



PartsBase
WWW.PARTSBASE.COM

**2021
MEDIA KIT**

**YOUR SUCCESS
IS OUR SUCCESS -**

V.005



PARTSBASE IS A VERY USEFUL TOOL I TAKE ADVANTAGE OF DAILY. WHEN IT COMES TO SOURCING PARTS I OPERATE ON URGENT AOG REQUIREMENTS. PARTSBASE PROVIDES ME WITH SO MANY USEFUL TOOLS AND DIVERSE VENDORS TO MAKE SURE I CAN SATISFY ALL MY REQUIREMENTS!

ZACHERY BAKER,
EMERGENCY RESPONSE
COORDINATOR / DELTA AIR LINES TECH OPS

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25+

25,000+ USERS

YEARS



THAT'S A LOT OF EYES!

"We track our website traffic from month to month, including the views on individual landing pages. Before the email blast, we never had significant traffic on our request a route page. After the blast, it was the second most visited page on our website that month!"

-LINDSEY O'BRIEN, BRAND MANAGER
E2B CALIBRATION

PARTSBASE
IS THE WORLD LEADER

_____ in internet-based parts locator services. Our online community includes more than 7,500 companies and 25,000 end-users in the aviation, defense and aerospace industries.

Our service provides the perfect opportunity for suppliers, distributors and service providers to reach the most targeted audience in the industry.

PartsBase offers complete marketing and digital advertising opportunities to reach aviation and aerospace professionals and enthusiasts while they're in buy and search mode.

This is your opportunity to harness the power of the largest online aviation website community in the world. More than 13,500 customer log-ins daily in 200 countries, and more than 51,000 part searches per day!



AS THE AVIATION INDUSTRY CONTINUES TO EVOLVE PARTSBASE CONTINUES TO BE A COMPETITIVE SOURCE FOR PARTS AND MATERIAL LOCATION TO SUPPORT OUR BUSINESS REQUIREMENTS.

WE UTILIZE THEIR SERVICES DAILY AND ARE VERY PLEASED WITH THEIR SYSTEM FOR SOURCING PARTS AND MATERIAL.

TONY HOLMES,
DIRECTOR OF MATERIAL / STANDARD AERO



PARTNER

WITH PARTSBASE

PBP



PARTNER SATISFACTION

- 13,500 DAILY LOGINS
- 7,500+ COMPANIES
- 2.8 MILLION MONTHLY PAGE VIEWS
- 85 MILLION LINE ITEMS OF INVENTORY

JOIN THE MOST ELITE MEMBER BASE

WITH THE LARGEST GLOBAL REACH IN THE WORLD

The PartsBase network can help your business grow by gaining more recognition through our proven branding techniques.

We offer a wide-variety of Buyer/Seller tools and advertising options to fit your budget. Now is the time for your company to become a member of one of the world's most powerful online tools targeted specifically to the right industry professional.

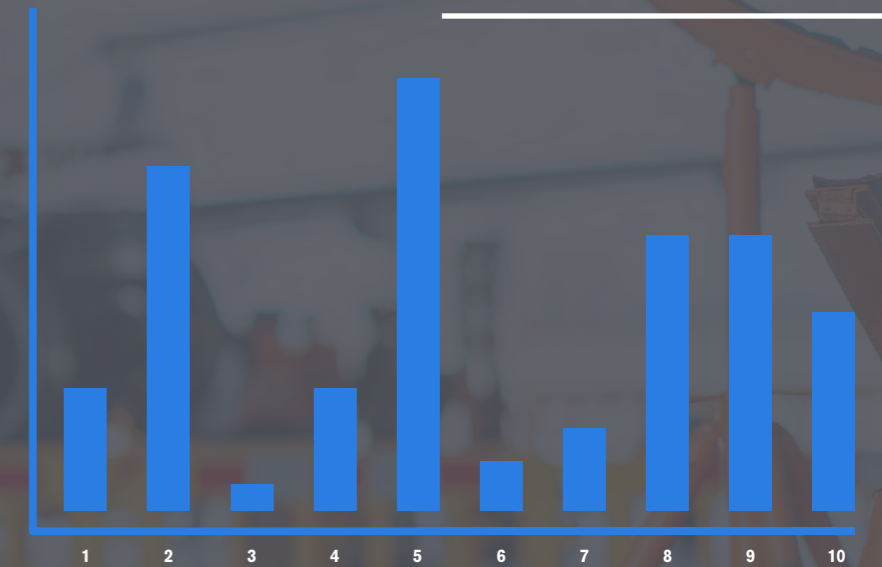


ABOVE & BEYOND!

