



2026–27

MEDIA KIT

YOUR BRAND + VAI'S CHANNELS
= **VERTICAL IMPACT**

Discover advertising opportunities that put your brand **where the industry leads.**

VAI MEMBERSHIP MAKEUP

When you advertise with Vertical Aviation International (VAI), you're claiming influence. Our print and digital media channels put your brand in front of the innovators, decision makers, and leaders shaping vertical aviation.

1,137

COMPANY MEMBERS

62%

**MANUFACTURERS/
SUPPLIERS**

38%

OPERATORS

TOTAL VERTICAL AVIATION PROFESSIONALS: 18,321 REPRESENTING 62 COUNTRIES

VERT:CON[®]

BY THE NUMBERS

THE WORLD'S LARGEST VERTICAL
AVIATION CONFERENCE AND TRADE SHOW

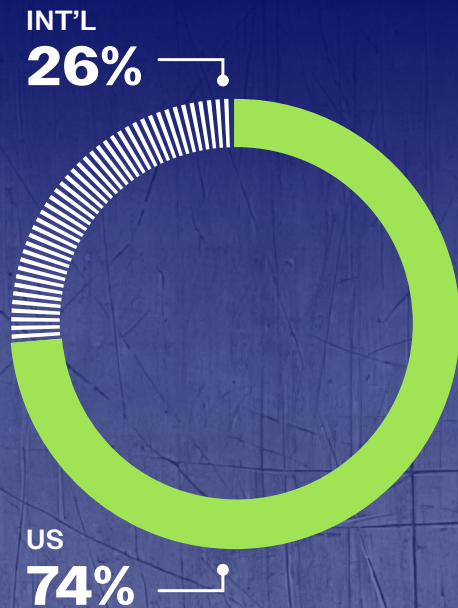
15,000 ATTENDEES FROM **85+** COUNTRIES

600+ EXHIBITORS & **60+** AIRCRAFT ON DISPLAY

125+ EDUCATION & SAFETY SESSIONS

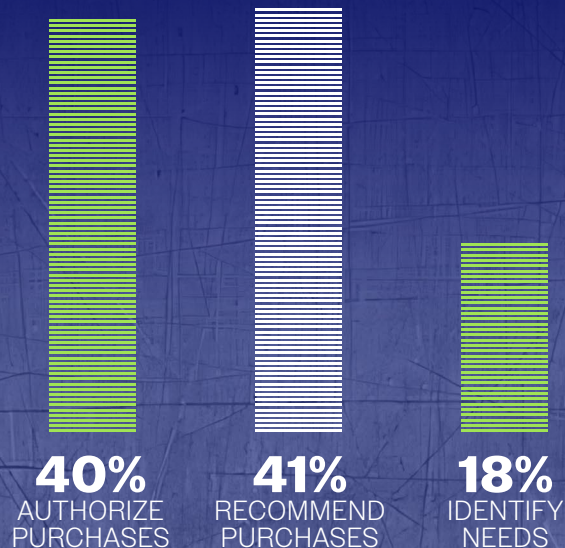
VERTICON ATTENDEE PROFILE

INTERNATIONAL DISTRIBUTION



INVOLVEMENT IN BUYING DECISIONS

70% of attendees are involved in the decision-making process.



ACTIONS TAKEN AT THE SHOW



ADVERTISE IN VAI WEEKLY

Popular weekly e-newsletter has 45% open rate.

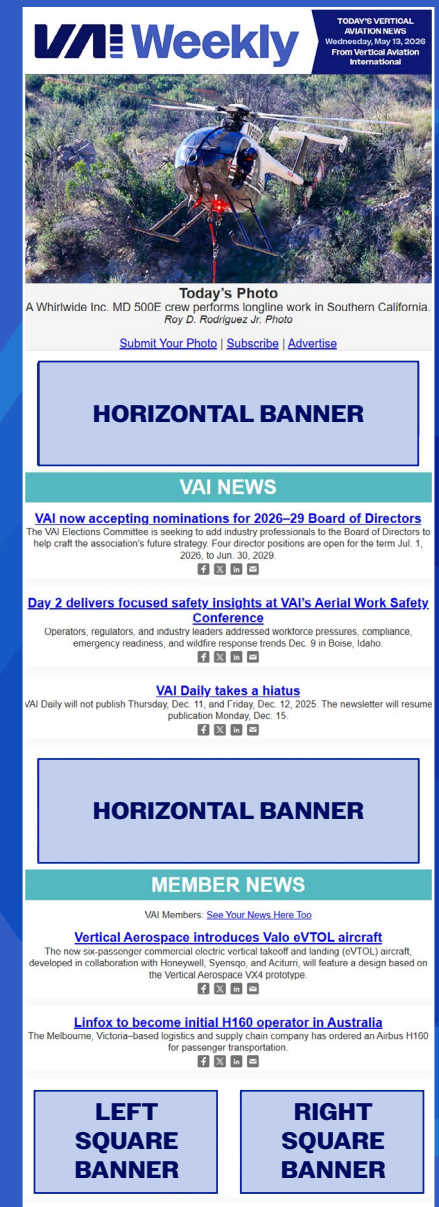
VAI Weekly goes to 37,000 readers in 137 countries every Wednesday filled with original content and vertical aviation news from a rich array of sources, including VAI members, staff, journalists, and contributors.

