



### A Global Impact

Skilled Pilots currently welcomes nearly 60,000 unique visitors every month with readership concentrated in the world's top aviation countries and cities. Skilled Pilots is committed to the interests of our global readership and advertisers.



#### Benefits

- ✓ Powerful, global exposure
- ✓ Superior advertising platform
- ✓ Mobile-enhanced and adaptive technology
- ✓ Proven audience
- ✓ Trackable results



#### Traffic

- ✓ 60,000 unique visitors & 230,000 pageviews per month via Google, Social Media, Facebook, Twitter, press releases and other media outlets
- ✓ 24,300+ Twitter Followers
- ✓ 5,100+ Facebook Fans



#### Results

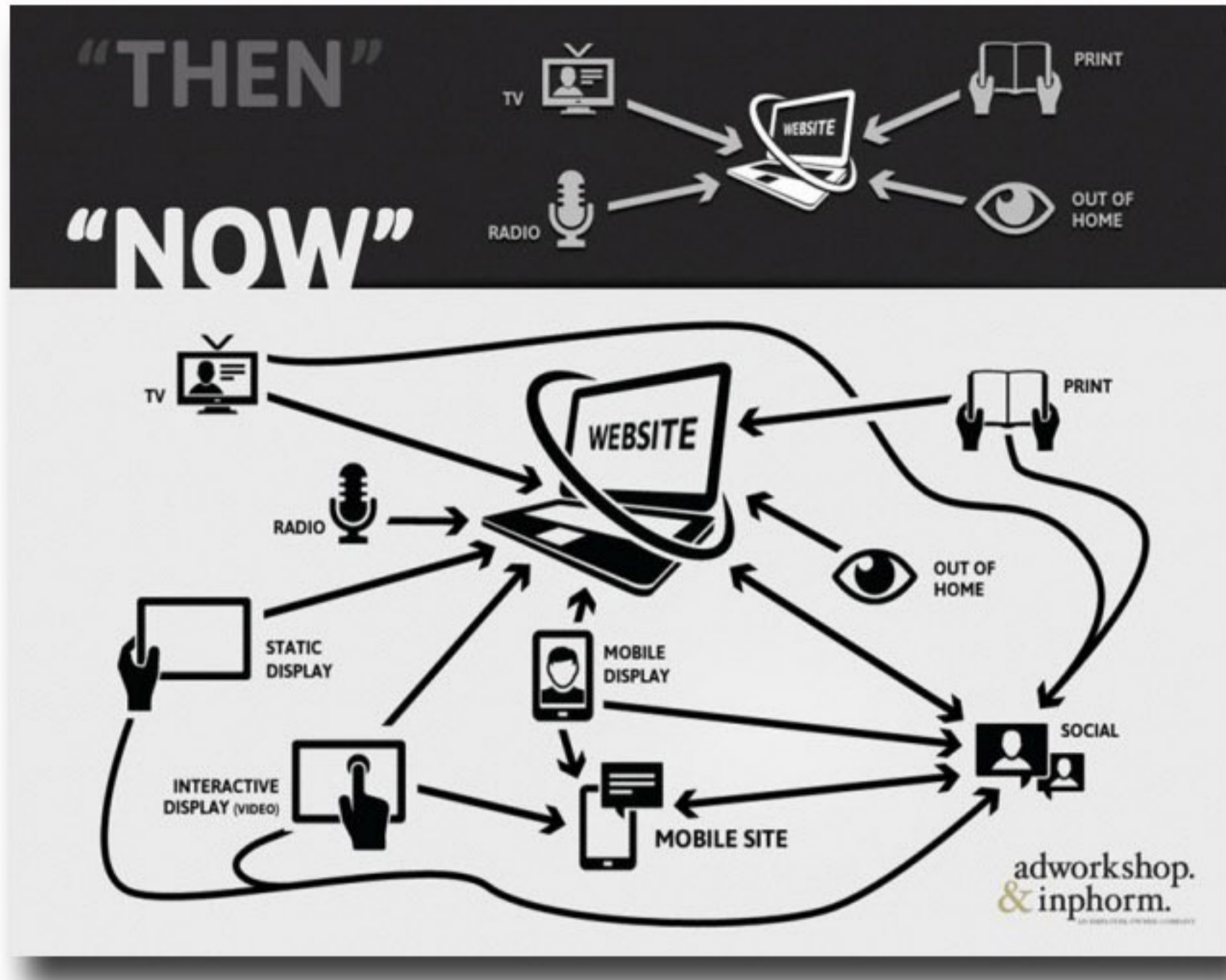
- ✓ Social media engagement
- ✓ Visitors average 4 minutes per visit
- ✓ Fast growing community
- ✓ Massive exposure



### The Future of Advertising

Digital advertising is the future and SkilledPilots.com is the premium aviation directory for aviation and aerospace businesses to get massive exposure. It is also a fast growing community of skilled pilots and aviation enthusiasts.

