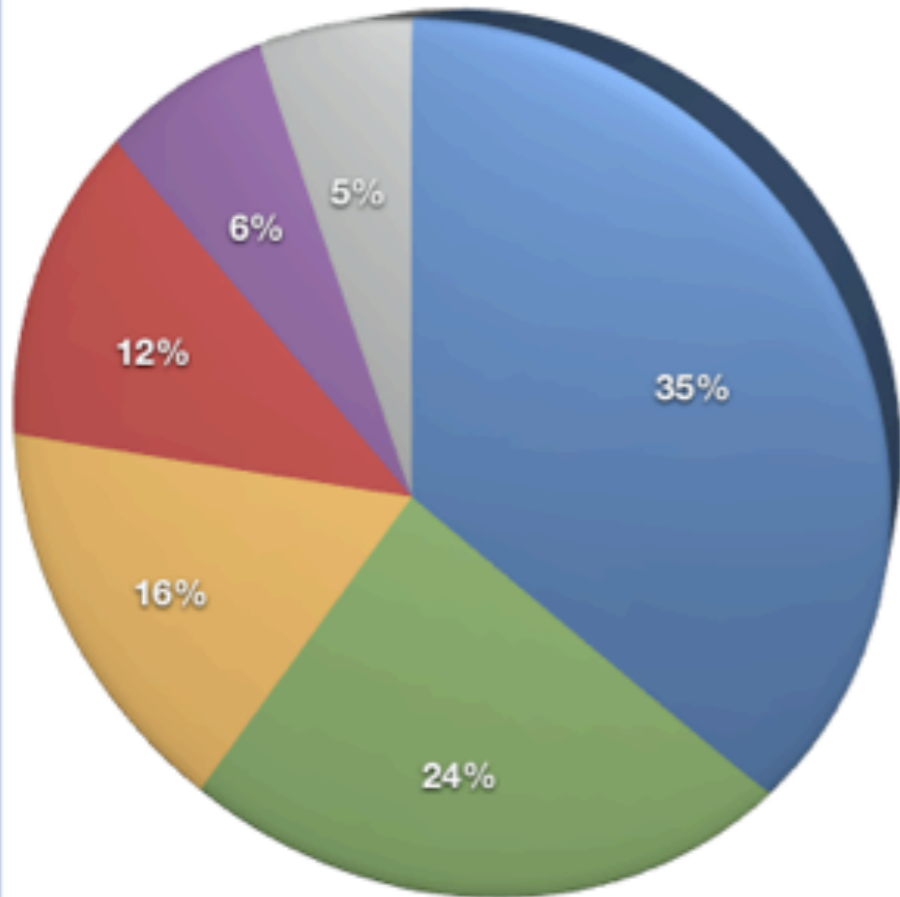
# Media Kit

2009/2010

# Overview

- ▶ Reach 10,000 Pilots Monthly
- ▶ Over 100 Professional Articles, Videos, & Podcasts
- ▶ Active Aviation Community
- ▶ Established Blog Leader in Flight Training Niche





- Private Pilots
- Instrument Pilots
- Commercial Pilots
- Multi Engine Rated
- ATP
- Other

