

# Media Advertising and Partnerships 2025



**EXCELLENCE IN FLIGHT INSTRUCTION**

## NAFI Partnerships & Advertising Programs

**T**he National Association of Flight Instructors (NAFI) is the leading association working on behalf of flight instructors with more than 8,500 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 cooperation of our industry partners, we provide:

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



## Our Members

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### NAFI MEMBERS ARE A VALUABLE MARKET

- 8,500** Current members
- 20%** Member growth in 2024
- 56%** 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
- 86%** Have a current CFI certificate
- 68%** Are self-employed
- 50%** Own an aircraft



### NAFI OFFERS POWERFUL OPPORTUNITIES FOR ADVERTISERS AND PARTNERS

- 86%** Recommend aviation products, supplies, and services to their students
- 45%** Suggest makes of aircraft to their students
- 45%** Recommend brands of avionics to their students
- 86%** Recommend training courses
- 71%** Recommend flight planning software

# Advertising Opportunities

Media partnerships 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  
8,500 print & digital

### eMentor Digital Newsletter

8,500 delivered weekly  
68% open rate  
7% average click rate

### NAFINET.org

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

### More Right Rudder Podcast

Over 110 episodes  
87,600 downloads  
800 downloads per episode  
71,500 listen hours

### NAFI Events

Over 2,000 participants in 30+ presentations in 2024

### Dedicated Email Campaigns

On-demand,  
8,500 sent  
68% open rate  
Average Click-through  
7%

### Social Media

28,798 followers across all platforms

### MentorLIVE Broadcasts

Over 85 episodes  
3,200 monthly average viewers  
267,000 total views

# Print Advertising

## MENTOR MAGAZINE CALENDAR

Mentor magazine is distributed to more than 8,500 NAFI members 6 times a year in both paper and interactive digital format.

Issue	Ad Space	Art Materials	Show Issues
Jan/Feb	11/11/24	11/18/24	
Mar/Apr	1/13/25	1/20/25	SUN 'n FUN
May/June	3/10/25	3/17/25	
July/Aug	5/12/25	5/19/25	AirVenture
Sept/Oct	7/14/25	7/21/25	NAFI Summit
Nov/Dec	9/15/25	9/22/25	

## MENTOR MAGAZINE AD RATES PER INSERTION



Covers (non cancelable)	One Time	Three Times	Six Times
Inside Front Cover, 2, 3, & Inside Back Cover	\$2,900	\$2,755	\$2,610
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

