



Media Kit, April 2016

So who are we?

We're a series of websites across the globe with the sole purpose of bringing aircraft sellers a cost effective way of listing their aircraft for sale.

www.planesalesUSA.com is part of the Plane Sales network of websites.

Unlike our competitors, we've never had a "one size fits all" view of the aircraft sales market. Our business model is based on specific sites having the ability to service a regional demographic whilst also having a global reach. We currently have 2 sites to service both the United States and Australian Markets. The sites are linked and enable an aircraft seller to list on one or both, depending on the market you're trying to reach.





For too long, American aircraft sellers have been asked to pay anywhere up to \$175.00 per month to list an aircraft online. Some websites are asking sellers to pay extra to add photos or for antiquated features like a zoom function (haven't they seen an iPad?). Imagine paying extra just because you or your customer's aircraft is worth more than the next guys.

Hardly fair is it?

What can we do for you as an aircraft seller?

Here's just a few of the things that set us apart.

(These are all included in the listing price. At www.planesalesusa.com we don't have "tack on" features that bump up the price)

- ✓ Log in using Facebook. No more remembering passwords,
- ✓ Upload images from your cell phone image gallery directly to your listing.
- ✓ Cell phone and iPad responsive
- ✓ Aircraft enquiries are emailed directly to the seller as soon as they're made
- ✓ All aircraft enquiries are archived under your profile for future reference and all ad views are recorded so you know exactly how your listing is performing.
- ✓ If your aircraft has an interested buyer doing their due diligence you can "Unpublish" your advert. If the deal falls through you simply republish your advert - no need to pay again.
- ✓ You can create a full business profile with links back to your social media pages. (Great SEO for your business website)
- ✓ Extremely competitive listing rates for both private sellers and dealers/brokers
- ✓ A free "Trial Flight" of our site to show you just how we can help promote your business. (Just contact us about accessing this).



Listing rates

Private Sellers

For private sellers we offer a one off listing fee of only **\$55.00**. For this your aircraft stays online until it's sold.

Aircraft Dealers/Commercial Sellers

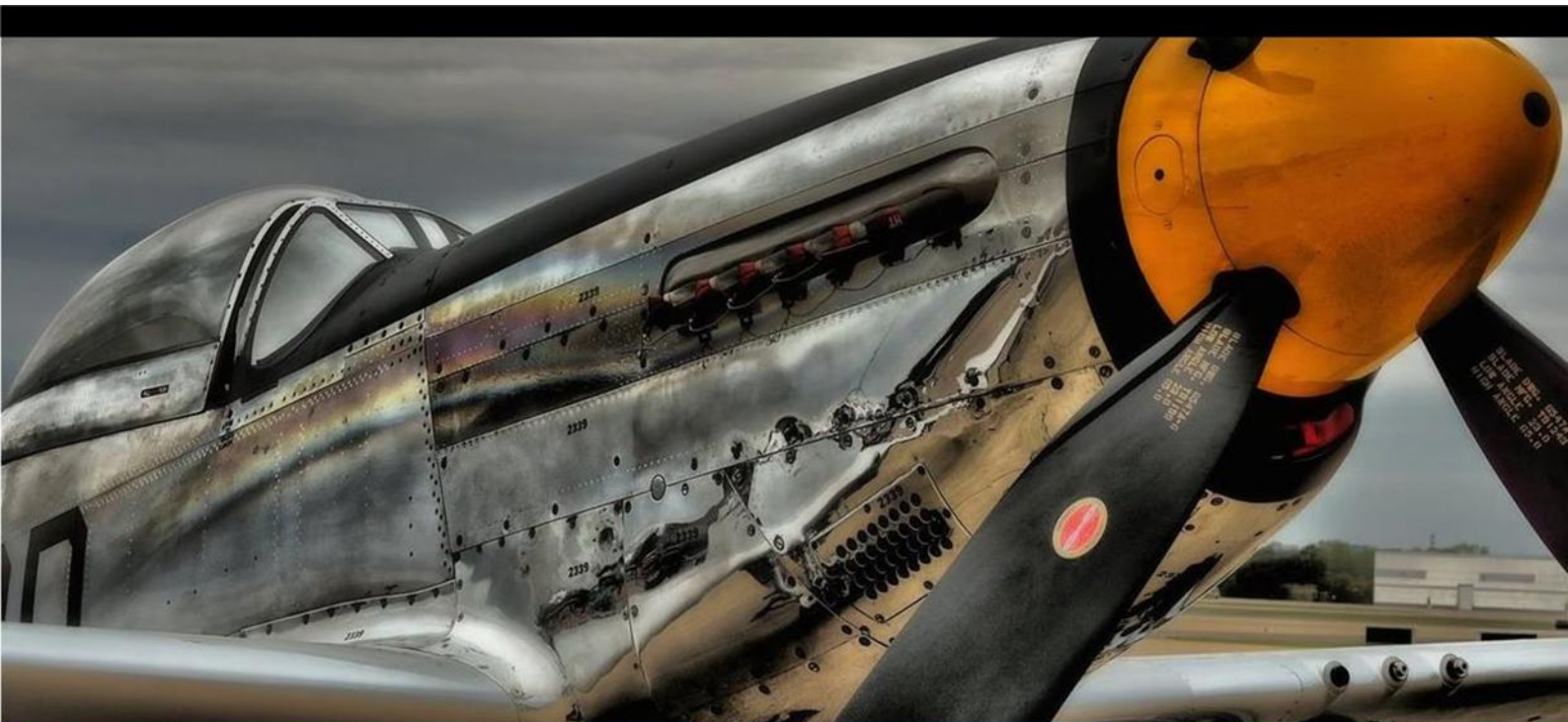
For commercial sellers and aircraft dealers we have a tiered pricing structure.

