





—
We Are The
MRO Data
Experts



2023 BUYERS GUIDE

WWW.THE145.COM

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Welcome to The 145, aviation’s premier database for anything and everything repair related. We believe in empowering our clients with user friendly tools and MRO data so comprehensive they can’t help but make great business decisions.

BUYERS GUIDE
WWW.THE145.COM

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“Your secret weapon to making smarter repair decisions.”

REPAIR SYSTEM

Unlike other aviation data service providers that try to be everything to everyone, The 145 is the ONLY online service dedicated exclusively to the aviation MRO market. We've made it our business for **more than 20 years** to not only list every possible repair source in the world, but to also provide repair centers, and customers of repair services, with tools to help them grow their businesses.

Here are just a few of the services within the Repair product:



QUICK SEARCHES WE MAKE IT FAST AND EASY.

Whether you're looking to repair one part, or 20,000, we make it simple. Industry average cost data, TATs, ATA Chapters, Aircraft Applicability, OEM, Market Demand, you name it we've got it.



MEGA SEARCH GOT A BIG LIST OF PARTS?

You'll love our Mega Search feature for capability development or processing large lists of part numbers.



BROADCAST RFQS CAN'T FIND A REPAIR SOURCE?

Send out a Broadcast RFQ to all the repair centers on the system to find a shop for the part you're looking to repair.



PMA SUB-COMPONENTS WANT PMA DATA?

We'll help you find PMA sub-components than can be used in the repair of Next Higher Assembly (NHA) numbers.

BIG DATA REPORTS

Go from capability research to capability development in a fraction of the time.

In My Caps	Part Number	Description	No. Searches/Yr.	Competitors	OH Avg. Cost
Yes	30-2392-3	Wingtip Light Assembly	108	43	\$ 2589.00
No	315A1800-5	T/R Non-Locking Actuator	135	69	\$ 3946.00
No	315A1800-6	T/R Non-Locking Actuator	375	70	\$ 3627.00
No	315A1800-7	T/R Non-Locking Actuator	96	64	\$ 3376.00
No	315A1801-23	T/R LOCKING ACTUATOR	144	70	\$ 5645.00
No	3876227-2	PRESSURE SENSOR	288	16	\$ 1366.00
No	5145-1-77	Audio Control Panel	210	39	\$ 1277.00
Yes	1024-4	DIMMER	210	28	\$ 869.00
No	802300-14	PBE (SMOKE HOOD)	396	10	\$ 1392.00
No	775538-3	STARTER CONTROL VALVE	219	33	\$ 4310.00
No	4205401	HYDRAULIC PUMP	693	64	\$ 5332.00
Yes	4039892-904	BAROMETRIC ALTIMETER	363	39	\$ 1753.00
No	3290770-6	ISOLATION VALVE	504	37	\$ 9366.00
No	810204-4	VALVE, FLOW CONTROL	1089	40	\$ 8724.00
No	2021272-1	ACTUATOR ELEC-MECH	228	28	\$ 1869.00
No	40109	MOTOR PUMP HYDRAULI	171	26	\$ 3518.00

When we say “Big Data Reports” we mean BIG! Our in-depth data reports give you more than **22 columns of data** to help you boost revenue by pinpointing the most profitable parts to repair. With The 145 database at your fingertips, you can search for repair capabilities using the criteria that's most important to you.

Filter reports by key metrics such as: part demand, number of competitors, PMA Availability, Manual Availability, ATA Chapter, Top 1000, 2000 or 3000 parts, Aircraft Type, OEM, and more. Big Data Reports help you find the best repair opportunities and avoid costly mistakes.

Defining
Excellence.