2026-27 PUBLICATION CALENDAR

Delivered every Wednesday (excluding holidays).

Reserve space: Available on a first-come, first-served basis. Advertising is sold by the month.

Materials due: The 15th of the month before publication.



Contact Sales@verticalavi.org or **+1 352 388 7031** for sponsorship and advertising details.

ADVERTISE IN VAI WEEKLY

2026-27 AD RATES AND SIZES

VAI members enjoy discounted advertising rates. Visit verticalavi.org/join to learn more.

Horizontal Banners (650 x 175)

Horizontal Banner 1 \$1,500 member \$1,725 nonmember	Horizontal Banner 2 \$1,400 member \$1,610 nonmember	Horizontal Banner 3 \$1,300 member \$1,495 nonmember
Horizontal Banner 4 \$1,200 member \$1,380 nonmember	Horizontal Banner 5 \$1,100 member \$1,265 nonmember	

Left/Right Square Banners (310 x 175)

Left Square Banner 1 \$1,200 member \$1,380 nonmember	Right Square Banner 2 \$1,200 member \$1,380 nonmember	Left Square Banner 3 \$1,000 member \$1,150 nonmember
Right Square Banner 4 \$1,000 member \$1,150 nonmember	Left Square Banner 5 \$600 member \$690 nonmember	Right Square Banner 6 \$600 member \$690 nonmember
Sponsored Content	\$1,500 member \$1,850 nonmember	

AD SPECIFICATIONS

- Submit ads in PNG, JPEG, or GIF (animated and static GIFs accepted).
- File size must be no larger than 50 KB.

HORIZONTAL BANNER 1
650 × 175

HORIZONTAL BANNER 2
650 × 175

**LEFT SQUARE
BANNER 1**
310 × 175

**RIGHT SQUARE
BANNER 2**
310 × 175

HORIZONTAL BANNER 3
650 × 175

**LEFT SQUARE
BANNER 3**
310 × 175

**RIGHT SQUARE
BANNER 4**
310 × 175

HORIZONTAL BANNER 4
650 × 175

HORIZONTAL BANNER 5
650 × 175

**LEFT SQUARE
BANNER 5**
310 × 175

**RIGHT SQUARE
BANNER 6**
310 × 175

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VTOL ADVOCATE

VTOL Advocate will be emailed to VAI members at least twice a month with relevant and vital advocacy and government updates that impact the vertical aviation community.

Rates (annual; member-only)

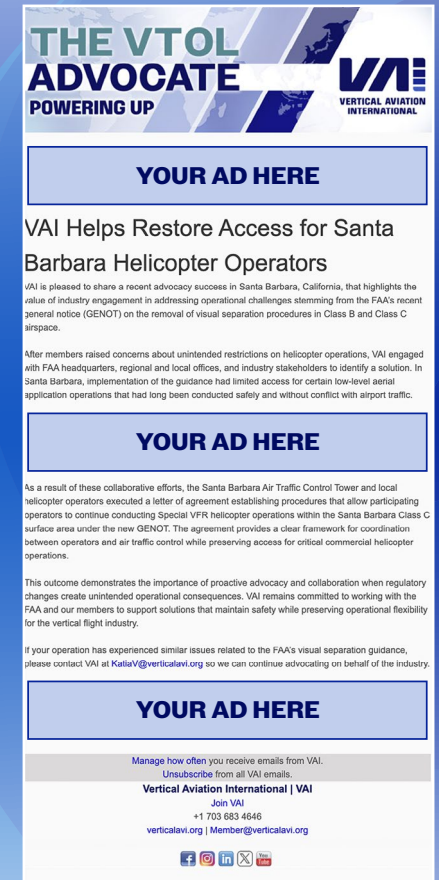
Top Banner - \$9,000

Middle Banner - \$8,500

Bottom Banner - \$8,000

AD SPECIFICATIONS

- Size: 600 x 100
- Submit ads in JPG format.



