

# Flightglobal e-newsletters:



## Description

Commercial Aviation Online (CAO) is the leading online news service for the airline world's aircraft finance community, launched by Flightglobal in October 2007 based on the respected Commercial Aviation Report magazine and events business. For details visit [www.flightglobal.com/cao](http://www.flightglobal.com/cao).

The real-time web service provides up-to-the-minute news, trends and analysis on latest funding deals, aircraft transactions, valuations, airline finance and more, for an audience of over 1,400 paying subscribers to CAO. The audience includes finance professionals from across the world's leading banks, leasing companies and fleet financing departments.

## Advertising opportunities

There are three advertising opportunities available to reach this high-worth audience:

**www.flightglobal.com/cao:** The premium service includes banner and sky-scraper positions on the website pages.

**Weekly e-newsletter:** A weekly e-newsletter keeps the subscriber base in touch with the top stories and analysis of the week, including the top/bottom banner and sky positions.

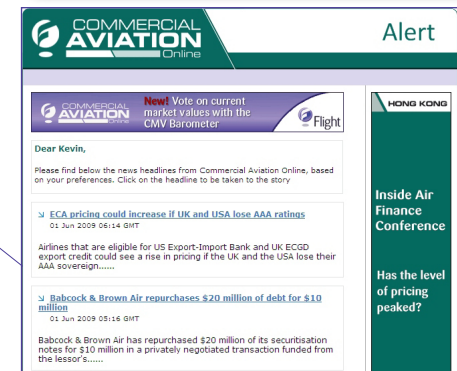
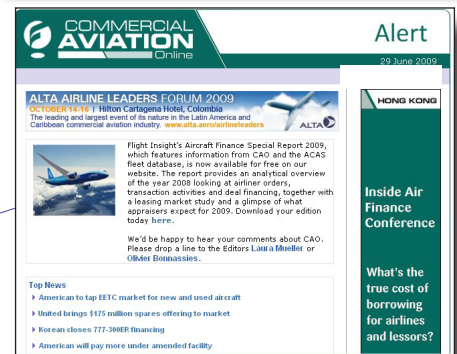
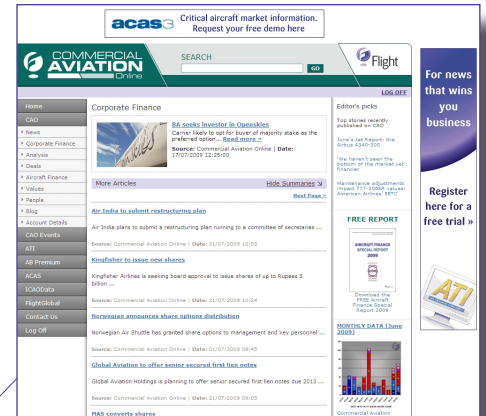
**Daily alerts:** A daily update is sent out each morning (09.00 GMT) to keep the subscriber base aware of the latest headlines going live on the web service. Positions on this alert are available on a weekly basis and in conjunction with spots on the weekly e-newsletter.

## Audience

**Active respondents:** 2,119 (January 2010)

**Frequency:** Weekly e-newsletter & daily alerts

**Source:** Paying subscribers to the CAO premium web service



ADVERTISING RATES E-NEWSLETTER/ALERTS PER WEEKLY INSERTION 2010 – GBP£										
PER INSERTION:	1	2	3	4	5	10	15	20	30	
1. TOP BANNER	450	430	420	410	390	375	360	345	335	
2. SKYSCRAPER	450	430	420	410	390	375	360	345	335	
3. MID BANNER	350	335	325	320	305	290	280	270	260	
<b>SOLUS</b>	<b>1,150</b>	<b>1,095</b>	<b>1,070</b>	<b>1,045</b>	<b>1,000</b>	<b>960</b>	<b>920</b>	<b>885</b>	<b>850</b>	

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