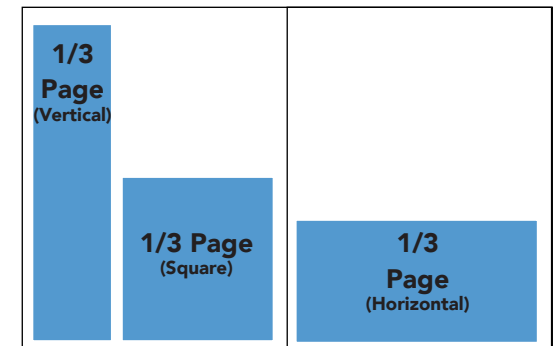
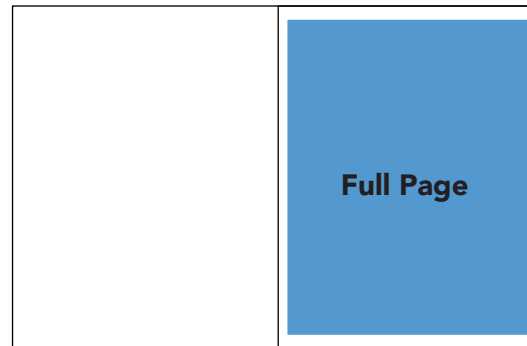
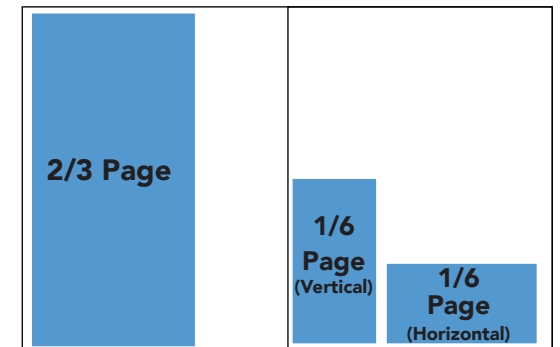
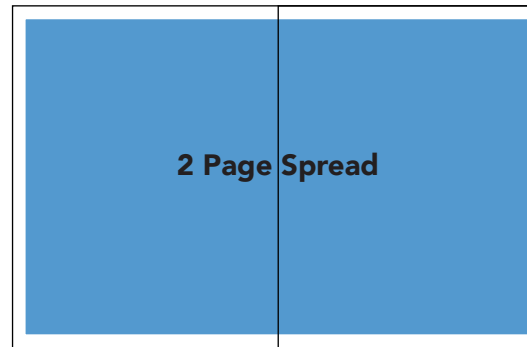
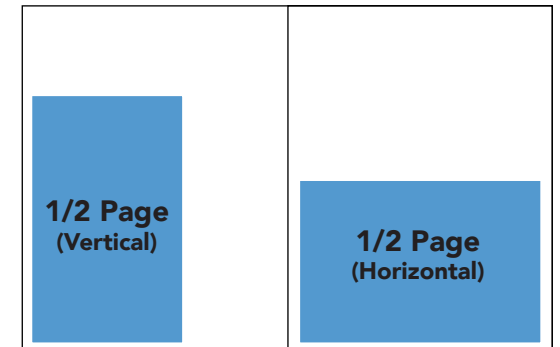
# Print Advertising

## MENTOR MAGAZINE AD SIZES AND SPECS

### ARTWORK SUBMISSION SPECIFICATIONS:

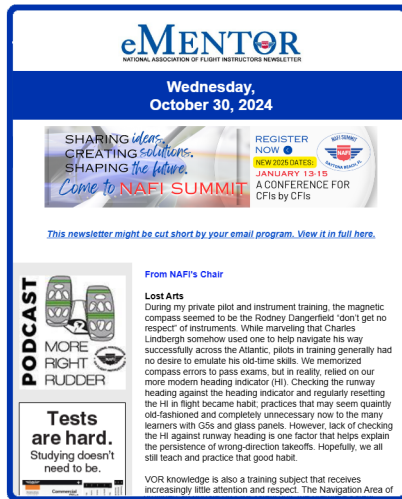
Ad Size	Trim Size	Bleed Size
2 Page Spread	16.5"x10.75"	17"x11.25"
Full Page	8.25"x10.75"	8.75"x11.25"
2/3 Page	4.625"x10"	
1/2 Page Vertical	4.625"x7.437"	
1/2 Page Horizontal	7.125"x4.937"	
1/3 Page Vertical	2.25"x10"	
1/3 Page Horizontal	7.125"x3.333"	
1/3 Page Square	4.625"x4.937"	
1/6 Page Vertical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