"Above and beyond what I ever expected [from PartsBase]! Advertising with you makes me so much more visible to all the people on your website!"

-LINDA HEAPE
DIVERSE SUPPLY INC.

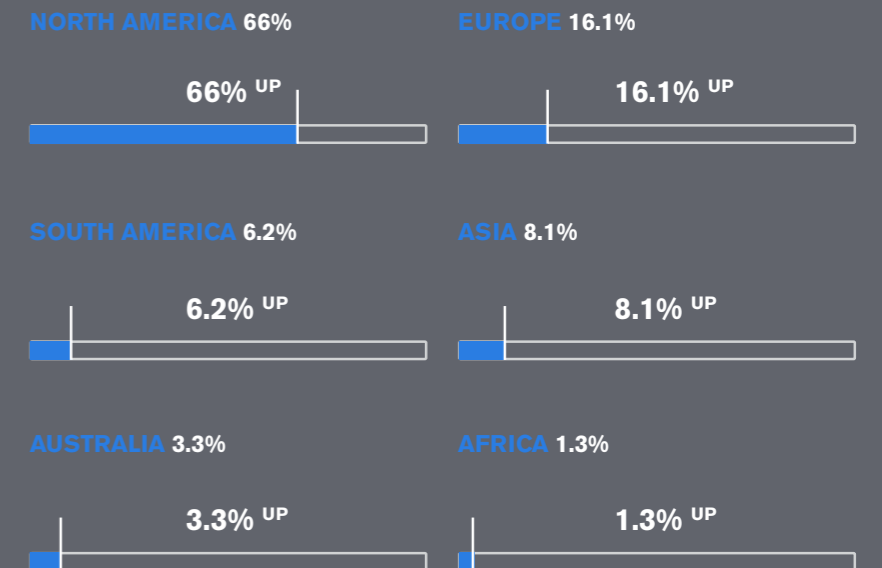
MARKET SEGMENTS



- 1. OEM 8%
- 2. MRO/Overhaul Shops 14%
- 3. Government Agency 2%
- 4. FBO 8%
- 5. Distributor 23%
- 6. Government Contractor 2%
- 7. Airline / Regional 6%
- 8. Charter Service/Corp Flight 13%
- 9. Broker 13%
- 10. Contract Manufacturer 11%

MEMBER BASE

JOIN 25,000 USERS IN 200 COUNTRIES



PREMIUM

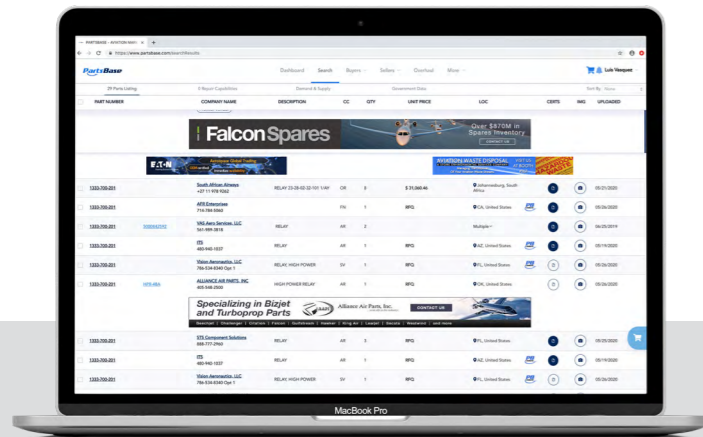
DISPLAY ADVERTISING

ADS



SATISFIED WORK

- 51,000 DAILY SEARCHES
- 13,500 DAILY LOGINS
- 30,000 DAILY RFQS
- 2.8M MONTHLY PAGE VIEWS

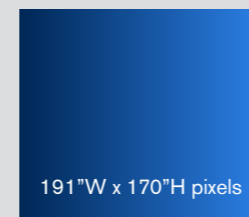


AD SPECIFICATIONS

Building brand awareness and confidence with buyers is the key to a successful business.