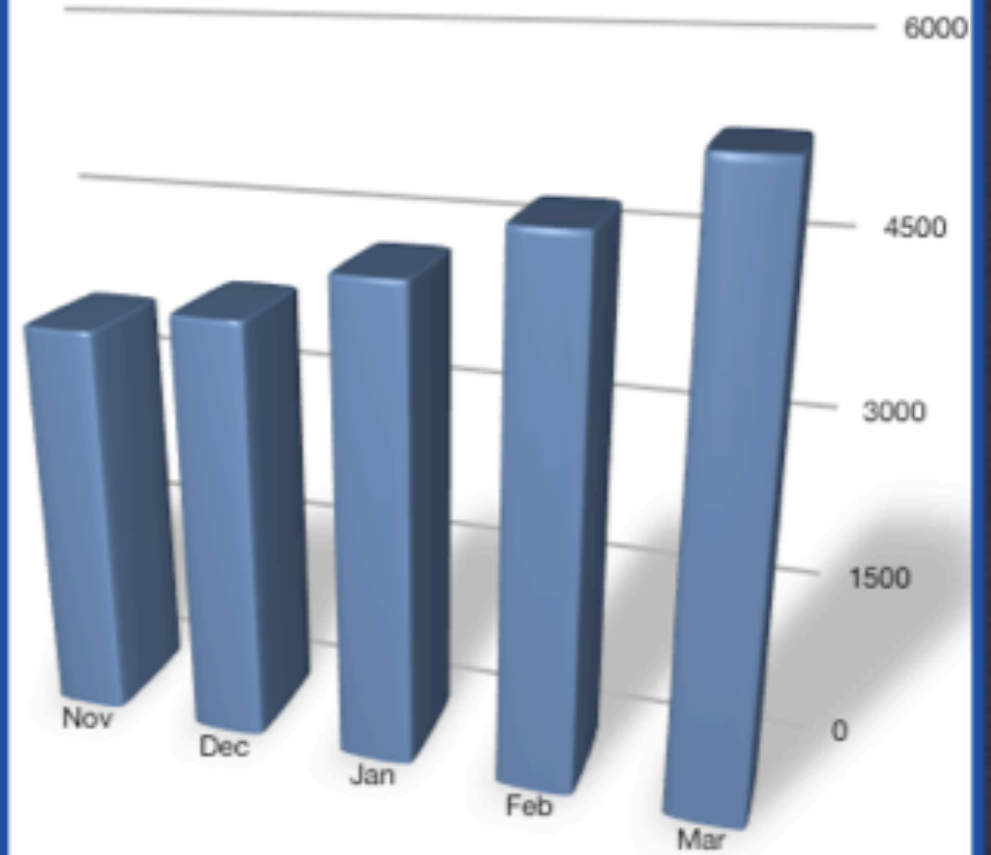
**52% AGE 18-45**

**65% COLLEGE GRADS**

**68% FLIGHT STUDENTS**

**45% AIRCRAFT OWNERS**

**21% PROFESSIONAL PILOTS**



# OUR AUDIENCE

# Targeted Keywords

- ▶ **Flight Training**
- ▶ **Learn to Fly**
- ▶ **General Aviation**
- ▶ **Pilot License**



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ALL PRICES BASED ON CPM (COST PER  
1,000 IMPRESSIONS UNLESS  
OTHERWISE NOTED

failed several FAA-mandated tests of his piloting skills, but his airline did not know about all of them when it hired him. [\[click to continue...\]](#)

{ 0 comments }

## What Makes a Great Flight Instructor?

by JASON SCHAPPERT [EDIT]

I pose this question to you and ask for your comments in the comment box below.

What makes a great flight instructor?

Is it professionalism, safety, knowledge? What about their command of the subject matter?

I'd love to hear your stories and opinions, leave a comment below!

*Jason M Schappert*

Popular Recent Comments Topics Tags

Buying a Cessna 172 (part 3 of 5)  
How to Read PIREPS (Pilot Reports)  
Emergency Transponder Squawk Codes  
Video: United 1448 Pilot's become confused at KPVD  
PIC? SIC? Dual? How to log flight time  
Video: Power On Stalls  
U.S Airways Flight 1549 Transcripts  
Reading and Decoding METAR's  
Video: Inflight Emergency – What to do if the engine quits  
The Piper Jet!

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TOPICS

- Aviation News
- Flight Training
- General Aviation
- Lessons Learned
- Pilot Shop
- Podcasts
- Stories and Pictures
- The Airlines
- Video Podcasts

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QUESTIONS?  
[ADVERTISING@MOA.COM](mailto:ADVERTISING@MOA.COM)

# Video and Audio Podcast Advertising

BROUGHT TO YOU BY ..... ?

- ▶ TRUE PERMANENT ADVERTISING
- ▶ YOUR AD SEEN OR HEARD FOREVER
- ▶ MINIMUM 4 EPISODE PURCHASE
- ▶ DISCOUNTS FOR MORE EPISODES PURCHASED
- ▶ SPONSOR THE FUTURE OF FLIGHT TRAINING
- ▶ PODCASTS CAN BE FOUND THROUGHOUT OUR WEBSITE AND ITUNES/YOUTUBE



## VIDEO PODCAST SPONSOR

\$37.50 PER EPISODE (\$150 TO MEET MINIMUM)  
LOGO AND COMPANY SLOGAN USED AT START AND END  
OF EACH EPISODE

## AUDIO PODCAST SPONSOR

\$25.00 PER EPISODE (\$100 TO MEET MINIMUM)  
COMPANY SLOGAN USED AT START AND END OF EACH  
EPISODE

# MzeroA.com Quick Facts

- ▶ EDITED BY AOPA'S NUMBER 1 COLLEGIATE FLIGHT INSTRUCTOR (2008)
- ▶ MZEROA IS SYNONYMOUS WITH FLIGHT TRAINING AND SAFETY
- ▶ HIGH RANKING KEYWORDS
- ▶ PROFESSIONAL HIGHLY VIEWED VIDEO AND AUDIO PODCASTS
- ▶ ACTIVE FORUM AND COMMUNITY
- ▶ LOYAL READERSHIP

# Ready to Invest in success?

**CONTACT US**

**[ADVERTISING@MOA.COM](mailto:ADVERTISING@MOA.COM)**