

THE AVIATORS

SEASON 4



THE BIGGEST AVIATION SHOW
ON THE PLANET

2013 MEDIA KIT
NATIONAL & GLOBAL TELEVISION
ADVERTISING & BRAND INTEGRATION





THE AVIATORS

**A Proven Hit...
Across the Country...
& Around the World**

The Aviators has proven itself to be a phenomenal success. Episodes of The Aviators have been broadcast over 25,000 times to an audience of over 10 million viewers in hundreds of markets across the United States. The Aviators is also an incredible international hit with tens of millions viewers in more than 100 countries.



United States



Canada



Overseas



& Hulu Plus



Best-seller



New in 2012

Interesting Facts About The Aviators



The Aviators has won a Silver Plaque in the category of Educational/Documentary Series at the 48th Hugo Television Awards presented by Cinema/Chicago and the Chicago International Film Festival.



The Aviators is broadcast on over 250 PBS affiliates reaching over 81% of U.S. TV households. As a point of comparison, this is equal to PBS' own network news hour and is unheard of for an independent production.



Season one had a weekly U.S. viewership of 9,336,337 according to Nielsen. This has grown to an estimated 10,269,971 viewers and does not include international broadcasts nor online viewing.



Episodes of The Aviators have so far collectively aired over 25,000 times on TV in the U.S. alone.



In 25 years, our top-tier PBS distributor has never received so many requests for subsequent seasons of an independent production as they have for The Aviators.



Season 3 skyrocketed up the iTunes charts reaching #3 immediately behind *The Daily Show* and ahead of titles like *Top Gear*, *Anthony Bourdain*, and *Mythbusters* also carrying seasons one and two to #7 and #9 respectively, resulting in all three seasons ranked in the top 10 at the same time.



The Aviators website generates an average of over 2 million hits each month. Our Facebook page is very active with over 25,000 Likes and our YouTube channel plays more than 1.6 million views a year.

*Let us work with you to develop
the most effective way to convey
your company's message to our
10 million weekly US viewers*



Your Brand Integrated into Actual Program Content... Seen Worldwide

The Aviators has partnered with some of the country's most well-known companies to expertly integrate their brands directly into the content of the show in a subtle, non-invasive and very effective manner.

Creative segment planning and filming combined with masterful writing and editing yield content viewers find entertaining, informative and relevant. At the same time, friendly brands are discretely presented suggesting product endorsement, enhancing brand recognition, and encouraging customer loyalty.

The Aviators is the only outlet with the power and ability to directly and persuasively integrate your brand within content feverishly desired by a captive, targeted and dedicated audience of millions and seen countless times.

At long last the time has come for your company to use television for more than just commercials.

Your Advertising Choices Made Easy

PBS allows for a one-minute pod at the beginning and end of each episode for ads referred to as "underwriting tags." Tags may be a maximum of 15 seconds long and are intended to show to the viewer a message from the companies or organizations that helped make the show possible. At the full 15-second length, there can only be 4 of these tags.

Tags are a more direct way to further identify a brand as being associated with The Aviators and therefore its fans. This has proven to strengthen viewer support for companies that are shown to support the viewers in return.

Ad Length: **5, 10, or 15** seconds

Ad Frequency: **1, 3, 6 or 13** episodes

	1 episode <i>1538 ad airings</i>	3 episodes <i>4616 ad airings</i>	6 episodes <i>9232 ad airings</i>	13 episodes <i>20000 ad airings</i>
15 second ad	70,000.00	64,615.38	59,230.77	53,846.15
Cost per airing	45.50	41.99	38.50	35.00
10 second ad	50,000.00	46,153.85	42,307.69	38,461.54
Cost per airing	32.50	29.99	27.50	25.00
5 second ad	30,000.00	27,692.31	25,384.62	23,076.92
Cost per airing	19.50	18.00	16.50	15.00

A Few of the Many Comments from Our Partners

“Our customers watch your show!”

“You should all be proud of this. You all are a pleasure to work with and the segment is spectacular!”

“How were we not already working with you???”

“The Aviators is the only show that stays on my Tivo.”

“We are proud to be sponsors of The Aviators”



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