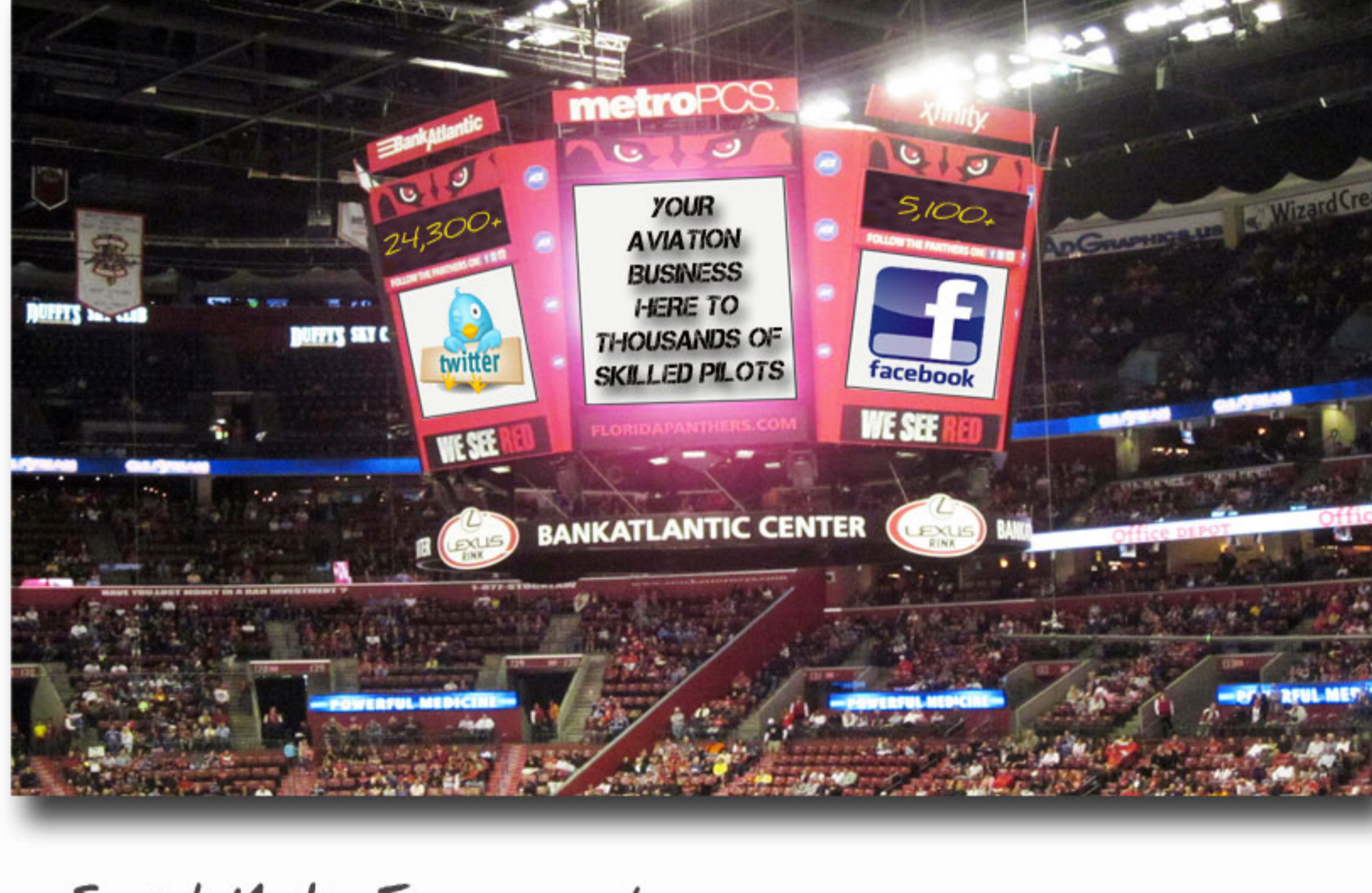
### Digital versus Traditional Media - Then and Now



### The Power of Social Media

Advertising with us is like putting your aviation business in front of thousands of Skilled Pilots and Aviation Enthusiasts together in one Arena!