## eMENTOR DIGITAL WEEKLY NEWSLETTER



Newsletters Sent

**8,500**

Open Rate

**68%**

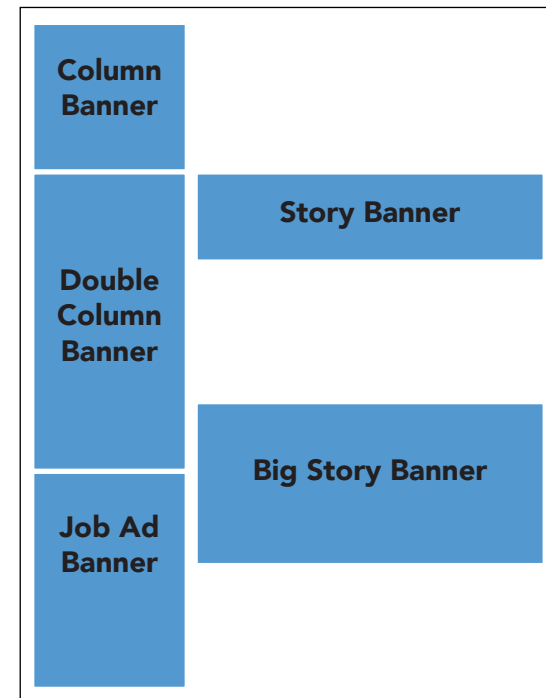
Average Click Rate

**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 320 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 160 high	N/A	\$400	N/A	N/A	N/A

\*20% surcharge for premium placement



# Digital Advertising

## 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

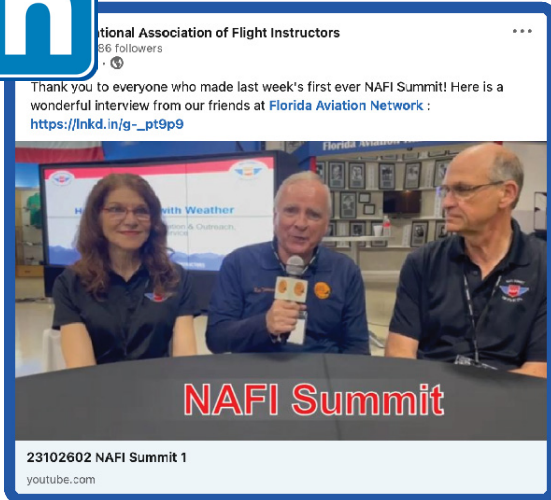
**2,500**

Website Tile Ad	
Dimensions	220x220px
File Types	.png (preferred), .jpeg, .gif
Resolution	350 dpi or higher
Per Month Rate	\$650

The screenshot shows the NAFI website homepage. At the top, there's a navigation bar with links for Home, About, Join/Renew, Master CFI, Insurance, Member Programs, Education, Sponsors, and Awards. The main content area features a 'Welcome to the National Association of Flight Instructors' message, a 'Give Now' button for the Annual Fund, and a 'Join Today' button. A 'Mentor Live' event is highlighted, featuring a 'Clinical Aspects of Pilots' Mental Health' presentation by Dr. Victor Vogel. The sidebar on the right 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) and 'Upcoming Events' (New More Right Rudder Podcast, Clinical Aspects of Pilots' Mental Health, 141 Instructors SIG Meeting, NOTAMS Monthly Blog Post, Rotorcraft SIG Meeting). At the bottom, there's a 'Partners with MyGoFlight' banner and a 'Latest NAFI NOTAMS Blog' link.



