



Sponsorships & Advertising

NAFI MENTOR

NAFI eMENTOR

MENTOR*LIVE*

NAFI PROFESSIONAL DEVELOPMENT PROGRAM

NAFI MEMBERS' BREAKFAST

NATIONAL FLIGHT INSTRUCTOR HALL OF FAME

EXCELLENCE IN FLIGHT INSTRUCTION



Welcome 2022 Edition



Welcome to the National Association of Flight Instructors (NAFI), the largest association dedicated exclusively to flight instruction. NAFI's purpose is to promote CFI development at all levels. Since flight instruction is at the core of aviation and is key to aviation safety, professionalism, and progress, we help them achieve greater professional status in the industry, and encourage them to promote and share best practices by offering education and accreditation programs, publications and other media, multi-media technical assistance, live streaming broadcasts, and products and services discounts.

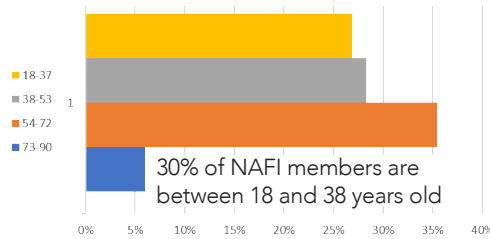
NAFI By The Numbers

Growth

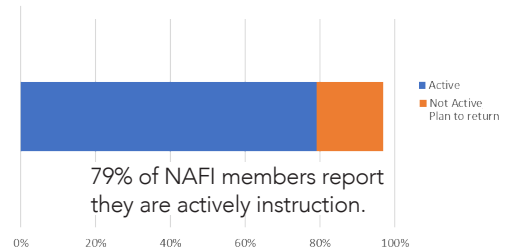


Since 2017 NAFI experienced 41.5% growth in members

Age Demographic



Members Actively Instruct



NAFI Government and Industry Involvement

NAFI represents the interest of CFIs in these and many other initiatives vital to the health of flight instruction.



FAASTeam Industry Member
WINGS Usability Working Group, Webinars



Airmen Certification Standards & Surface Safety Group



General Aviation Joint Steering Committee



WINGS Industry Network

Sponsorship and Advertising

Your 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 and demonstrates your commitment to the unique interests of NAFI members and the flight instruction community overall.



Corporate Support

Your support of the flight instruction community affects the current and 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 in various levels, each higher level providing the sponsor additional benefits.

CORPORATE SUPPORT LEVELS

NAFI Advocate \$35,000 and above

- **NAFI Corporate Support Webpage** - Acknowledgment with logo and link as a NAFI Advocate Supporter
- **Dedicated Webpage** - Option to have a page on website customized with supporter products and services
- **Mentor Advertising** - Six (6) Full-Page ads
- **eMentor Advertising** - Big story banner ad in all issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Media
- **NAFI Corporate Supporter News** - Option to send two (2) personalized emails directly to active members
- **NAFI MentorLIVE Sponsorship** - Option to sponsor two (2) MentorLIVE broadcasts
- **NAFI Member Benefit** - Opportunity to offer discounts to members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Twelve (12) NAFI CFI Memberships
- **NAFI Website** - Spotlight recognition of sponsorship run of site
- **NAFI Events** - Recognition at NAFI Events as a NAFI Advocate Supporter with organization's logo
- **NAFI Advocate Supporter Plaque** to display at your organization

NAFI Master \$15,000

- **NAFI Corporate Support Webpage** - Acknowledgment with logo and link as a NAFI Master Sponsor
- **Mentor Advertising** - Three (3) Full-Page ads
- **eMentor Advertising** - Story sized banner ad in 24 issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Publications
- **NAFI MentorLIVE Sponsorship** - Option to sponsor two (2) MentorLIVE broadcasts
- **NAFI Corporate Supporter News** - Option to send one (1) personalized email directly to members
- **NAFI Member Benefit** - Opportunity to offer discounts to members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Six (6) NAFI CFI Memberships
- **NAFI Events** - Recognition at NAFI Events as a NAFI Master Sponsor with organization's logo
- **NAFI Master Supporter Plaque** to display at your organization

CFII \$8,000

- **NAFI Corporate Support Webpage** - Acknowledgment with logo and link as a NAFI CFII Sponsor
- **Mentor Advertising** - Two (2) Full-Page ads
- **eMentor Advertising** - Column sized banner ad with link in 12 issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Publications
- **NAFI Briefing Room** - Opportunity to sponsor one episode
- **NAFI Member Benefit** - Opportunity to offer discounts to members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Three (3) NAFI CFI Memberships
- **NAFI Events** - Recognition at NAFI Events as a NAFI CFII Supporter with organization's logo
- **NAFI CFII Sponsor Plaque** to display at your organization

