

AD UNITS | SPECS | PRICES

ExperCraft Simple Log is a system that builders (and restorers) use to create project documentation and Web logs to share with others. Builders have logged nearly \$5 million spent with various vendors since 2004.



The screenshot shows the Expercraft Simple Log interface. At the top, there's a navigation menu with links like 'Guestbook', 'Print Log', 'Feedback', 'Preferences', 'Account', and 'Log Out'. Below that, there's a section for 'SIMPLE LOG BUILD ENTRIES :: LIST BUILD LOG ENTRIES'. The main content is a table of construction entries, and to the right, there are several advertisements.

Date	Component	Content	# Images
Aug 20, 2007	Vertical Stabilizer	Started the vertical slab	3
Feb 16, 2002	Horizontal Stabilizer	HS work complete!	2
Feb 2, 2002	Horizontal Stabilizer	Riveted skin	2
Jan 26, 2002	Horizontal Stabilizer	Drilled and dimpled HS skeleton and skin	1
Jan 26, 2002	Horizontal Stabilizer	Dimpled HS skins	2
Jan 22, 2002	Horizontal Stabilizer	Compressor troubles	2
Jan 20, 2002	Horizontal Stabilizer	Drilled HS skins	0
Jan 13, 2002	Horizontal Stabilizer	Drilling, priming, assebling	0
Dec 12, 2001	Horizontal Stabilizer	Sanded and fluted HS skeleton	1
Dec 5, 2001	Horizontal Stabilizer	Prepared the HS forward spar parts	1
Dec 4, 2001	Horizontal Stabilizer	Sanded and bent HS610 and HS614	0
Nov 29, 2001	Horizontal Stabilizer	Making some headway on the HS	1
Nov 28, 2001	Horizontal Stabilizer	Found out that the HS411 is ok but found a real error, practiced riveting.	2
Nov 26, 2001	Horizontal Stabilizer	First mistake discovered	1
Nov 25, 2001	Horizontal Stabilizer	Priming rear spar components	2
Nov 23, 2001	Horizontal Stabilizer	First six rivets today!	1
Nov 18, 2001	Horizontal Stabilizer	Drilling and cutting HS front spar assembly	0
Nov 17, 2001	Horizontal Stabilizer	Began fabrication of the HS forward spar	2
Nov 15, 2001	Horizontal Stabilizer	Started HS front spar subassembly	2
Nov 11, 2001	Horizontal Stabilizer	HS rear spar subassembly - drilling, deburring, etc	2
Nov 10, 2001	Horizontal Stabilizer	Learning, drilling, clekoing and tiling	1
Nov 5, 2001	Horizontal Stabilizer	Inventoried the empennage components	1

Advertisements shown in the screenshot include:

- BI-FOLD & HYDRAULIC DESIGNER DOORS SCHWEISS**: Advertisement for aircraft doors.
- FBO OPPORTUNITY (BBKANSAS)**: Advertisement for FBO opportunities in Kansas.
- LIVING WITH PLANE**: Advertisement for residential airports in the LWYP database.
- GO CONTINENTAL ORIGINAL EQUIPMENT REPLACEMENT PARTS**: Advertisement for Continental aircraft parts.
- Over Washington 4-DVD set**: Advertisement for a DVD set about flying over Washington.
- Fighter Pilots 3-DVD pack**: Advertisement for a DVD pack about fighter pilots.
- ROSE Aviation Headset 3**: Advertisement for an aviation headset.

MEDIUM RECTANGLE

- » Positioned in the right column above the fold on every page of the ExperCraft Simple Log system (where aircraft builders document their active aircraft projects).
- » Ad units do not rotate, but multiple units are available.
- » **Size:** 300 x 250 pixels
- » **Cost:** \$500 per month

VERTICAL BANNER

- » In the right column just below the Medium Rectangle on every page of the ExperCraft Simple Log system.
- » Multiple advertisers rotate in these positions.
- » **Size:** 120 x 240 pixels
- » **Cost:** \$275 per month

SQUARE BUTTON

- » Stacked in the right column of every page of the ExperCraft Simple Log system.
- » **Size:** 125 x 125 pixels
- » **Cost:** \$100 per month

SPECS

- » All ad units can be Flash, JPEG, or GIF (animated or transparency)
- » All ad units should be 72 dpi
- » All ad units are linked to advertisers desired URL

SALES REPS

- » Larry Price — 888-735-9379
larry@generalaviationnews.com
- » Mickey Price — 888-735-9379
mickey@generalaviationnews.com