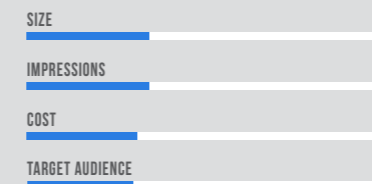
PartsBase advertising is helping our customers drive sales in a very competitive marketplace. Customers do business with brands they recognize and trust. Displaying your brand, products and services everyday in front of our live, motivated eCommerce community of over 30,000+ aviation, aerospace and defense industry professionals & buyers will strengthen current relationships and grow your business.

Digital display advertising on PartsBase gives you a much higher return on investment [ROI] than any other platform or medium - and is far more affordable than the high-expenditure, high-failure rate advertising used in direct mail, print, and radio. With objective metrics such as impressions and click-through rates, PartsBase employs marketing strategies that are measurable and testable. With our own in-house creative team of skilled professionals use the latest cutting edge technology and software, we are ready to meet ALL of our clients' needs and budgets.



MESSAGE BOARD BILLBOARD

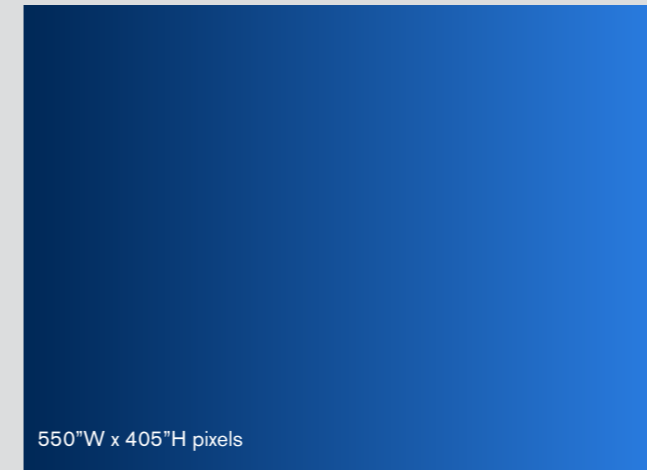
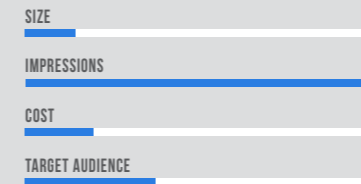
With more than 215,000 views per month, advertising on the PartsBase Message Board is a creative way to reach your targeted audience. Leading aviation and aerospace companies, including Lockheed Martin, Gulfstream Aerospace & Lufthansa Technik use the PartsBase Message Board every month. Advertisers are able to choose the categories that best fit the specific target market. Because your PartsBase Message Board advertisement does not rotate, you have exclusive ownership of the specific category.



468"W x 60"H pixels

RUN-OF-SITE BANNER

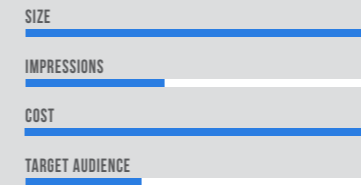
Located on the top of most pages, our ROS Banner gives round robin exposure to the complete community in a cost-effective way. ROS banners are popular for their low price and high impression rates of 25-30K views per month.



550"W x 405"H pixels

SEARCH BILLBOARD

Our most popular and largest placement on PartsBase is the Search Billboard. Prominently positioned directly next to the epicenter of ALL PartsBase procurement >> the search box! Our Search Billboard averages 12K impressions every month!



Static Banner Format:
1140"W x 100"H pixels

Video Banner Format:
815 (Width) x 150 (Height) pixels for banner
300 (Width) x 150 (Height) pixels per video

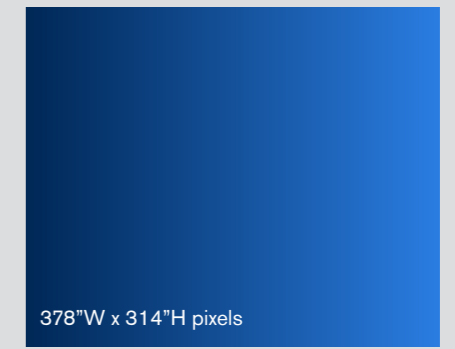
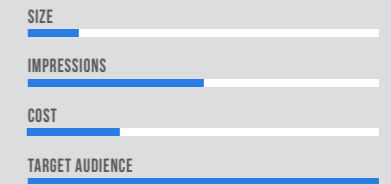
LISTING BANNER

The Listing Banners is featured right bellow your inventory listings to draw a spotlight on your company, and is the most eye catching and direct option available on PartsBase!

