



THE ARSA DISPATCH PROVIDES NEWS AND INFORMATION TO OVER 2,600 CIVIL AVIATION PROFESSIONALS.

TOP TEN REASONS TO ADVERTISE IN THE **ARSA DISPATCH:**

1. CREDIBLE SOURCE

For years, our members have turned to ARSA as the informational authority of the profession. Advertising in the ARSA Dispatch solidifies your place among information provided to ARSA members.

2. TARGETED DISTRIBUTION

Advertising in the ARSA Dispatch allows your company to reach decision-makers. Your message will be in front of pre-qualified buyers who are looking for what you sell.

3. OPT-IN SUBSCRIBER LIST

Subscribers to the ARSA Dispatch have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4. RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant issues and trends that affect our subscribers the most.

5. FREQUENCY

Frequency builds awareness. The ARSA Dispatch ensures your ad will be seen weekly by our 2,600 subscribers.

6. AFFORDABLE

Advertising in the ARSA Dispatch is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7. YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the ARSA Dispatch has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8. IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9. EXCEPTIONAL CREATIVE SERVICES


Our talented design team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the ARSA Dispatch.

10. TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

Need a mobile version? <http://www.multiview.com/briefs/arsa/012909.htm>

A  Experience... the Hudson Difference

ARSA Dispatch A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE AERONAUTICAL REPAIR STATION ASSOCIATION

Jan 29, 2009
ARSA Quick Links > Home Legislative Action Center Careers Library Symposium Train to Gain

B **1 IDENTITY SOLUTIONS**
Protecting and Securing Personal Identities and Assets

C **intellisoft** Does your current software make it easy for you to comply with the latest TSA Regulations?

D **Mica Calls on Obama to Act on FAA Safety Matters**
U.S. Rep. John L. Mica (R-FL), the House Transportation and Infrastructure Committee Republican Leader and former chairman of the Aviation Subcommittee, praised the pilot of US Air Flight 1549 and those involved in the rescue of passengers and crew, and called on the President and Congress to take action on some long-delayed safety matters relating to the Federal Aviation Administration (FAA). [More](#)

E **How will the changes to Part 21 affect your business?**
Learn from the people who wrote the new rules. Click [HERE](#) to reserve a seat. [NDRE](#)

C1 **RVA Airports... It's What We Do**
Robinson Aviation, Inc.

Final House Passage of Lilly Ledbetter Fair Pay Act Expected Today
On Jan. 27, The Lilly Ledbetter Fair Pay Act is expected to be considered on the House floor for final approval before being sent to President Obama's desk for signature into law. [More](#)

AA Mechanics & Tech. Specialists File for Federal Mediation
All of organized work groups at American Airlines are in federal mediation after the TWU-represented Mechanics and Related work group and the TWU-represented Technical Specialists unilaterally filed for federal mediation. [More](#)

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ADVERTISING OPTIONS

A LEADERBOARD

This premier position in the ARSA Dispatch provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with premium real estate to sell your company's products or services to industry decision-makers.

F C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors and graphics into an eye-catching sales message for committed buyers that read the ARSA Dispatch.

D PRODUCT SHOWCASE

Showcase your latest product with this unique placement in the ARSA Dispatch and include a photo, 50-word description and a direct link to your site.

E FEATURED COMPANY AD

Integrated into the feel of the ARSA Dispatch, a featured company ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad in the ARSA Dispatch to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.



THESE OPPORTUNITIES AND MORE ARE AVAILABLE TODAY. START GETTING IN FRONT OF CIVIL AVIATION PROFESSIONALS NOW!

CONTACT US AT **972.402.7025**
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