- ✓ 24,300+ Twitter Followers
- ✓ 5,100+ Facebook Fans



### Social Media Engagement

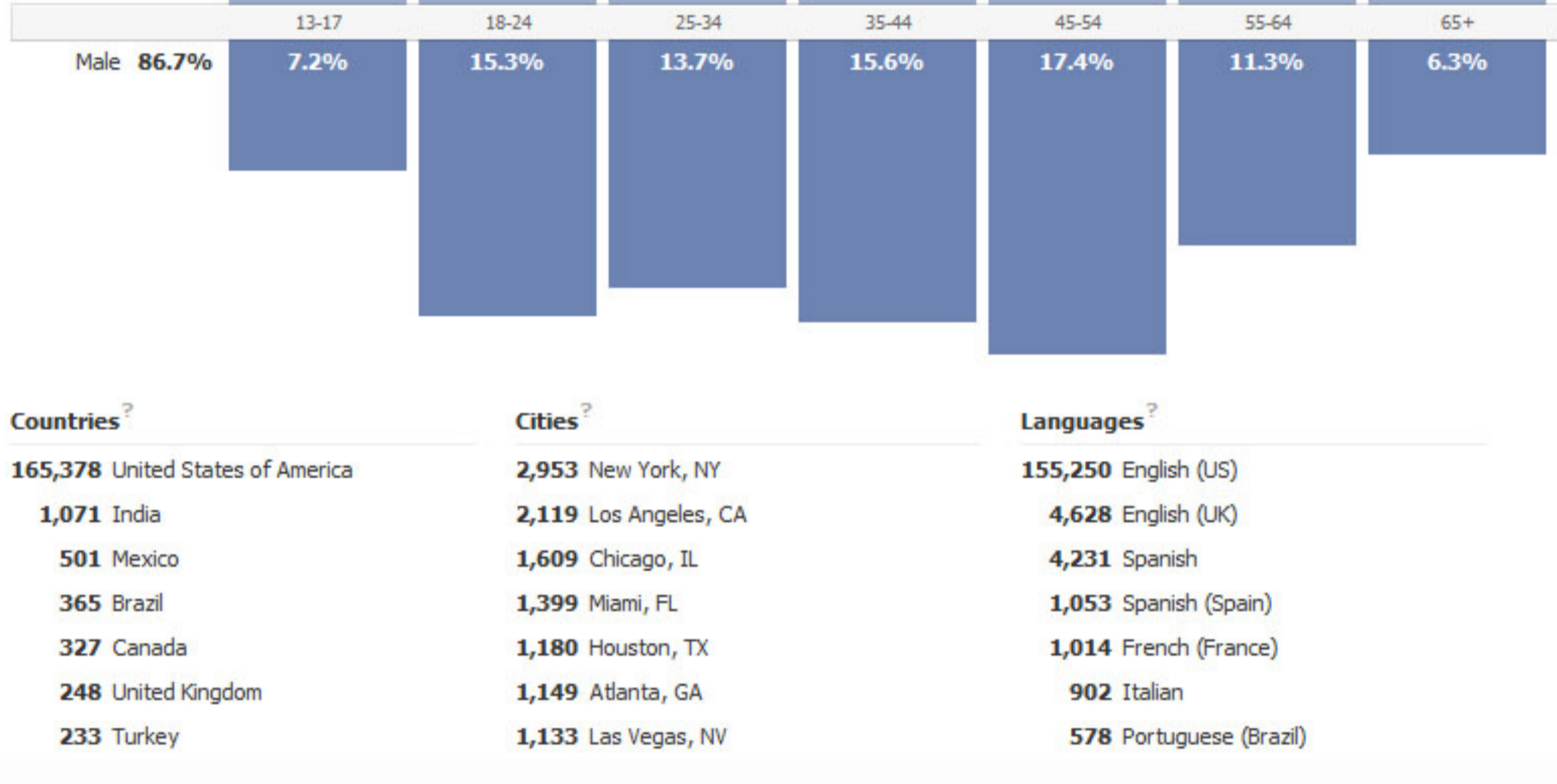
The power of our social media outlets such as Facebook and Twitter can easily create a viral effect on for example a blog post, video or website. See an example of a blog post on our website below.

VIDEO: How it's Really Like to be a F-18 Fighter Pilot, Some Spectacular Video Footage!

By SkilledPilots.com Feb-19-2013 Aviation News 7 Comments

Like 663 | Tweet 49 | Share 38 | 1 | 735 | 147 | 1 | 3

### Where are our visitors?



### Who are our visitors?

Snapshot of a Facebook questionnaire on the right

### What is their interest?

Example of a Facebook questionnaire below

Skilled Pilots asked a question. February 11

Pilots, we need your help. What aviation supplies would you want to get great discounts, coupons or gift cards from? We're talking offers that would make you upset if you missed out on them. Add if you don't see it!