468"W x 60"H pixels

PREMIER BANNER

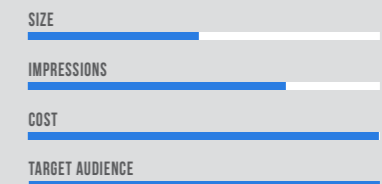
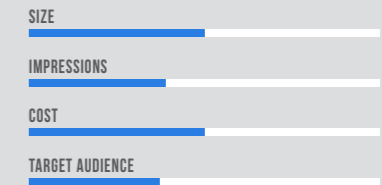
Same position as the ROS Banner, but instead of round robin, this advertisement is tied directly to a specific part number. Also, known as a smart banner, suppliers have the ability position their ad on ONLY the parts they have listed. This will guarantee that EVERY impression counts.



378"W x 314"H pixels

LOGIN BILLBOARD

Strategically located on the login page directly next to where every member enters their username & password. Only one Billboard is shown per log-in. We can link this graphic to any page on your website! Our Login Billboard averages 6-10K impressions every month!



TARGETED EMAIL CAMPAIGNS

TEC

25K END USERS **13.5K** DAILY LOGINS **2.8M** MONTHLY PAGE VIEWS **200** COUNTRIES

_____The world's population receives approximately 193 billion emails per day, the average person receives 121 emails per day, and business email accounts for 108 billion. These are big numbers, and for a very good reason!

Consumers like to receive email for products and services they are interested in. They like to stay informed and derive tangible benefits from email marketing. Utilizing PartsBase's Email Deployment System to educate and engage our paid member base with your products, services, and company promotions is the most effective method we offer to communicate directly with your targeted audience.

PartsBase offers our very own Email Marketing Service, with our own in-house creative team that will not only help create your email graphic, but will deliver your message directly to the inbox of over 35,000 unique email addresses of current PartsBase members and decision makers from every major market segment in the aviation, aerospace, and defense industries.

Our read and click-through rates exceed industry averages, ensuring you are getting optimal results from your email marketing campaign. Your email graphic will also work as a direct hyperlink to your company website, which will boost traffic to your site and produce leads for your sales team! Following successful delivery of your targeted message to our worldwide community of aviation customers, we will provide you in-depth analytics and metrics to help you evaluate its performance.

The potential for your business to reach new customers and maintain current clients through PartsBase Email Marketing is enormous!

ADVERTISE WITH US!

TOP SLOT PREMIER VENDOR PLACEMENT

Looking for a way to stand out in a crowd? Do you want to guarantee your company the best opportunity to convert an RFQ to a sale.

All marketers and suppliers understand the value to be on top of the list in any competitive environment. Our research shows that 93% of all sales and inquiries come from the first availability page on PartsBase. Premiere vendors are guaranteed 100% visibility and a 33% chance.

Building brand awareness and confidence with buyers is key to a successful business. With a 95% renewal rate, Premiere Vendors on PartsBase continuously see the value and are looking for more.