# Social Media: Following



## 28,798 FOLLOWERS ACROSS ALL PLATFORMS

Facebook

**20k**

LinkedIn

**4,650**

Instagram

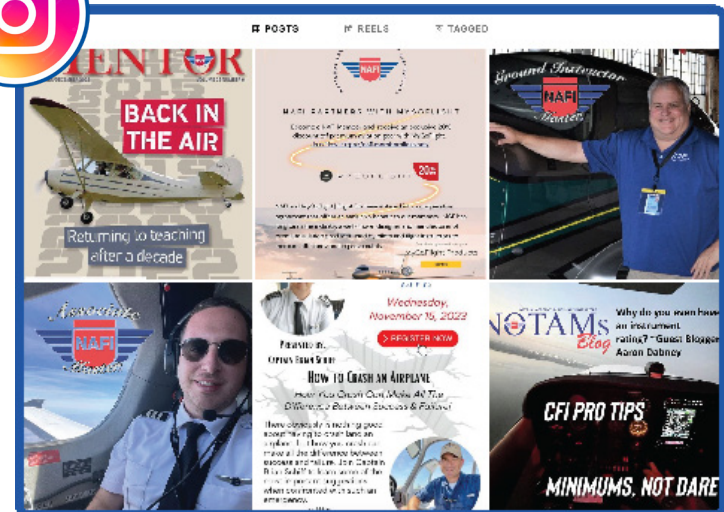
**2,166**

Threads

**335**

X

**1,647**



# Social Media: Programming Advertising

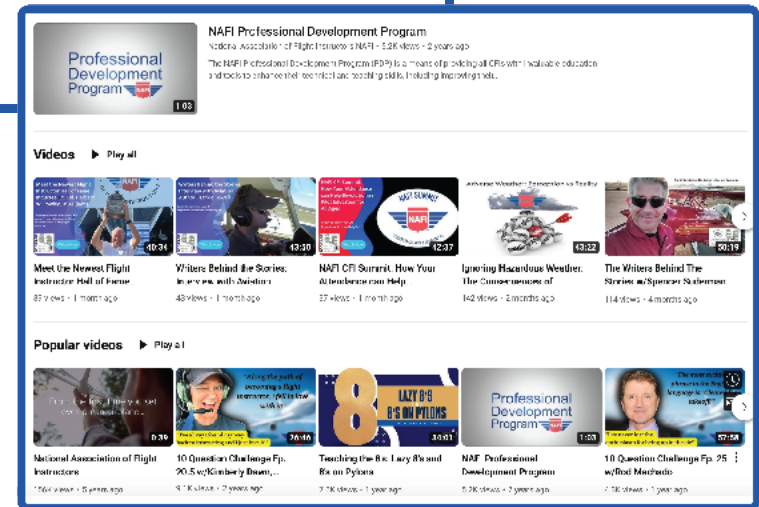
## NAFI YOUTUBE CHANNEL

Total Subscribers

**4.49k**

Average Monthly Views

**16,700**



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

Total Podcast Episodes

**110**

Downloads per Episode

**800**

# MentorLIVE Advertising

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. And all broadcasts are WINGS-approved.

Broadcasts

**85**

Average Monthly Viewers

**3,200**

Total Views

**267,000**

The image is a composite graphic. At the top, there are three video call windows showing three different men in a professional setting. Below these is a large technical diagram of an airport's runway system. The diagram is labeled 'AVIATION' and shows several runways: 7L (005), 1L (010), 7R (005), and 1R (010). It also shows taxiways (A, B, C, D, E, F, G, H, Y, Z), a VOR station, a Fire Station, and a Hold Pad I. Elevation markers are provided for various points: 2224', 2226', 2249', 2176', and 2157'. Two holding positions are highlighted: HS-4, which is co-located north of Runway 7L, and HS-3, which is an exiting runway for Runway 1L/19R. A NAFI logo is located in the bottom right corner of the diagram area.

# MentorLIVE Advertising



300x250

450x160

980x240

**\$3,000 PER EPISODE** WITH NAFLI PARTNERSHIP AGREEMENT

**\$5,000 PER EPISODE** WITHOUT NAFLI PARTNERSHIP AGREEMENT

MentorLIVE Advertising	
Email Invitation	300x250 graphic with accompanying 350 characters of content
eMentor Ads	Two 450x160 banners with accompanying 125 characters of content
45-Second Video Spot	45 second commercial ad (MentorLIVEMPA format H.264 codec preferred)
Website Banner Ad	980x240.png
MentorLIVE Banner	300x250.jpeg with accompanying 125 characters of content

# Targeted Emails: Lead Generation

## DEDICATED EMAIL CAMPAIGNS

Dedicated Email Campaigns (DECs) are personalized emails sent to NAFI members with offers or news from our 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 **8,500**

Open Rate **68%**

Average 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**  
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**



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 [nafi.net.org](#).