145

SOURCING ELEVATED

We are
the **MRO**
Data
Experts

BUY & SELL PARTS

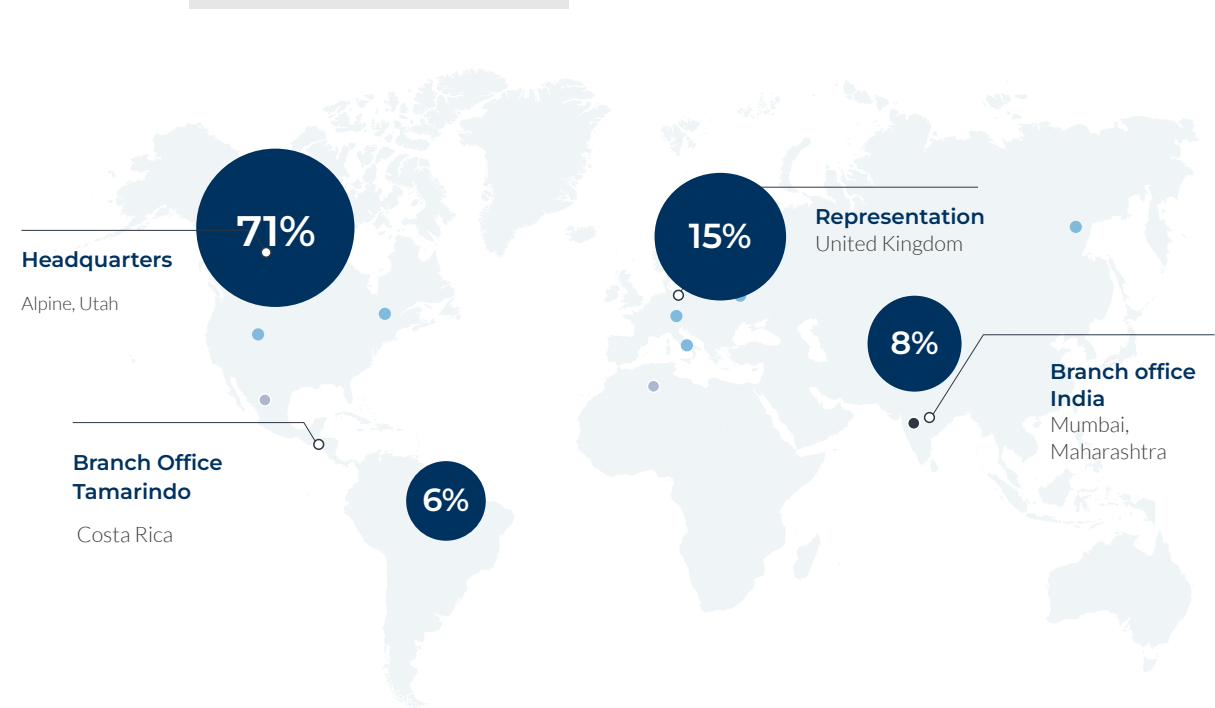
Sourcing parts just got a whole lot easier.

Our reverse auction inventory tool is one of the best kept secrets in the industry. If you want to purchase reasonably priced parts effortlessly, then you need to try this tool. Simply input a part number, enter your purchase criteria and hit the Send button.

Once your requirement is out in the marketplace, sellers can see competitors' bids and submit multiple quotes depending on how motivated they are to sell the part. It's a win-win for everyone. Suppliers have multiple opportunities to bid and buyers can take advantage of competitively priced parts with minimal effort.

IMPORTANT: You MUST have a purchase requirement to send out RFQs. Fishing or sending out mass RFQs to check the market are NOT allowed.

