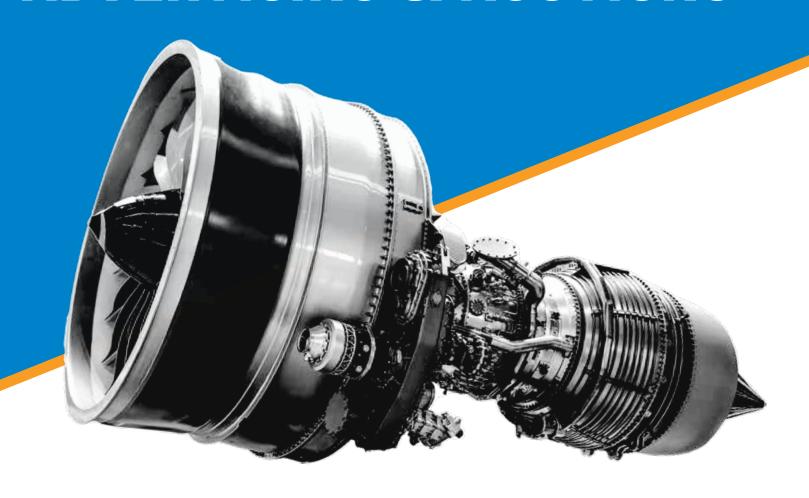
ACCELERATE AVIATION PART SALES WITH ADVERTISING & AUCTIONS







USE TARGETED
DIGITAL ADVERTISING
PROGRAMS



PREFERENCE &
AWARENESS



LEVERAGE ILS HOSTED AUCTIONS



DRIVE MEASURABLE RETURNS

BENEFITS

The post pandemic market environment is highly competitive, requiring companies to sell any inventory faster in a more time-sensitive and increasingly supply chain constrained market. Benefit from combining targeted advertising solution with the most active global aviation community to sell parts and repair services smarter and faster!

REACH OUALIFIED BUYERS

Efficiently reach thousands of qualified aviation parts buyers across the globe

LOWER RISK

Minimize your risk of unsold inventories by creating more differentiation for your inventory and services

CONVERT INTEREST TO ACTION

Utilize the right combinations of digital advertising to ensure brand awareness and compel potential buyers to action

SELL FASTER

Capitalize on untapped demand and engage with more discerning buyers to sell faster

AUCTION OFF EXCESS PARTS

Utilize auctions to sell off excess inventory complemented with custom advertising

ADVERTISING STATISTICS

> 2.5 HRS

AVERAGE
WEBSITE VISIT
DURATION

800K +
TOP 100
BANNER
CAMPAIGNS

0.05+%AVERAGE
CTR

\$35M SPONSORED PARTS FMV VALUE

~20K RFQs1,100 PART
NUMBERS

OPPORTUNITIES

ADVERTISING SOLUTIONS

- · What's New (Video) Ad
- Virtual or In-Person Tradeshow Banner
- · Featured Message Broadcasts
- Run of Site (ROS) Banner Ad
- · Message Broadcasts
- · Custom Icon
- Self Service Sponsored Part or Repair Service Ad
- · Not On File (NOF) Banner Ad
- Corporate Site Banner (Auction Only)
- · Video Ad
- Newsletter Ad







VIRTUAL TRADESHOW



FEAT. MESSAGE BROADCAST



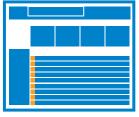
TARGETED BANNER



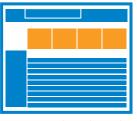
RUN OF SITE (ROS)



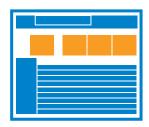
MESSAGE BROADCAST



CUSTOM ICON



SELF SERVICE SPONSORED PART OR REPAIR SERVICE AD



NOT ON FILE (NOF)



CORPORATE SITE BANNER



VIDEO AD



NEWSLETTER AD

DESIGN SERVICES

Create your own Digital Ads or work with ILS Creative Services to develop Ads and campaigns on the ILS Marketplace and Auction Platforms.

MESSAGE BROADCASTS

Promote and sell specific inventory by sending a "For Sale or Trade" Message Broadcast to ILS users. Accessible for 30 days, Message Broadcasts can be searched by category using keywords and are linked directly to the profile of the sender. Setup an Alert to receive instant notice or AOG or Wanted Messages. A Message Broadcast posted initially appears on the front page of the ILS Marketplace, increasing its exposure. Also, Message Broadcast Alerts allow sellers to be more productive by monitoring all AOG, Wanted and Informational Broadcasts.

FEATURED MESSAGE BROADCASTS

Similar to a Message Broadcast, Featured Message Broadcasts are available to create greater visibility for 24-hour period to support your sales campaigns in critical stages, and are displayed at the top of MB Alert emails irrespective of selected keyword(s) by the subscriber.