The screenshot shows the layout of the VTOL Advocate email newsletter. At the top is the header with the title 'THE VTOL ADVOCATE' and the tagline 'POWERING UP' next to the VAI logo. Below the header is a large blue box with the text 'YOUR AD HERE'. This is followed by a section titled 'VAI Helps Restore Access for Santa Barbara Helicopter Operators' with a paragraph of text. Below this is another blue box with 'YOUR AD HERE'. This is followed by another paragraph of text. Below this is a third blue box with 'YOUR AD HERE'. At the bottom is a footer section with a link to 'Manage how often you receive emails from VAI.', a link to 'Unsubscribe from all VAI emails.', the VAI logo, and contact information: 'Vertical Aviation International | VAI', 'Join VAI', '+1 703 683 4646', and 'verticalavi.org | Member@verticalavi.org'. There are also social media icons for Facebook, Twitter, LinkedIn, and YouTube.

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QUARTERLY MEMBERSHIP EMAIL OPPORTUNITIES

VAI Rundown is the quarterly member newsletter recapping the work VAI has accomplished over the past quarter—including advocacy highlights, a benefits feature, a safety segment, an events calendar, and more. With an average open rate topping 50% every quarter, you can bet your ad will be seen!

- Average number sent each quarter: 10,930
- Average open rate: 51.61%
- Average click rate: 8.35%.

2026–27 Publication Calendar

Oct. 14, 2026 | Jan. 12, 2027 | Apr. 13, 2027

2026–27 Ad Rates

Top Banner - \$5,000 member | \$5,750 nonmember

Middle Banner - \$4,500 member | \$5,175 nonmember

Bottom Banner - \$4,000 member | \$4,600 nonmember

AD SPECIFICATIONS

- Size: 600 x 100
- Submit ads in JPG format.

VAI RUNDOWN
YOUR QUARTERLY MEMBER NEWSLETTER
FROM VERTICAL AVIATION INTERNATIONAL
January 2026 Member@verticalavi.org

In This Edition ...

VAI Welcomes US National AAM Strategy

Hill's Safety Segment

About Your Membership

YOUR AD HERE

VAI Welcomes US National AAM Strategy
New federal roadmap sets direction for integration of advanced air mobility through 2036.
With its release of the **Advanced Air Mobility National Strategy** last month, the US Department of Transportation presented a framework outlining how the United States plans to integrate advanced air mobility (AAM) aircraft, including electric vertical takeoff and landing (eVTOL) and other powered-lift vehicles, into the national transportation system over the next decade. The plan, announced Dec. 17, 2025, sets federal priorities for airspace, infrastructure, security, workforce development, autonomy, and community engagement, with a clear focus on safety, scalability, and economic competitiveness. [Read more.](#)

Hill's Safety Segment
Your Quarterly Safety Tip from VAI Senior Director of Safety Chris Hill
**Critical Conversations**
The ability to communicate clearly and concisely is expected of every professional pilot.
Most of us pilots spend years honing our skills to communicate (and sound cool) with air traffic control (ATC). But how much time do we dedicate to learning how to have equally critical conversations with our customers? [Read more.](#)

YOUR AD HERE

About Your Membership
Come See Us at VERTICON!
Visit the VAI Membership Booth on the show floor, Booth #1815, for an opportunity to spin the wheel and win prizes, learn about member benefits, and meet the VAI team!

New this year: renew your membership at VERTICON and receive a \$5 Starbucks gift card!

YOUR AD HERE

Manage how often you receive emails from VAI.
Unsubscribe from all VAI emails.
Vertical Aviation International | VAI
Join VAI

Contact Sales@verticalavi.org or **+1 352 388 7031** for details!

TARGET YOUR ADS!

Expand your brand and broaden your digital exposure.

Reach VAI's audience with trackable, quantifiable digital exposure. Visitors to **verticalavi.org** and **verticon.org** are tagged with a cookie, so they'll see your ad when they visit other websites.

DIGITAL EXPOSURE

- ▶ Targeted ads provide guaranteed, sustained, and specific exposure to vertical aviation professionals.
- ▶ Receive detailed reports that allow you to see your campaign results in real time.