3-7% CTR **15-20%** OPEN RATE **35K** ADDRESSES



BILLBOARDS & BANNERS

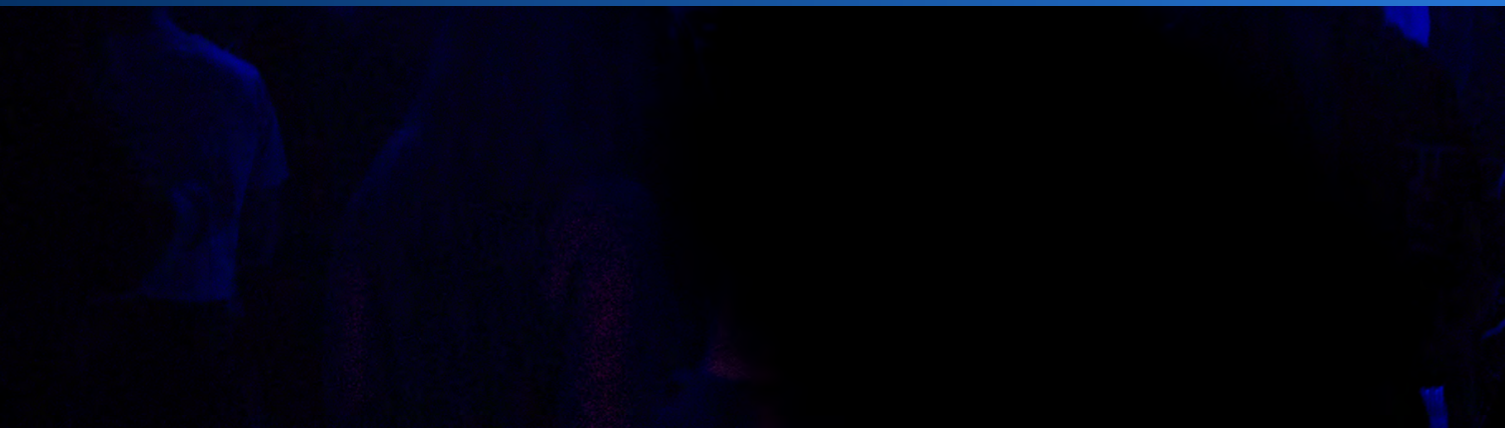
Whether you're selling parts or need to get your product, services and brand in front of a targeted aerospace audience, PartsBase Billboards & Banners are the best way to make buyers take notice. Our Display Placements rotate as a user clicks through the site - making your advertisement the only banner on screen during that page visit and allowing 100% page visibility. Given that our buyers are your buyers, this is a powerful tool on our platform.

FILE FORMATS: All interactive advertisements can be animated or static unless otherwise noted. The required file format is .GIF (animated) or .JPG (static). For animated ads, no more than four panels can be submitted. Flash format is not supported.

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PBEXPO — NOT JUST ANOTHER TRADE SHOW
**A TECHNOLOGY SHOW FOR
 THE AVIATION MARKET PLACE**



PBEXPO

PBX

PRESENTED BY PARTSBASE

Join the only interactive environment that integrates the aviation, aerospace and defense industries with technology and eCommerce solutions.

Bringing together buyers and sellers in the aviation, aerospace, and defense supply chain is the ultimate goal of PartsBase. In addition to providing efficient e-commerce solutions for buying and selling aircraft parts, PartsBase understands face-to-face interaction is vital for building long-term business relationships.

PBExpo expands the current virtual community into a live, interactive trade show.

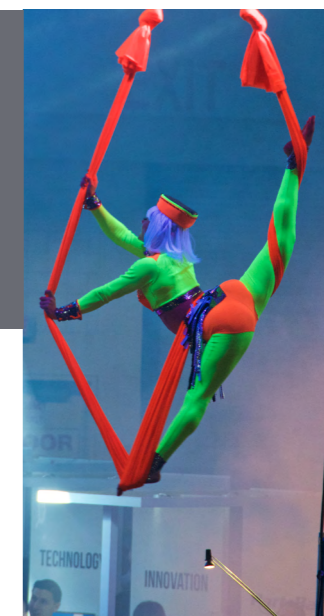
The goal of PBExpo is to showcase innovations we at PartsBase, discuss with our clients on a daily basis and provide them education and resources to implement in their business.

By attending PBExpo, you'll hear from key industry experts and insiders discuss trends including the use of Big Data in the aftermarket, the aviation industry's new & best practices for inventory optimization, latest technology innovations for Aviation B2B, E-Commerce, Digital Marketing and Cyber Security.

PARTSBASE

did a fantastic job for a first-year conference and their professional treatment of myself and the speakers was inspiring. We are happy we participated and sponsored the show. We will be back next year!"

-TOMMY HUGHES, CEO
 VAS AERO SERVICES



” BECOME A

P B E X P O S P O N S O R

BRINGING TOGETHER BUYERS & SELLERS
in the aviation, aerospace, and defense supply chain
is the ultimate goal of PartsBase.