CFI \$3,000

- **NAFI Corporate Support Webpage** - Acknowledgment with logo and link as a NAFI CFI Sponsor
- **Mentor Advertising** - Two (2) half Page ads
- **eMentor Advertising** - Column sized banner ad with link in six (6) issues of eMentor
- **Advertising** - Discount to best rate on any additional advertising placed in NAFI Publications
- **NAFI Member Benefit** - Opportunity to offer discounts to members and be listed as a NAFI Member Benefit
- **NAFI Memberships** - Two (2) NAFI CFI Memberships
- **NAFI Events** - Recognition at NAFI Events as a NAFI CFI Sponsor with organization's logo
- **NAFI CFI Sponsor framed certificate** to display at sponsor's organization

Educator \$2,000

- **NAFI Corporate Support Webpage** - Acknowledgment with logo and link as a NAFI Educator Sponsor
- **Mentor Advertising** - One (1) one-third Page ad
- **eMentor Advertising** - Column sized banner ad with link in three (3) issues of eMentor
- **NAFI Memberships** - One (1) NAFI CFI Membership
- **NAFI Events** - Recognition at NAFI Events as a NAFI Educator Supporter with organization's logo
- **NAFI Educator Supporter certificate** to display at your organization



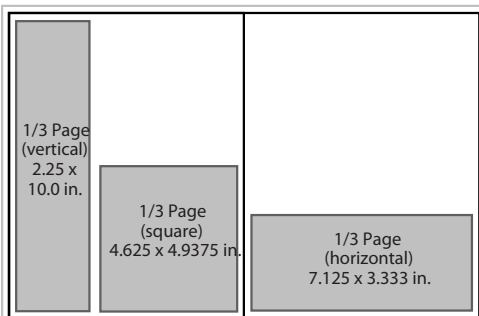
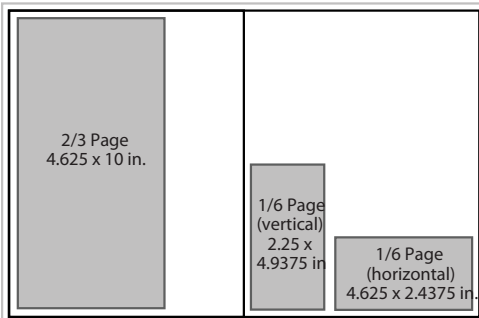
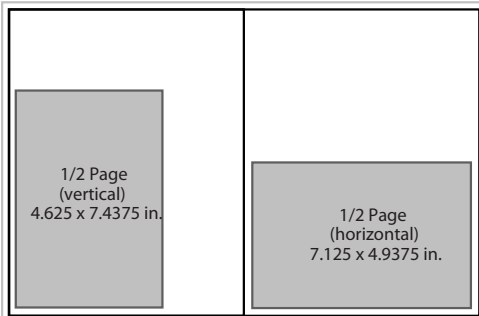
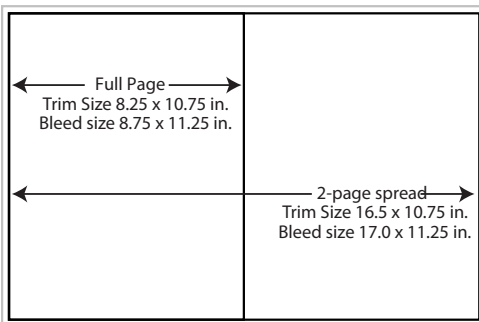
Magazine Advertising

All NAFI members receive *Mentor*, a six-times/year publication created exclusively for flight instructors and flight training organizations created by and for NAFI Members. *Mentor* is packed with technical information, the latest in FAA regulations, insights into the fundamentals of instruction and much more. No other publication speaks directly to flight instructors and flight schools.



THE PROFESSIONAL FLIGHT INSTRUCTOR **MENTOR**

ARTWORK SPECIFICATIONS:



MENTOR MAGAZINE AD RATES PER INSERTION:

Covers (Non Cancelable)	1 time	3 times	6 times
Cover 2, 3 & Pg1	\$2750	\$2640	\$2445
Cover 4 (back cover)	\$3285	\$3190	\$2950
Color Ad	1 time	3 times	6 times
2-Page Center Spread	\$3630	\$3525	\$3270
2-Page Spread	\$3430	\$3330	\$3085
Full Page	\$2470	\$2390	\$2225
2/3 Page	\$1850	\$1795	\$1665
1/2 Page	\$1455	\$1415	\$1315
1/3 Page	\$1045	\$1005	\$935
1/6 Page	\$620	\$600	\$555

