



Compliance Airworthiness Regulations Education



Media Kit 2013

uldcare.com offers you a unique opportunity to reach decision makers involved in the purchasing and management of ULD equipment and services – your target market!



Why Use **uldcare.com** to Reach Your Customers?

ULD CARE is a highly specialized, non-profit organization, created to support global ULD activity across the logistics chain. Membership includes 50 airlines and 31 international companies involved in the design, manufacture and management of ULD containers and equipment. Over and above the management of a global interline ULD tracking system which is still at the core of its activities, **ULD CARE** is intent on being the industries ambassador for best practices in the ULD operations environment.

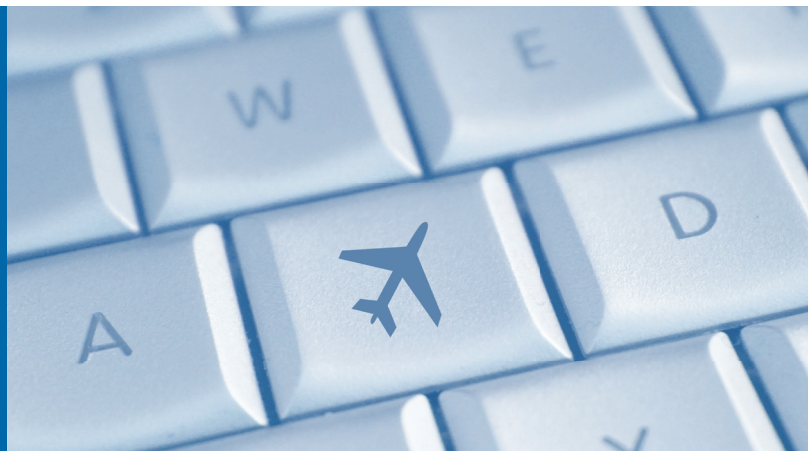
ULD CARE (**C**ompliance, **A**irworthiness, **R**egulations, **E**ducation), with the support of its members, intends to bring a wider awareness to the importance of safe, compliant and efficient global ULD operations.

The **ULD CARE** website and newsletter are designed to enhance the provision of industry specific information to airlines and other organizations having an interest in ULD activity including: airports, cargo terminal operators, civil aviation authorities, ground handlers, ULD pooling and leasing companies, equipment manufacturers, maintenance and repair firms, as well as ULD management companies.

The **ULD CARE** website and bimonthly newsletter are ideal ways to cost effectively target and communicate with your key global customers.

We look forward to supporting your company's unique brand in **uldcare.com**.

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Advertising Rates

uldcare.com Website

	Max size	Format	Members		Non-members	
Banner 468 x 60 pixel	50 Kb	GIF JPG SWF	1 month	\$900	1 month	\$1200
			3 months	\$2600*	3 months	\$3500*
			6 months	\$5000*	6 months	\$6800*
Square Box 250 x 250 pixel	50 Kb	GIF JPG SWF	1 month	\$1250	1 month	\$1650
			3 months	\$3600*	3 months	\$4800*
			6 months	\$7000*	6 months	\$9400*

* Introductory Offer: Double the advertisement duration for the same price for any booking period of 3 months and over!

The screenshot shows the Uldcare website with several ad placements highlighted. At the top, there is a navigation bar with links for 'ABOUT ULD CARE', 'ULD ASSET TRACKING', 'CARE', 'MEMBERSHIP', and 'NEWSLETTER'. The main content area features a large image of an aircraft with a person in a hard hat. To the right, there is a sidebar with 'ULD Asset Tracking' and 'Learn why we C.A.R.E.' sections. Below the main image, there is a 'Square box' ad (250 X 250 pixel) and a 'Membership' ad (Obscure nec). At the bottom, there are two banners: a 'Left banner' (468 X 60 pixel) and a 'Right banner' (468 X 60 pixel).

Submission of material

All material must be sent to ads@uldcare.com.

All material should be ready-to-use, per **ULD CARE** specifications.

We cannot change or correct submitted ads.

All online material must be submitted 14 days prior to the publishing date.

Please provide the hyperlink with your ad.

Reserve your advertisement now
or for more information please contact:
Louise Ladouceur at
louise.ladouceur@uldcare.com

ULD CARE Newsletter

	Max size	Format	Members	Non-members	
Banner 564 X 80 pixel or Square box 264 X 162 pixel	40 Kb	GIF JPG	\$1250*/ publication*	\$1650*/ publication*	Flash Ads are NOT accepted File Formats: GIF or JPG Animation: Yes, if the ad is animated, it should continuously loop.