PROMINENCE/SIZE

IMPRESSIONS

COST

TARGET AUDIENCE SPECIFICITY

L M H

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TARGETED BANNER

The Targeted Banner Ad is displayed on top of page any time a particular part is searched for, making it an extremely effective contextual ad and one of the most popular options to reach the exact potential buyer for your parts or services.

SELF SERVICE SPONSORED PART OR REPAIR SERVICE AD

Amplify your visibility with our Sponsored Part Ad. Showcase your logo, link to your ILS profile, and directly target buyers of your sponsored parts. Set it up anytime, 24/7, and appeal to your audience cost-effectively. The self-service feature provides convenience and competitive bid understanding

PROMINENCE/SIZE
IMPRESSIONS
COST
TARGET AUDIENCE SPECIFICITY

L M H

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NEW-VIDEO ADVERTISING

Promote your company with video advertising on the ILS marketplace homepage. Video is the most effective medium to captivate audiences and conveys your differentiation with visual story telling, leading to higher engagement, brand visibility, and conversion rates.

PROMINENCE/SIZE
IMPRESSIONS
COST
TARGET AUDIENCE SPECIFICITY

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RUN OF SITE (ROS) BANNER AD

Run of Site Banner Ads will randomly appear on all pages of the ILS marketplace. The Ad is linked to the URL of your choice and design is included in the price. Favored by many customers, this Ad type balances high impression rates at the top of the marketplace with high efficiency.

PROMINENCE/SIZE IMPRESSIONS COST TARGET AUDIENCE SPECIFICITY

LMH

NOT ON FILE (NOF) BANNER AD

This Ad will show up when a searched part is not listed on ILS, making it the perfect fit for sellers focused on rare parts who want to ensure their target audience engages their business. Up to four spots are available for each part number depending on availability.

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PROMINENCE/SIZE			•
IMPRESSIONS			•
COST			•
TARGET AUDIENCE SPECIFICITY			•

CUSTOM ICON

This Ad solution is a very affordable option to ensure your company stands out when potential buyers browse through their search results on the ILS Marketplace. Your Company Logo or other image associated with your company name can be inserted and the icon Ad is displayed for all your inventory listings.

VIRTUAL OR IN-PERSON TRADE SHOW BANNER

This Ad will support attracting traffic to your booth at selected virtual or in-person tradeshows. The Ad will be displayed on a predetermined background with your logo and (virtual) booth number inserted over the image. This banner is a preferred and cost-effective solution to be run during large virtual and/or in-person events.

	L	M	Н
PROMINENCE/SIZE			•
IMPRESSIONS			•
COST	•		
TARGET AUDIENCE SPECIFICITY	•		

CORPORATE SITE-BANNER (AUCTION ONLY)

Only available to Auction customers, this Ad is featured on the ILS corporate home page, making it visible to both ILS customers about to enter the marketplace as well as non-ILS customers. This exclusive banner ensures and aviation professional visiting ilsmart.com will be aware of your auction and is favored for its traffic generating productivity.

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NEWSLETTER ADVERTISING

Capitalize on a captive audience with our Tailwinds Newsletter Advertising. Tailwinds is your hub for the latest aviation aftermarket trends and insights, along with updates from the ILS community. We provide exclusive ad space in our newsletter, blog posts, and other public assets, offering your brand a platform to reach a targeted audience in the aviation sector.

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PROMINENCE/SIZE		•	
IMPRESSIONS			•
COST	•		
TARGET AUDIENCE SPECIFICITY		•	

AUCTION

AUCTION SOLUTIONS

Auctions provide the best advertising and selling solution for depreciated excess inventory. Generally, auctions are open to both ILS subscribers as well as non-ILS members, and ILS also offers closed auctions to invited participants only. To ensure your success, ILS Market Intelligence will support customers with determining the correct valuation. For optimal lot composition, lots are grouped by balancing the weights of parts within a ATA Chapter to ensure appropriate distribution. In addition, ILS also supports customers with setting their pricing strategies to maximize audience engagement.

AUCTION MARKETING SUPPORT

Auctions are advertised with targeted omni-channel email and advertising campaigns, which also include Home Page Banner Ads, Featured Message Broadcasts and Social Media Advertising.

CUSTOM CAMPAIGNS

For sellers with unique campaign needs such as tear downs, OEM sales, etc. that may not be suited for auction, ILS can develop customized marketing campaigns that include a dedicated landing page, marketplace ads including 30 second 'Did-You-Know Video', social media and other options.



ABOUT ILS

For buyers and sellers of parts, equipment and services in the commercial and defense aerospace industry, seeking to optimize their procurement, supply chain and MRO services, ILS provides the largest world-wide digital marketplace and aerospace business intelligence services.

Trusted by the aerospace industry for over 40 years, ILS helps customers make better decisions faster with the most comprehensive AI driven data services and the largest verified Aerospace part inventory world-wide.

HEADQUARTERS

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