MENTOR MAGAZINE 2021 ADVERTISING DEADLINES:

# Issue	Ad Space	Art Materials	Show Issues
1 Jan/Feb	Fri Nov 15 2021	Fri Nov 22 2021	HAI Heli-Expo
2 Mar/Apr	Fri Jan 17 2022	Fri Jan 24 2022	Sun 'n Fun
3 May/June	Fri Mar 14 2022	Fri Mar 21 2022	
4 Jul/Aug	Fri May 16 2022	Fri May 23 2022	AirVenture Oshkosh
5 Sep/Oct	Fri Jul 18 2022	Fri Jul 25 2022	NBAA Convention
6 Nov/Dec	Fri Sep 12 2022	Fri Sep 19 2022	

ARTWORK SPECIFICATIONS (in inches):

2-Page Spread	trim size: 16.5 x 10.75	bleed size: 17.0 x 11.25	
Full Page	trim size: 8.25 x 10.75	bleed size: 8.75 x 11.25	
2/3 Page	vertical: 4.625 x 10	n/a	
1/2 Page	vertical: 4.625 x 7.437	horizontal: 7.125 x 4.937	
1/3 Page	vertical: 2.25 x 10.0	horizontal: 7.125 x 3.333	square : 4.625 x 4.9375
1/6 Page	vertical: 2.25 x 4.937	horizontal: 4.625 x 2.437	

PDF/X1A is the preferred file format for submission. All images/files should be high resolution 300 DPI.



eMentor Banner Advertisements

Every week NAFI sends members an electronic newsletter add-on to *Mentor*. This fast-paced update on NAFI, relevant flight instruction industry news, and information gives members the latest in government, industry, and association news. Open Rate averages 45%

eMENTOR BANNER AD RATES - PER INSERTION:

Position	Size/pixels	x1	x4	x12	x24	x52
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
Waterfall Banner (left side)	160 wide x 640 high	\$455	\$410	\$364	\$319	\$273
Job Ad Banner (left side Jobs section)	160 wide x 100 high	NA	\$400	NA	NA	NA
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

- *eMentor* is published every Wednesday except during AirVenture, Sun 'n Fun and holidays.
- Deadline to contract space is Wednesday two weeks prior to insertion.
- Deadline to submit art materials is Wednesday one week prior to insertion.
- Please submit banner ad files, png preferred, jpg or gif OK. Less than 350KB. Light animation OK. URL for link.

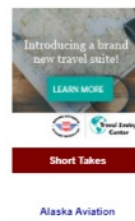
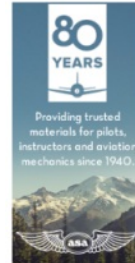
Mentor *LIVE* Sponsorship

Mentor *LIVE* is a monthly, interactive live-streaming broadcast to the entire aviation community. These programs feature subject matter experts from all aspects of flight instruction. Mentor *LIVE* intends to offer content that is not commonly available to flight instructors to help CFIs and all aviators reach greater success in their aviation endeavors. All broadcasts are *WINGS*-approved.

Sponsorship provides extraordinary exposure via announcements in *eMentor*, dedicated messages to members, invitations to past registrants, inclusion on the near 300,000 FAA Team SPANS notices, option to run a 45-second promotional video prior to broadcast, and visibility during entire broadcast. In addition, all broadcasts reside in the faasafety.gov course archive guaranteeing growing viewership over time. Notice to all members two days prior to broadcast includes a Big Story banner ad.

MENTOR *LIVE* broadcast sponsorship options:

Position	Size/pixels	x1	x3	x6	x12
Mentor <i>LIVE</i> - Big Story Banner	450 wide x 240 high	\$5000	\$3500	\$2500	\$1250