USER DEMOGRAPHICS AND 145 OFFICES

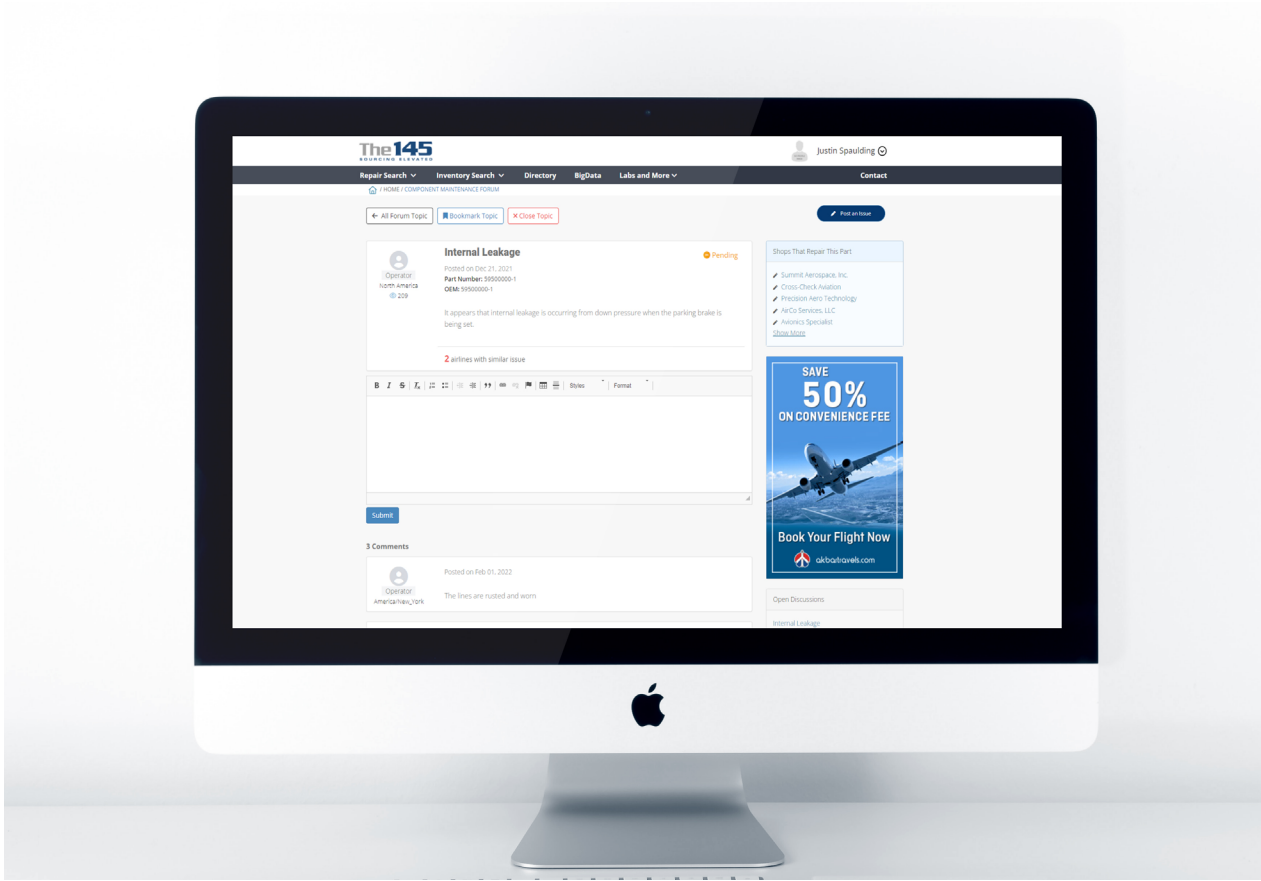


145 AVIATION MAINTENANCE FORUM

The 145's Aviation Maintenance Forum is designed to promote component reliability and to reduce operating and life cycle costs of aircraft components, by improving maintenance and support techniques through the exchange of technical information. Via the forum, airlines can easily communicate between one another to confirm similar maintenance issues with certain part numbers. The information is then shared with the OEM and third-party repair centers to find solutions to these problems.

Subscription costs are:

Airlines	FREE
OEMS	\$4999/mo.
Third Party Repair Centers	TBA
Monthly Rates	



TOP SHOP AWARDS

The 145's Top Shop Awards are the most coveted MRO focused award in aviation, designed to honor the industry's premier maintenance, repair and overhaul facilities. Aviation is a zero-error industry and flying is the safest means of transportation because manufacturers and repair centers make it so. When it comes to aviation maintenance, perfection is not some abstract concept; it's a goal to be achieved every day.

The MRO industry in and of itself is more than just the perfection of workmanship, engineering, and quality material; it's the human element that truly sets great shops apart from the rest.



AWARD FACTS

- ✓ Founded in 2009
- ✓ 28 Award Categories
- ✓ Winners chosen by peers
- ✓ Presented at MRO Americas

Companies with teams of individuals that provide clear communication, innovative thinking, flexibility, and have a clear set of ethical principles and procedures are what make the aviation industry the legendary benchmark for all other industries.