Reporting

- ▶ Impressions
- ▶ Clicks
- ▶ Geographic Locations

Ad Sizes

Wide Skyscraper (160 × 600)
Square Pop-Up (300 × 250)
Leaderboard (728 × 90)

Pricing (3 months)

- ▶ 100,000 Impressions for \$5,000 member | \$5,750 nonmember
- ▶ 75,000 Impressions for \$4,000 member | \$4,600 nonmember
- ▶ 45,000 Impressions for \$3,000 member | \$3,450 nonmember

**WIDE
SKYSCRAPER
160 × 600**

**YOUR
AD
HERE**

**SQUARE POP-UP
300 × 250**

**YOUR AD
HERE**

**LEADERBOARD = 728 × 90
YOUR AD HERE**

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VERTICON ADVERTISING OPPORTUNITIES



VERTICON 2027 PROGRAM & EXHIBIT GUIDE ADVERTISING

The on-site guide to the world's largest VTOL trade show.

The Program & Exhibit Guide is distributed to all VERTICON attendees. Promote your presence so current and prospective customers can easily find you at the largest vertical aviation conference and trade show on Earth.

2027 Publication Calendar

Reserve space	Feb. 1, 2027
Artwork due	Feb. 8, 2027

2027 Ad Rates and Sizes

VAI members enjoy discounted advertising rates. Visit verticalavi.org/join to learn more.

Center Spread† 8W × 9H \$7,720 members \$8,095 nonmembers	Back Cover† 4W × 9H \$7,720 members \$8,095 nonmembers	Inside Front Cover† Inside Back Cover† 4W × 9H \$7,130 members \$7,475 nonmembers
Premium Position† 4W × 9H \$4,705 members \$4,940 nonmembers	Full Page† 4W × 9H \$3,035 members \$3,185 nonmembers	1/2 Page 3.5W × 4.25H \$1,560 members \$1,630 nonmembers

All sizes are in inches, and all ads must be 4-color.

†For all ads requiring a bleed, add 0.125 inches to image size on all sides and keep live matter 0.375 inches from the trim line. Offset crop marks outside the bleed.



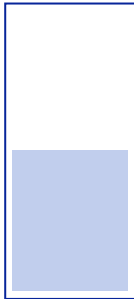
AD SPECIFICATIONS

- The VERTICON Program & Exhibit Guide is a four-color saddle-stitched publication. Trim size is 4W × 9H.
- Submit ads as press-quality PDFs, 300 dpi minimum, with all fonts embedded. Submit line art in a vector format. Spot colors will be converted to process equivalents.

Contact Sales@verticalavi.org or **+1 352 388 7031** for sponsorship and advertising details.

VERTICON 2027 PROGRAM & EXHIBIT GUIDE ADVERTISING

1/2 Page



3.5W x 4.25H

Full Page/Premium Position



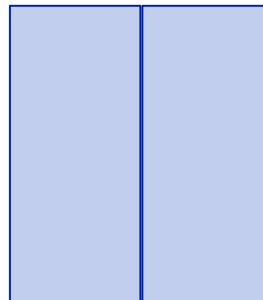
4W x 9H

**Back Cover/Inside Front Cover/
Inside Back Cover**



4W x 9H

Center Spread



8W x 9H



AD SPECIFICATIONS

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VERTICON[®]

Anaheim 2027 | POWERED BY VAI

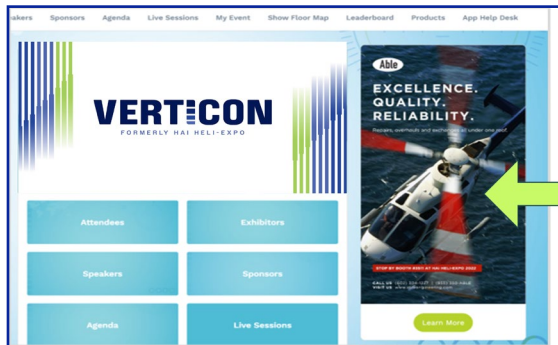
VAI EVENTS APP OPPORTUNITIES

**THE VAI EVENTS APP PUTS EVERYTHING VERTICON
IN ONE PLACE—AND AT YOUR FINGERTIPS.
RESERVE YOUR PACKAGE NOW TO REACH ATTENDEES AND GUESTS
WITH YOUR BRAND AND MESSAGE WHEN THEY'RE ON THE APP.**

