

BANNER Home page Top Center Leaderboard

728 x 90 \$70 CPM

Brand:**Product Code:** 0003**Availability:** 43**Weight:** 0.00kg**Dimensions:** 0.00cm x 0.00cm x 0.00cm**Price: \$70.00****Short Description**

Place your product or service in front of **the most influential decision-makers** in Advanced Air Mobility, Low Altitude Economy and eVTOL aircraft. Our 728x90 leaderboard banner placement delivers unparalleled visibility to **the exact Advanced Air Mobility professionals** who shape the industry.

Description

Homepage Leaderboard Banner Advertising. Top Center Leaderboard 728 x 90 \$70 CPM – Advanced Air Mobility | Low Altitude Economy | eVTOL | Vertiport

Maximize Your Reach with the Future of Transportation

The 728x90 leaderboard format positioned prominently on our homepage ensures **maximum visibility** from the moment visitors arrive. Research consistently shows that ads placed above the fold achieve **44% higher click-through rates** than those below the fold, while leaderboard ads specifically generate **some of the highest CPM rates** in digital advertising.

Industry-Leading Performance Metrics

At **\$70 CPM**, your premium Advanced Air Mobility Network placement significantly outperforms industry benchmarks and demonstrates exceptional value within the aerospace advertising ecosystem. This strategic pricing positions your offering competitively against specialized aerospace publications while delivering superior value through the **CPM model's flexibility**

and **performance-based pricing**.

Competitive Advantage Over Industry Standards: Unlike fixed-rate aerospace publications where advertisers pay **\$1,500-\$4,000 per month** for banner placements, your performance-based pricing allows advertisers to **scale campaigns efficiently** and measure **real-time return on investment**. The **eVTOL market alone is projected to reach \$4.67 billion by 2030**, representing a **35.3% CAGR** that supports premium advertising rates for targeted professional access.

Strategic Value Positioning: We provide the **flexible investment model** that **eVTOL manufacturers** and **AAM operators** require as they **adjust campaigns dynamically** during market evolution. With **over 700 eVTOL concepts in development worldwide** and the industry requiring **60,000 new eVTOL pilots by 2028**, our platform provides essential access to the professionals driving this transformation.

Exceptional Audience Quality

BusinessAviation.aero attracts **decision-makers, executives, and industry professionals** who influence multi-million dollar purchasing decisions in the rapidly expanding AAM sector. Our audience includes:

- **eVTOL manufacturers and operators**
- **Advanced air mobility executives** leading the projected **\$77.32 billion AAM market by 2034**
- **Low-altitude economy professionals** including pilots, flight controllers, and drone operators serving the **\$150 billion UAV market** projected for major regions by 2030
- **Urban air mobility investors and infrastructure developers** supporting vertiport networks and charging stations in the **rapidly expanding vertiport ecosystem**
- **AAM workforce professionals** in the **high-skilled job opportunities** spanning drone operations, AI analytics, fleet logistics, and regulatory compliance

Premium Placement Advantages

Multi-Section Exposure: Your banner appears not only on our homepage but also across **News, Events, and Directory sections**, multiplying your reach across the most visited areas of our platform targeting AAM professionals.

Professional Network Integration: Business Aviation Network connects with our **LinkedIn group** and extends reach to professionals actively engaged in the advanced air mobility ecosystem, with connections to over **60,000 business aviation professionals**.

High-Engagement Demographics: The AAM community represents **professionals who prioritize innovation** and are willing to invest in transformative aerial transportation solutions. The **low-altitude economy is creating high-skilled job opportunities** across multiple disciplines, representing a professional audience with authority for purchasing decisions.

Proven Format Performance

The 728x90 leaderboard format is **used by 57% of advertisers** and recognized by Google as one of the **top-performing ad sizes**. This format delivers exceptional results because:

- **Immediate visibility** upon page load
- **High viewability rates** due to prominent placement
- **Optimal dimensions** for compelling creative messaging
- **Strong performance across desktop and tablet devices**

Exclusive limited opportunity

With only **8 units available**, this exclusive opportunity provides your brand with premium visibility among **the most influential professionals** in advanced air mobility. Position your company at the forefront of an industry where **innovation, sustainability, and direct access to decision-makers** drive success.

Ad placement

Home Page	Secondary Pages
<ul style="list-style-type: none">• <u>\$70 CPM. Leaderboard banner ad (728x90)</u> Homepage plus News, Events, and Directory sections• <u>\$60 CPM. Skyscraper ad (160x600)</u> Homepage plus News, Events, and Directory sections• <u>\$50 CPM. Square ad (250x250)</u> Homepage plus News, Events and Directory sections	<ul style="list-style-type: none">• <u>\$60 CPM. Leaderboard banner ad (728x90)</u> News, Events, and Directory sections• <u>\$50 CPM. Skyscraper ad (160x600)</u> News, Events, and Directory sections• <u>\$40 CPM. Square ad (250x250)</u> News, Events, and Directory sections

Product Gallery