PBEXPO SPONSOR OPPORTUNITIES

- EXHIBIT HALL LOUNGE
- EXHIBIT HALL ENTRANCE
- CONVENTION ENTRANCE
- REGISTRATION
- AISLE HANGING SIGNS
- HALL HANGING SIGN
- ESCALATOR CENTER
- LANYARD
- CONVENTION TOTE BAG
- USB
- COLUMN WRAP
- COFFEE BREAK
- ESCALATOR GLASS PANEL
- MEDIA BOARD
- METER BOARD
- RE-CHARGE STATION
- FLOOR DECALS
- WATER BOTTLE
- CONVENTION PEN

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PBEXPO

AVIATION TECHNOLOGY INNOVATIONS



WITH AN ALL-INCLUSIVE ELITE PACKAGE

PLATINUM HEADLINE SPONSOR

- Elite Sponsor Status
- 20 x 20 Booth, Carpet & Electric
- 1 Media Board & 2 Meter Boards
- 8 Month Banner & Billboard
- 6 Email Blasts
- Promo Card in Tote Bag
- VIP Suite Access

GOLD STANDARD SPONSOR

- Elite Sponsor Status
- 10 x 10 Booth, Carpet & Electric
- 1 Media Board & 1 Meter Boards
- 6 Month Banner & Billboard
- 3 Email Blasts
- VIP Suite Access

SILVER MEDALLION SPONSOR

- Elite Sponsor Status
- 20 x 20 Booth, Carpet & Electric
- 3 Month Billboard
- 1 Media Board
- 1 Email Blast

BRONZE STAR SPONSOR

- Elite Sponsor Status
- 10 x 10 Booth, Carpet & Electric
- Logo Inclusion on Marketing
- 3 Month Banner



PartsBase

WWW.PARTSBASE.COM

BRAND

GUIDELINES

BG

APPROVED SLOGAN -YOUR SUCCESS IS OUR SUCCESS-

Use this tag-line/slogan when designing with PartsBase's Corporate Identification.

APPROVED GRADIENT



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APPROVED LOGOS



APPROVED TYPEFACE

TYPOGRAPHY

The typefaces used in the PartsBase library are "Bebas Neue" & "Avenir" Typeface. These fonts are used in different values to generate contrast and hierarchies of importance between the different blocks of text. These typefaces are used in both, titles and subtitles, also in the paragraphs.

PRIMARY TYPEFACE

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SECONDARY TYPEFACE

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

APPROVED BRAND PALETTE

COLOR PALETTE

The palette of colors for PartsBase mainly contains the corporate image's blue tones. These colors are used to highlight the main elements of the composition.