The 145 created the Top Shop Awards to honor of those shops that deliver more than just technical expertise, we created the awards for companies that believe in quality of service, vision, exceptional turn-around-times, competitive pricing and excellent customer relations.

It's important to note that the Top Shop Awards is 100% peer-driven and is open to any repair center within the aviation community.



SUBSCRIPTION OPTIONS

NO NICKLE AND DIMING
ONE FLAT RATE GETS YOU **UNLIMITED** EVERYTHING

SEARCH ONLY

Search Only

The145
SOURCING ELEVATED

UNLIMITED

- ✓ Repair Searches
- ✓ Mega Searches
- ✓ Inventory Searches
- ✓ User Licenses
- ✓ RFQs
- ✓ Directory Access

\$149/Mo.

Search Only

OTHERS
LIMITED

- ✗ Repair Searches
Prices by No. of searches
- ✗ Mega Searches
Prices by No. of searches
- ✗ Inventory Searches
Prices by No. of searches
- ✗ User Licenses
Pay per license
- ✗ RFQs
Pay per RFQ
- ✓ Directory Access
Unlimited

LIST AND SEARCH

LIST AND SEARCH

The145

SOURCING ELEVATED

UNLIMITED

✓

Repair Capabilities

✓

Repair Searches

✓

Mega Searches

✓

Inventory Searches

✓

User Licenses

✓

RFQs

✓

Directory Access

\$199-\$499/Mo.

LIST CAPABILITES

OTHERS

LIMITED

✓

Repair Capabilities

Unlimited

✗

Repair Searches

Prices by No. of searches

✗

Mega Searches

Prices by No. of searches

✗

Inventory Searches

Prices by No. of searches

✗

User Licenses

Pay per license

✗

RFQs

Pay per RFQ

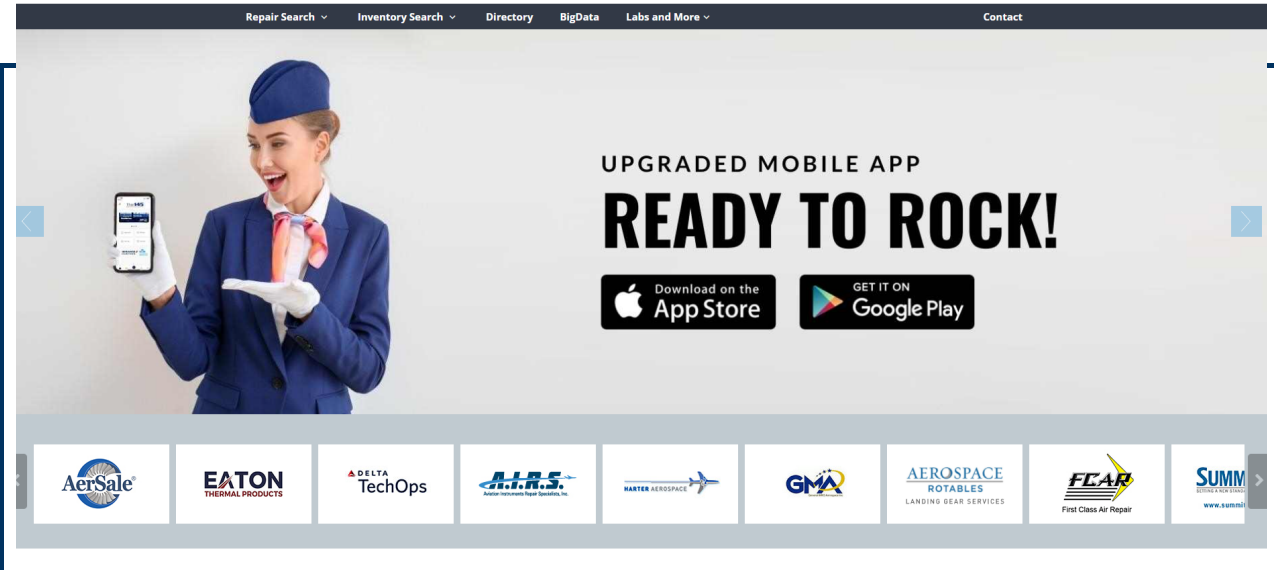
✓

Directory Access

Unlimited

ADVERTISING SPACES & RATES

Prices in \$US Dollars



01

HOMEPAGE AD

(\$699 /Month)