- Aircraft avionics ...
- Sunglasses +56
- Headsets +22
- Flight deck ipads +13
- AVGAS +12
- Kneeboards +7

6 More...

Like · Comment · Share 23

54,632 people saw this post

- David A Emerson** KC-135(A)(E)(R) Phase Inspection and Crew Chief. Some of my best times was spent in the military. Miss the guys and job, not the government BS. Unlike · Reply · 2 · April 3 at 2:02pm
- Shawn Agee** Security Police (now Security Forces) Unlike · Reply · 2 · April 3 at 1:13pm
- Jim Lofton** 46250. Weapons Mechanic 23rdTFW 1975-1979 Unlike · Reply · 1 · April 3 at 12:08pm
- William Menkevich** Gunner on B-45 Unlike · Reply · 2 · April 3 at 11:53am
- Raymond C. Kreps** Pilot F 86-D all weather fighter interceptors out of Sioux City Ia. 1955 to 1957. Unlike · Reply · 1 · April 5 at 10:15am
- MB Flyer** 811x0 - 906SPF Unlike · Reply · 1 · April 3 at 9:58pm
- Donald R. Laferty** B52/K135A Avionics tech, MSGT USAF (ret) Unlike · Reply · 1 · April 3 at 7:17pm
- Dave Shurte** I was A P For 16 Years. 1977 - 1993. Unlike · Reply · 1 · April 3 at 4:59pm · Edited
- James R McMichael** 11F3X Unlike · Reply · 1 · April 3 at 4:05pm
- Paul St Laurent** Paul St Laurent A/C sheet metal tech. S8-63. B47-Kc97 376th Bomb Sqrd. Lockbourne AFB, Columbus, Ohio. Best years of my life followed by a 22 year career with Eastern Air Lines. Unlike · Reply · 1 · April 3 at 3:38pm
- Dave Bonnell** flight engineer AC-47 Spooky Vietnam Unlike · Reply · 1 · April 3 at 12:12pm



### Skilled Pilots Testimonials

What the aviation industry is saying about Skilled Pilots

**Testimonial from Mitch Larrivee from Traxair Flight Academy:**  
Thank you so much! You can never get enough PR, and SkilledPilots certainly understands that! Listing your company on a site like SkilledPilots helps with Search Engine Optimization (SEO) efforts, but the service of PR via a premium press release, twitter mention, and being featured on SkilledPilots.com is unprecedented.

**Testimonial from the iFlightPlanner Crew:**  
SkilledPilots.com is proving a useful resource to increase awareness of our brand in the aviation community. They are simple to use, easy to work with, and fully understanding of the fiscal restraints most new businesses have. The site is clearly committed to helping get the word out about aviation-related businesses, which is good not only for our business, but for the industry as a whole. Their press release service puts them head and shoulders above the usual litany of job boards and career sites out there. Thanks Skilled Pilots!

**Testimonial from Scott Blondo of Charter Flight Group - Private Jet Charter Service:**  
Wow! How refreshing it is to find a site committed to helping you get the word out about your aviation-related business. The new SkilledPilots.com directory definitely helped us quickly expose our charter flight business to the world with a nice listing, special features, press releases and tweets. Thanks SkilledPilots! We appreciate your attention to the important details that help businesses succeed.

**Testimonial from Leonard Assante of Aviation Access Project:**  
SkilledPilots.com is proving a useful resource to increase awareness of our brand in the aviation community. They are simple to use, easy to work with, and fully understanding of the fiscal restraints most new businesses have. The site is clearly committed to helping get the word out about aviation-related businesses, which is good not only for our business, but for the industry as a whole. Their press release service puts them head and shoulders above the usual litany of job boards and career sites out there. Thanks Skilled Pilots!

**Testimonial from Thomas Duffy, COO of Vision of Flight:**  
Being a non-profit organization, every dime that we spend (regardless of what it is for) is carefully tracked and accounted for. One of our largest expenses is marketing and promotions; this helps attract donations and revenues, allowing our students to excel in their training and goals. SkilledPilots.com allowed and assisted us to reach a broader and more diverse demographic, expanding our virtual/social reach, and attracting new followers/fans to our mission. We can't thank you enough!

Read more testimonials on our website's Testimonials page...

Please contact us to discuss your specific campaign needs.

### Skilled Pilots online Advertising

- ✓ Add your aviation business listing to our aviation directory, first 30 days free, then \$97 per month
- ✓ A mention to our 24,300+ Twitter followers = \$279
- ✓ A status update to our 5,100 Facebook fans = \$349
- ✓ A mention and a status update combined = \$497
- ✓ Getting Featured and a Premium Press Release to 450+ media outlets worldwide = \$349



Call Skilled Pilots and Start Seeing Results Today!

CALL MARC HENNES TO DISCUSS OPTIONS | +1.214.564.6519 , MARC@SKILLEDPILOTS.COM

**+1.214.564.6519**