

Sponsored Content

Serving the aviation training community for 32 years, our dedicated team will work with you to develop a custom solution to market your products in a way that is aligned with your campaign objectives.

Take advantage of a high profile online campaign promoting your sponsored content article using our online and social channels, this tailored opportunity allows you more flexibility than traditional advertising to communicate your message to the global aviation training community.

Your full-service marketing campaign is based around sponsored content published on Halldale.com and on our CAT digital channels. Combining the best of digital and social promotional channels, your feature allows you to communicate a sophisticated message globally to our readers and online audiences around the world, driving high quality traffic to your site.

CAT showcases the latest training practices for pilots, cabin crew and maintainers throughout the civil airline industry, supporting the global airline training community with comprehensive coverage of international airline training challenges and effective training solutions.

For further information, contact:

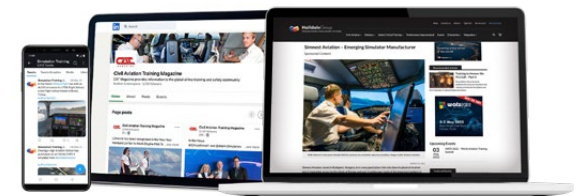
Holly Foster

Email: holly.foster@halldale.com
Tel: +1 813 994 0191
(The Americas)

Jeremy Humphreys

Email: jeremy@halldale.com
Tel: +44 (0)1252 532009
(EMEA, APAC)

Promote your
simulation and
training business
with a bespoke
promotional
experience.





What's included:

Online

Our dedicated team will work with you to develop your sponsored content. Your article will be published on the aviation pages of www.halldale.com and for an additional fee can also be featured on the home page, including a large 1600 x 900 pixel image.

Featuring within the weekly *CAT* Newsletter, maximum coverage is achieved through our global network of training leaders and an up to date, opted-in audience. The go-to global publication for the defence training community, *CAT* is the best placed industry publication to deliver your marketing objectives.

The detail

- Fully search engine optimised
- Selected keywords in your article will be hyper link back to your landing page (2- keywords multiple times) (NB Premium only)
- Your article will be featured within the dedicated sponsored content area on the Halldale.com home page for one month with a large 1600 x 900 pixel image.
- Your article will remain on Halldale.com after the end of your campaign continuing to promote your company and services.
- Your article promoted in 4 editions (one month) of the *CAT* eNewsletter as Premium sponsored content.
- Premium sponsored content is positioned "above the fold" towards the top half of the newsletter and includes an image, headline, and short article summary (please see the newsletter graphic on P4 of the attached online media info). Includes an 800 x 600 image (jpg or png)
- Standard sponsored content is positioned about halfway down the newsletter and includes an image on our website only (please see the newsletter graphic on P4 of the attached online media info)
- We recommend a length of about 600 to 900 words plus images in 800x600 pixels (jpg or png)
- An example of a recent online sponsored content article can be seen [here](#)®
- Your article promoted in 4 editions of the weekly *CAT* eNewsletter (sample copy attached) as Premium or Standard sponsored content.

12,000

monthly visitors
on Halldale.com

40,000

monthly page downloads
on Halldale.com

26,000

weekly eNewsletter deliveries

19,000

opt-in digital magazine
distribution

What's included:

Social

Amplify your social reach without compromising on credibility, by engaging with CAT's of audience of passionate safety training professionals. Supported by a dedicated social marketing team, we will support both strategy and implementation to ensure you hit your objectives of driving high quality traffic to your site.

Your posts will be shared weekly across all CAT and Halldale social media channels, to a highly engaged audience, with regular monitoring to ensure optimum performance and measurable results.

The detail:

- Includes one post per week for one month on each of CAT and Halldale LinkedIn accounts plus Halldale Twitter and Facebook accounts
- All posts relating to your campaign will tag your organisation and any named individuals/products/events you are promoting, plus we will include specific hashtags you wish to maximise.
- We recommend that you follow our Tweets and LinkedIn posts and that you share links to your article across your own social media accounts.
- Ask your team and partners to like and share our Tweets and LinkedIn posts to further enhance social reach and performance of the social post, and that they share links to their article across their own social media accounts.



10,000
impressions pcm



1,000
reach pcm.



38,500
Halldale impressions pcm

31,000
CAT impressions pcm

| Online | Standard | Premium |
|--|-----------------------------------|-----------------------------------|
| Editorial support to maximise your content promotion | ✓ | ✓ |
| Image in newsletter | ✗ | ✓ |
| Article promoted in four editions (one month) of the CAT eNewsletter as Premium sponsored content | 4x | 4x |
| Newsletter position | Below the fold | Above the fold |
| Article on Halldale.com website | ✓ | ✓ |
| Article featured within the dedicated sponsored content area on the Halldale.com home page for one month (reach 12% of all site traffic) | ✗ <i>Available to upgrade*</i> | ✗ <i>Available to upgrade*</i> |
| Article remains on Halldale.com post campaign continuing to promote your company and services | ✓ | ✓ |
| Fully search engine optimised content | ✓ | ✓ |
| Social | | |
| One post per week for one month on each of CAT and Halldale LinkedIn accounts plus Halldale Twitter and Facebook accounts. | ✓ | ✓ |
| All posts include tag to your organisation and any named individuals/products/events you are promoting, plus specific hashtags. | ✓ | ✓ |
| Social strategy and implementation support | ✓ | ✓ |

Pricing CAT Sponsored Content

Premium (per month): \$6,255 / €5,375 / £4,635

Standard (per month): \$5,005 / €4,300 / £3,705

***Optional premium placement on the Halldale.com homepage for one month:** \$1,135 / € 975 / £840

For further information, contact:

Holly Foster (The Americas)
Email: holly.foster@halldale.com
Tel: +1 813 994 0191

Jeremy Humphreys (EMEA, APAC)
Email: jeremy@halldale.com
Tel: +44 (0)1252 532009