For **single listings** we offer a one off listing fee of only \$35.00. If you have **more than 1 aircraft** to list we offer 2-5 listings for a flat cost of **\$65.00** per month or 5 to unlimited listings for only **\$100.00**.

INTRO OFFER!

We would like to offer any aircraft sellers, be it private or commercial, the opportunity to use our website.

Please contact us about getting a code to list your aircraft for **FREE**.





Banner Ads

Firstly, we do not run Google Adword style banners on our site. We also limit the number of banner ads we run at any particular time. The more banners, the longer a site takes to load.

All banners run on www.planesalesusa.com are paying advertisers. We don't just promote your business on our websites but via Social Media as well.

(Disregard prices below. We want you on board as a customer of ours. As of April 2016 please contact us about using this service for free. First in best dressed)

PlanesalesUSA.com has 2 banner ad types

1. These ads are 370 x 200 and sit on the home page as well as on the Individual listing display page. We have 6 places available.

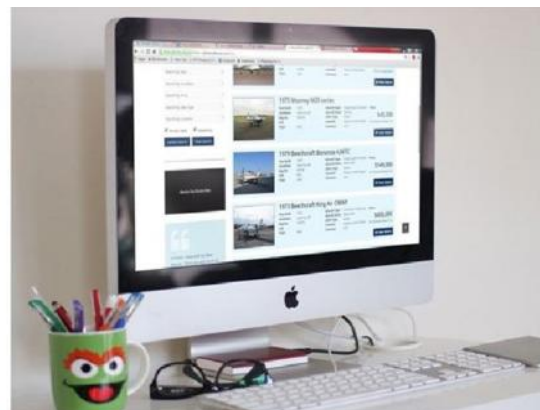
Cost: \$75.00 per month



2. These ads are 880 x 110 and appear in the middle of the listing display page and rotate with 1 other ad every 4 seconds. We have 2 places available.

Cost: \$100.00 per month.

Note: Unless requested all ads link back to your own business website





Our Website Statistics

Courtesy of Google Analytics. These statistics are updated monthly.

www.planesalesusa.com (United States) Established April 2016

Monthly visits as of March 2016:
Monthly Visits as of March 2016:
Page views
Average Page views:
Average time on site:

www.planesales.com.au (Australia) Established August 2008

Monthly sessions as of March 2016: **17,162**
Monthly users as of March 2016: **12,497**
Page views: **113,841**
Average page views: **6.6**
Average time on site: **3.58** min

www.planesalesnetwork.com – under construction (Global) Established 2015

Monthly visits as of April 2016:
Monthly users as of March 2016:
Page views:
Average Page views:
Average time on site:

Note that all of these sites are linked to help our placement in Search Engines.



Social Media

We are active users of social media and encourage sellers to share and promote their listings on Facebook, Google Plus, Twitter and Pinterest. Remember, if you're not using social media to promote your business or listing you can be sure your competitors are. Don't waste the opportunity to leverage these platforms – after all they're free.



Want to know more?

We'd love to discuss your business with you and explain how the Plane Sales Network of websites can help your aviation sales business for a lot less outlay than you think.

The next step? Why not contact our VP of digital content



Gavin J Carlson – VP of Digital Sales

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