

# 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**

**Maximum visibility** with immediate exposure upon page load

- **44% higher click-through rates** compared to below-the-fold placement
- **Industry-leading CPM performance** with proven results
- **Optimal for brand messaging** across desktop and tablet devices

**Description****Maximize Your Reach:**

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.

**728x90 Leaderboard Banner:****Premium Above-the-Fold Placement**

- **Maximum visibility** with immediate exposure upon page load
- **44% higher click-through rates** compared to below-the-fold placement
- **Industry-leading CPM performance** with proven results

- **Optimal for brand messaging** across desktop and tablet devices

Your ads appear not only on our **homepage**, but also across high-traffic sections—**News, Events, Directory, About Us, Advertise, and Resources**—maximizing your brand’s reach where top industry players gather.

## Ad placement

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

## 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.

## Audience Quality

### Exceptional Audience Quality

[BusinessAviation.aero](https://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

## Product Gallery