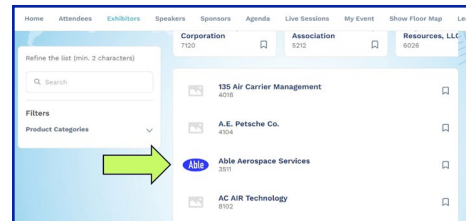
VAI EVENTS APP OPPORTUNITIES

			PREMIER PLUS	PREMIER
			8 companies	Unlimited
			\$2,000 member \$2,300 nonmember	\$1,000 member \$1,150 nonmember
FEATURE	IMAGE SPECS	OPTIONS		
Side banner ad on home screen	• 1080x1920 • 9:16 ratio • <1MB	• Link to external URL • Link to exhibitor page	✓	
Logo on exhibitor page	• 400x200 • 2:1 ratio • <1MB		✓	✓
Choice of header image <i>or</i> video on exhibitor page	Header Image • 1200x675 • 16:9 ratio • <1MB	Video • Live or prerecorded • Host: YouTube, Vimeo, or any other provider • Paste the ID or SRC link to your chosen provider into the header	✓	Header image only (no video option)
Push notifications • Displayed with logo on phone home screen • Displayed as a pop-up notification on desktop	• 250 characters max	Target Options • Groups Session attendees Selected exhibitors Redirect Options • Event home Exhibitor page External link Deployment Options • Immediate Scheduled for a specific date/time	2	1
Exhibitor product listings	• 400x400 • 1:1 ratio • <1MB • 20 images/item max • 2,000 characters max in description field • No character limit in name field		15	10
Logo on sponsor section of home screen	• 300x300 • 1:1 ratio • 300KB max		✓	✓
Virtual booth QR code • Get the event app QR code that redirects to your company page to use at your booth or in your email signature panel	N/A	• In the app: Exhibitor Center/Company Profile/Overview • Customize the colors of the QR code before downloading it!	✓	✓

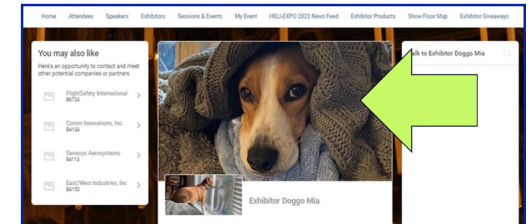
VAI EVENTS APP OPPORTUNITIES



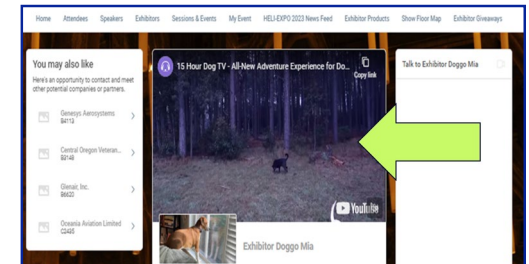
Side banner ad (Premier Plus)



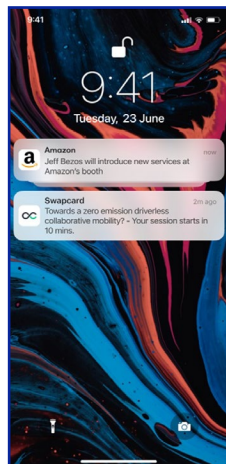
Logo on exhibitor page (Premier Plus & Premier)



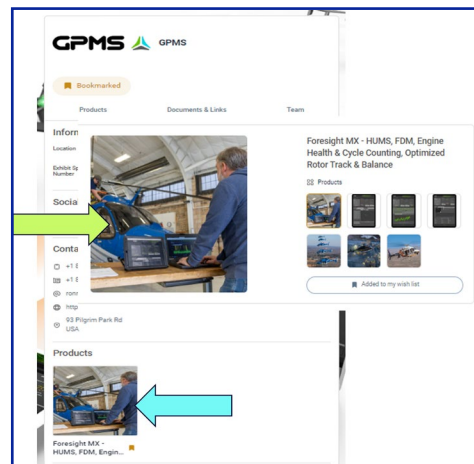
Header image (Premier Plus & Premier)



Video header (Premier Plus)



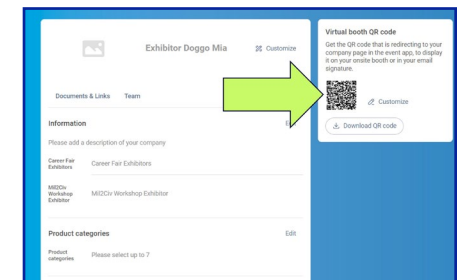
Push notification (Premier Plus & Premier)



Product listing (Premier Plus & Premier)



Logo on sponsor section of home screen (Premier Plus & Premier)



Virtual booth QR code (Premier Plus & Premier)

SALES TEAM AND CONTACT INFO



KATIE WHITE

Exhibit, Sponsorship & Advertising Sales



RACHEAL MOSES

Membership Sales

Sales@verticalavi.org
+1 352 388 7031