Size: 202 x 118px

Location: Homepage small static ads

Number of Ads Allowed: 13 companies

FEATURES

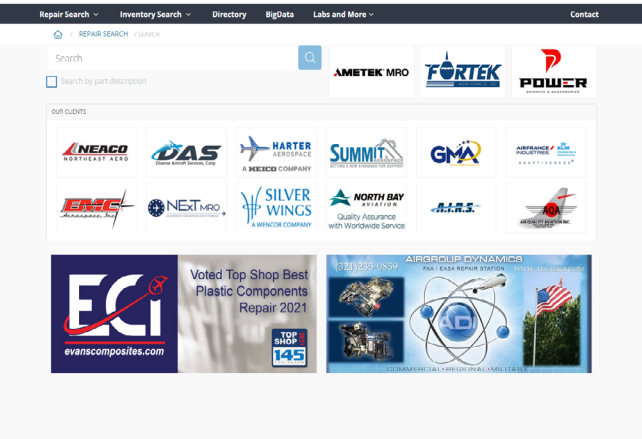
Display your company logo in one of 16 ad spaces. There are two groups of eight ads that rotate together every four seconds. This advertising space is highly effective at helping your customers become familiar with your company brand and services.



02 INITIAL SEARCH PAGE AD (\$699 /Month)

Size: 175 x 100px
Location: on the initial or first search page (mouse over Repair tab – Search)
Number of Ads Allowed: 15 companies

There are 12 static ads represented in the adjacent image. These ads are the first ads to be viewed every time a user goes into the system to search for repair capabilities. This space gives you great visibility at an affordable price



LARGE BANNER AD (\$1499 /Year)

Size: 550x225px
Location: Bottom of Initial and Search Results Pages
Number of Ads Allowed: Unlimited

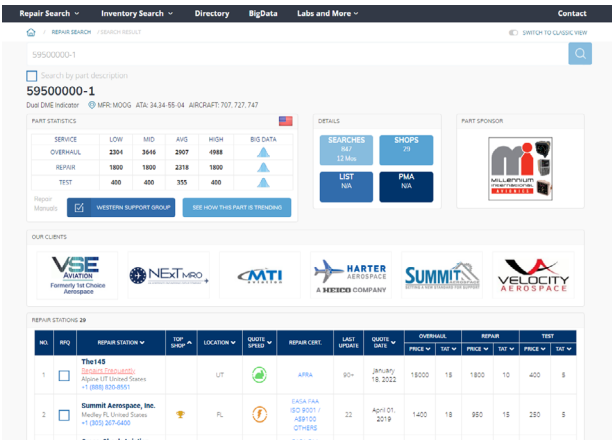
Our long banner ads, at the bottom of the adjacent screen shot are visible on multiple pages within the Repair feature. Two banners appear on a random rotation every time a user visits the Repair Search page, Repair Search Results page or the Mega Search page.

To maximize your exposure we recommend purchasing a minimum of two banners. One banner for the left side rotation and one for the right side rotation.

04 SEARCH RESULTS PAGE AD (\$1299/Month)

Size: 175 x 100px
Location: Every time a part is searched with results
Number of Ads Allowed: 15 companies

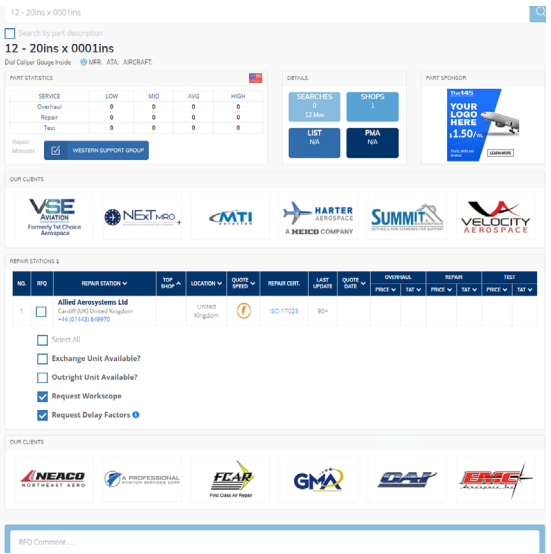
The 12 fixed ads on the Repair Search Results page receive more impressions than any other ad space on the The 145 website. These ads are viewed an average of 3600 times a day, five days a week.



