

## Advertising Info for Training Schools / College-Univ. / TRTO's:

The table below provides a summary of the benefits your Training School/Academy will receive when opting to join the **PCC Pilot Training Affiliate Program**, or through posting a (670 by 80 pixel) **High Impact Banner Advertisement + Direct Link** on our popular website. In JAN 2013, we are seeing new daily records of 19,000+ visitors.

Contact us today --- we will set up a call and convert your School's Free Listing/Profile into that of a *Pilot Training Affiliate*. This way you can easily see the benefits of joining the Affiliate Program or advertising with a High Impact Banner Ad.

	Free Listing	Pilot Training Affiliates	Banner Advertisers
School Address	✓	✓	✓
Tel. Number	✓	✓	✓
Fax Number	✓	✓	✓
Fleet Info	✓	✓	✓
Website URL / No Link	✓		
<b>2 Website URL LINKS</b>		✓	✓
Contact Form / No Link	✓		
<b>LINKED Contact Form</b>		✓	✓
Email Address / No Link	✓		
<b>Linked Email Address</b>		✓	✓
<b>Priority Listing</b>		✓	✓
✓ PCC Recommended		✓	✓
Promotional Statements		✓	✓
<b>670 by 80 pixel BANNER AD + LINK</b>			✓
Pro-Formatting of Info		✓	✓
Up to 3 Photos			✓
Foreign Students ✓		✓	✓
Student Accommodation ✓		✓	✓
Student Testimonials			✓
EFIS Aircraft Training ✓			✓
Outside of Europe JAA Pilot Training ✓		✓	✓
Up to 6 AvNews Stories			✓

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NOTE 1: Banner Advertisers will receive all of the benefits of Pilot Training Affiliates, while at the same time promoting themselves through a High Impact Banner Ad with Direct Link. To view current Banners and sizing, visit the PCC Home Page, Latest AvNews Page, and/or Region Pages.

NOTE 2: Banner Advertisers will have the ability to promote their schools through up to 6 News Releases (per year) that will be published within the PCC Latest Aviation News Section and the PCC Homepage Aviation News section.

NOTE 3: With Free Listings/Profiles, Website URLs & Email Addresses are not linked or clickable. However, with the **Pilot Training Affiliate & Banner Ad Programs**, your emails and contact forms become live-linked and clickable. In addition, your **Website URL** will be listed twice within your profile, live-linked, and much more visible.

NOTE 4: One major benefit of the **Pilot Training Affiliate & Banner Ad Programs**, is your Training School will be listed and promoted twice within your Region Page; once at the very top of the page above the list of schools, and once alphabetically within the main list of schools for that region. In both cases, your school will be highlighted with purple background, red checkmark (indicating PCC Recommendation), and a one-line promotional statement underneath your school name.

NOTE 5: Under the **Pilot Training Affiliate & Banner Ad Programs**, you have the ability to add 2 Promotional Statements highlighting the benefits of training at your school. The first promotional statement is the one-line statement added immediately below your School Name on Region/SubRegion School Lists (discussed in NOTE 4). The second promotional statement is a multi-paragraph description of your school (benefits, reputation, info), and is shown within, and at the start of, your school's profile page. Potential students will then see the personal touch and customer focus of your school, in addition to the regular data.

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PCC is made up of a team of successful international pilots, who understand the industry, pilots, flight training, and how to promote flight schools. Our focus is always on promoting your company and attracting new students to your school. We regularly help our **Pilot Training Affiliate Schools & Banner Ad Schools** with Profile Data insight, Promotional Statements/Wording, Banner Ads, and Photos.

We recommend you promote your school through our affordable and highly effective **Pilot Training Affiliate & Banner Ad Programs**. In summary....

- Your school will be listed first, ahead of competing schools in your region.
- Your school will be listed twice in your region list of schools.
- To attract attention, your school will be highlighted within the region lists.
- Your school will be recommended and promoted by PCC.
- You can add and amend your promotional statements (personal touch) at any time to highlight the benefits of training at your school.
- Your School Profile on PCC is displayed with Professional Formatting and easy to understand lists & data presentation; providing a professional image.
- Your website URLs and email addresses immediately become clickable and live for the end user/prospective students looking to learn more about your school.
- Banner Advertisers can add up to four Testimonials from previous students who have gone forward in their pilot careers.
- Banner Advertisers can add up to three Photos within their Profile Page.