**Contact Info:**  
National Association of Flight Instructors  
3101 E. Millham Avenue, Portage, MI 49002  
Phone: (866) 606-6156  
[nafi@nafi.net.org](mailto:nafi@nafi.net.org)

## Events: Lead Generation

Companies that generously support NAFI through partnerships 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 Partnerships, 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

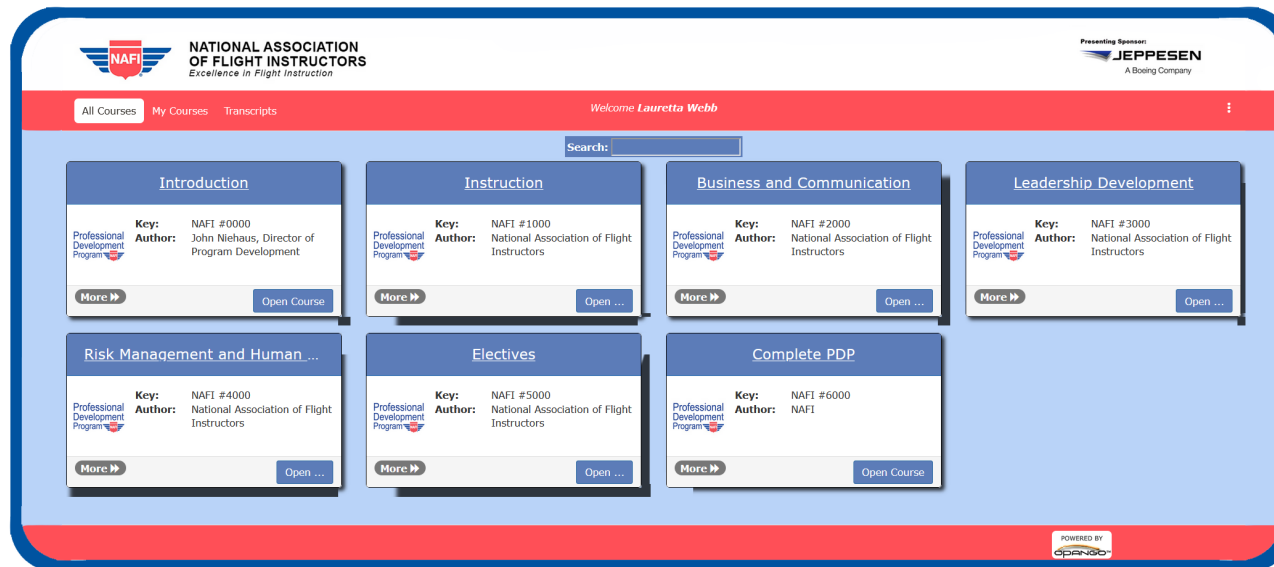
**36** Expert presenters

**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 ADVERTISING: \$2,000

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

# Advertising Partnerships: Your Path to the Foundation of Flight Training

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 partnerships are available on several levels. View the following chart to compare the benefit each level offers:

Benefit	Advocate	Aviator	Master	CFII	CFI	Educator
<b>Packaged Cost</b>	<b>\$30,000</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,500</b>
<b>Monthly Pay Option</b>	\$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	6FP	6FP	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	4	2	3	2	2
eMentor-Big Story Banner Ad	6	4	2	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
Memberships	12	10	8	7	4	2
Dedicated Email Campaigns	2	1	1	0	0	0
Website Banner Ads	2	1	0	0	0	0
Option to offer Member benefits	√	√	√	√	√	√
Event recognition	√	√	√	√	√	√
Certificate	√	√	√	√	√	√
<b>Collective Value</b>	<b>\$42,108</b>	<b>\$36,020</b>	<b>\$29,252</b>	<b>\$19,298</b>	<b>\$13,596</b>	<b>\$7,728</b>
<b>Savings</b>	<b>\$12,108</b>	<b>\$11,020</b>	<b>\$9,252</b>	<b>\$4,298</b>	<b>\$3,596</b>	<b>\$2,228</b>

# 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](mailto:JPower@NAFInet.org)

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**EXCELLENCE IN FLIGHT INSTRUCTION**