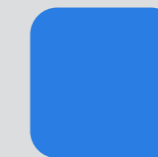
GRADIENT

#002857 — #2A7DE2



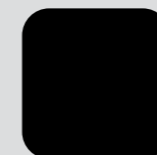
#002857

PRIMARY - PRUSSIAN BLUE



#2A7DE2

SECONDARY - BLEU DE FRANCE



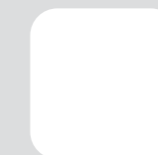
#000000

CMYK: 0 - 0 - 0 - 100
RGB: 0 - 0 - 0



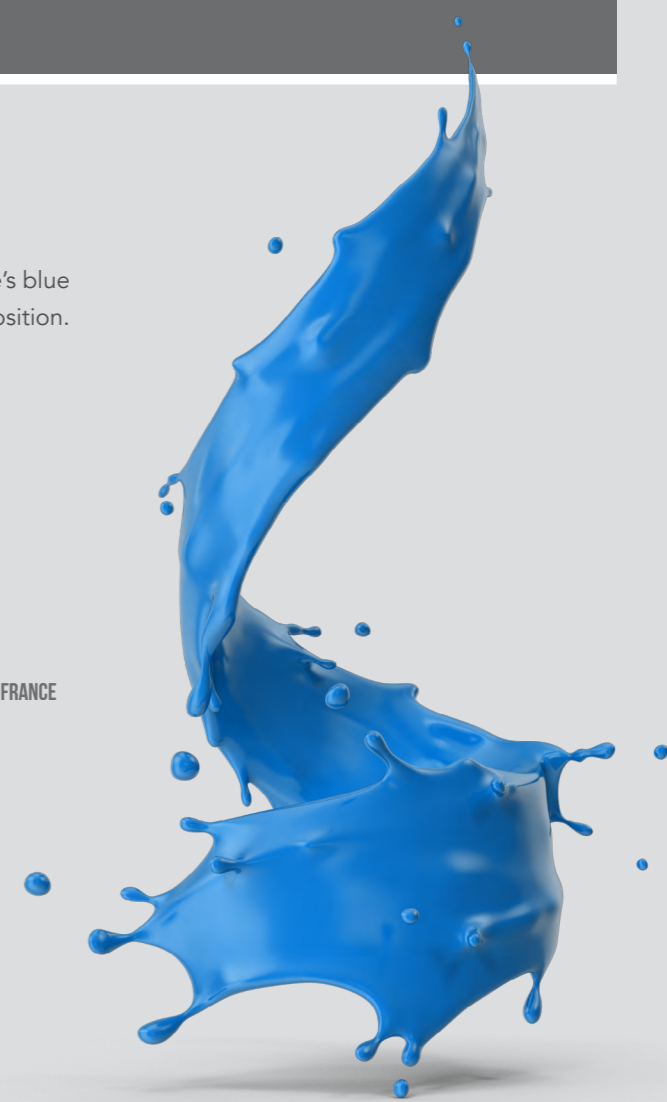
#72787A

CMYK: 57 - 45 - 45 - 11
RGB: 114 - 120 - 122



#FFFFFF

CMYK: 0 - 0 - 0 - 0
RGB: 255 - 255 - 255





LEADERS

OF THE INDUSTRY

JOIN US!



Raytheon **SATAIR**



BOMBARDIER

AIRBUS



Honeywell

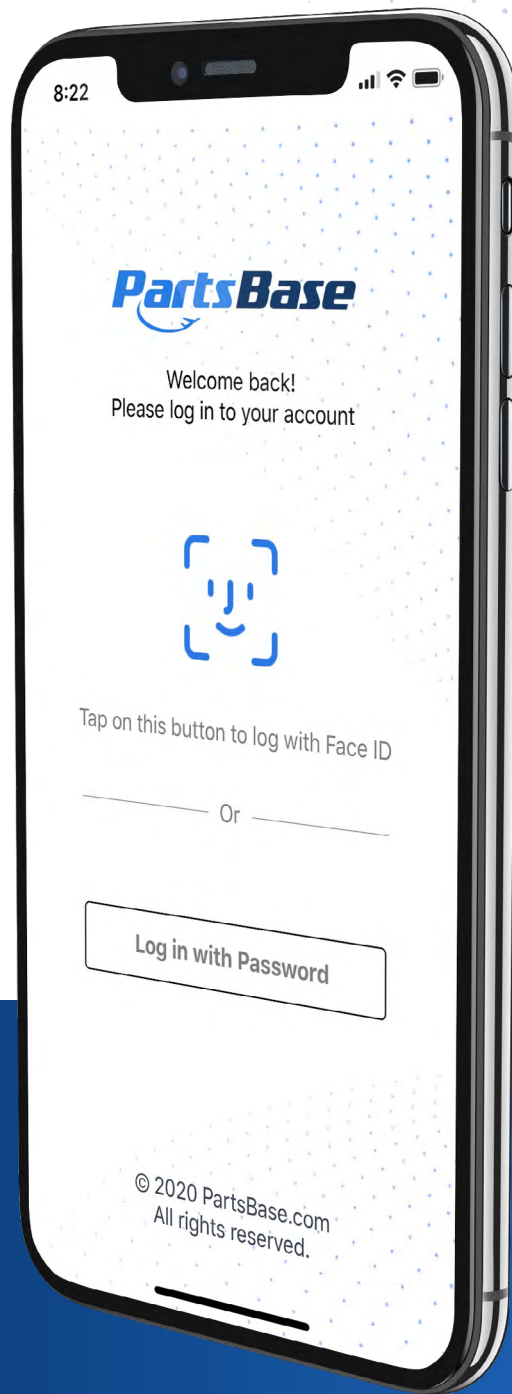
BAE SYSTEMS

NORTHROP GRUMMAN



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For more information and to see how PartsBase can work for you, contact us via email at sales@PartsBase.com or call (888) 322-6896