From NAFI's Chair

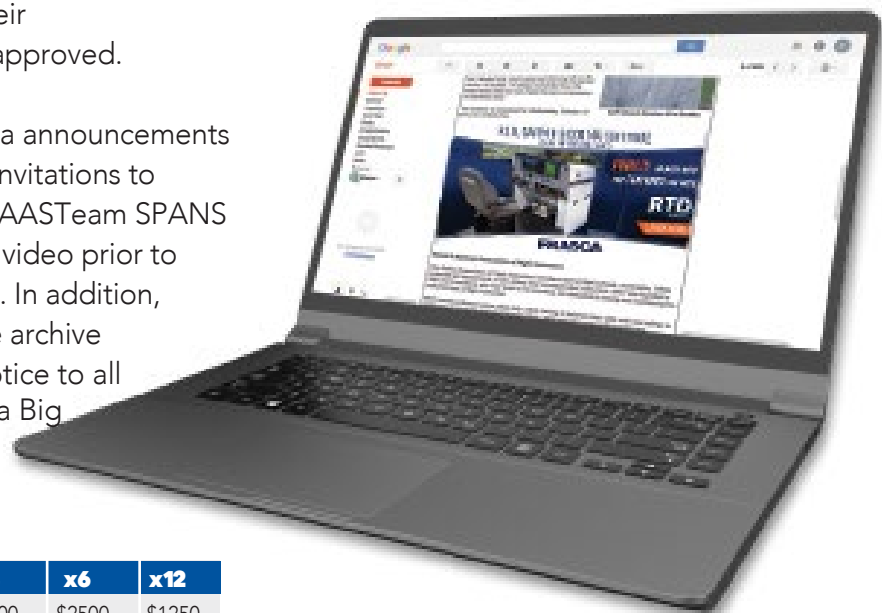
You Say Potato ...
You say potato, I say Solanum tuberosum. Not really, and I'm not going to sing you the song, but it illustrates a point I'd like to make. A few weeks ago, NAFI ran a King Schools' ad in *eMentor* which had the term "pilot license" instead of "pilot certificate," which is the technically correct term. It seems that the updated ad copy from King Schools was missed and we ran the original version. Naturally, when we caught it, we called King Schools to apologize; they told us it was no big deal and that no apology was necessary.

As anyone who knows me can attest, I tend to be a bit pedantic in my writing and speech. It's important to me that I use the correct phraseology when discussing technical and regulatory issues, as the devil is always in the details. When teaching students at any level, I continue this habit. My goal with newcomers is to ingrain the correct habits, so, if they elect to be flight or ground instructors, we're not spending time and effort on what should be a relatively simple thing.

But here's my point: It doesn't hurt anything if we hear someone using slightly different words to get to the same goal. The case in point is "pilot license." Functionally, a "pilot license" is the same as "pilot certificate." Does using "license" instead of the more correct "certificate" have ramifications? Perhaps, but the instructor should have the correct documents with them, in any case. And the FAA uses "pilot license" in its own publications, so it is a commonly used term.

When we see or hear a newcomer slip, don't do what I used to and make a point of immediately correcting them. That can be a turn-off and potentially something that spoils the relationship we have with a student. It can also reinforce the incorrect perception that pilots tend to be in an exclusionary club. Instead, try to use the correct terms as a matter of habit, because using correct terminology does facilitate communication, and others will follow your example. And, if that doesn't happen, try to find the correct teaching moment where it doesn't seem like you're lecturing or being a "know-it-all."

Bob Meder,
NAFI Board Chair



NAFI Professional Development Program Sponsorship

Throughout the year, we offer specialized ways to show your support. These include events that bring members, supporters and industry together; programs to honor flight instructors and serve our members and projects designed to further professional development of the flight instruction community.

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. The PDP signifies a continuing commitment to personal advancement and to providing clients with expert service in an ever changing business environment. The Professional Development Program has over 700 active participants and X more courses will be added in 2020.



The PDP is 40-hours of course work in five distinct

Subject areas:

Instruction

Business and
Communication

Leadership
Development

Human Psychology
/Human Factors/
Risk Management

Electives

additional subject matter areas not related to other categories, and for advancement of candidate in other aspects of aviation i.e., career change, resume and portfolio development, networking skills)



NAFI Professional Development Program Subject Area

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 (formats TBD).
- Recognition as Subject Area Sponsor on 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

NAFI PDP Subject Area Sponsorships are \$5,000 on an exclusive annual basis for one of the five PDP Subject Areas. Renewing PDP Subject Area Sponsors shall have the first right of refusal for their current year Subject Area. (first come first serve)

EVENTS

AirVenture Annual Member Breakfast

Each year NAFI hosts a member breakfast at the NAFI Professional Development Center during AirVenture Oshkosh.

Attendance is approximately 100 to 150 members, FAA representatives and flight training industry leaders. The breakfast includes reports from NAFI board and staff, awards presentations and special guest speakers.



NAFI Member Breakfast Sponsorship \$3,000

PROGRAMS/PROJECTS

Hall of Fame

Each year, NAFI administers the Flight Instructor Hall of Fame to recognize individuals who have made significant regional or national contributions to aviation education and flight instruction. Sponsorship of this prestigious award is a



permanent role providing the opportunity to show appreciation for these deserving individuals who demonstrate dedication to excellence in flight instruction year after year.

Flight Instructor Hall of Fame Sponsorship \$4,000

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 assure 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.

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