05 PART BY PART ADVERTISING (\$1.50/part number per year)

Fixed Logo
Size: 150 x 75px
Location: Far right side, every dash specific part number
Number of Ads Allowed: 1 company per dash specific part

Part-by-Part advertising helps drive qualified Business leads with precisely targeted ads attached To your specific repair capabilities. PBP Advertising allows you to be the exclusive Advertiser on a specific part number in the search results page. Everytime a search returns your part number, ONLY the logo is Display prominently next to the pricing matrix.

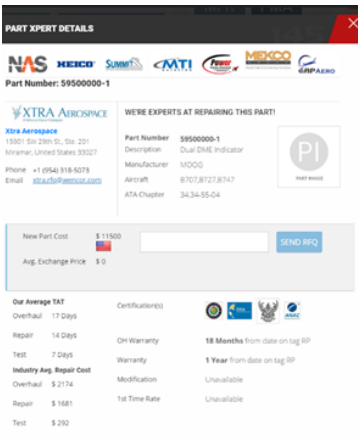


PART XPRT ADVERTISING (\$4/month per base number)

Location: Move up in the Search Results pg. to slot # 1, 2, or 3 part number
Number of PX Allowed: Max 3 companies per part number

This is what we call Precision Advertising. Part Xpert Advertising gives your company MAXIMUM exposure in the SEARCH RESULTS SCREEN. Part Xpert allows companies to reserve lists of part numbers that they specialize in repairing frequently.

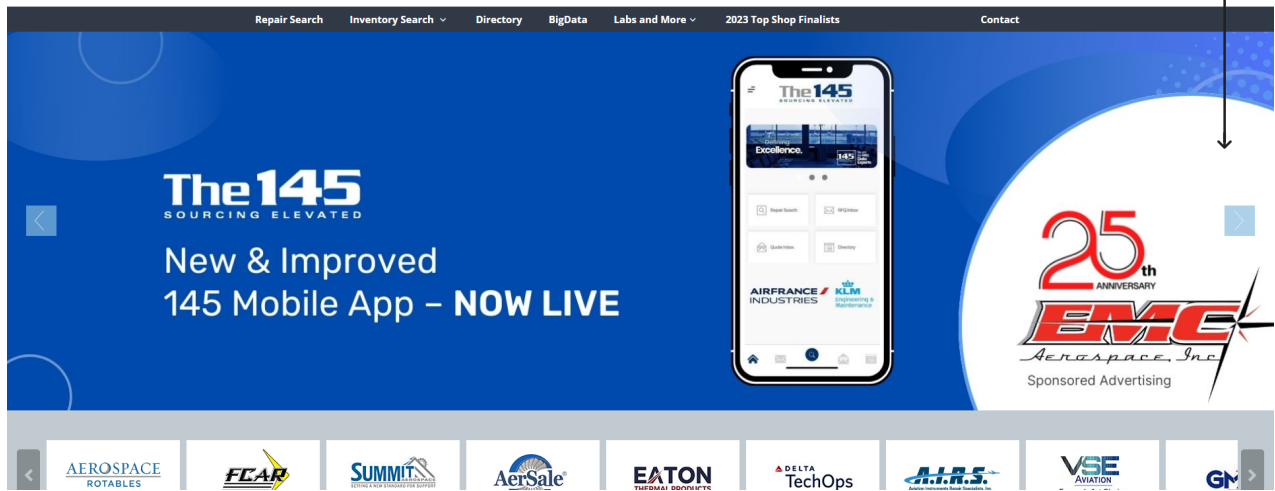
When a customer searches one of your repair capabilities they will see your company listed in one of the top three slots in the search results screen. When the user clicks the Part Xpert link under your company name a page will pop-up similar to the adjacent image.



Great companies are driven by great data.

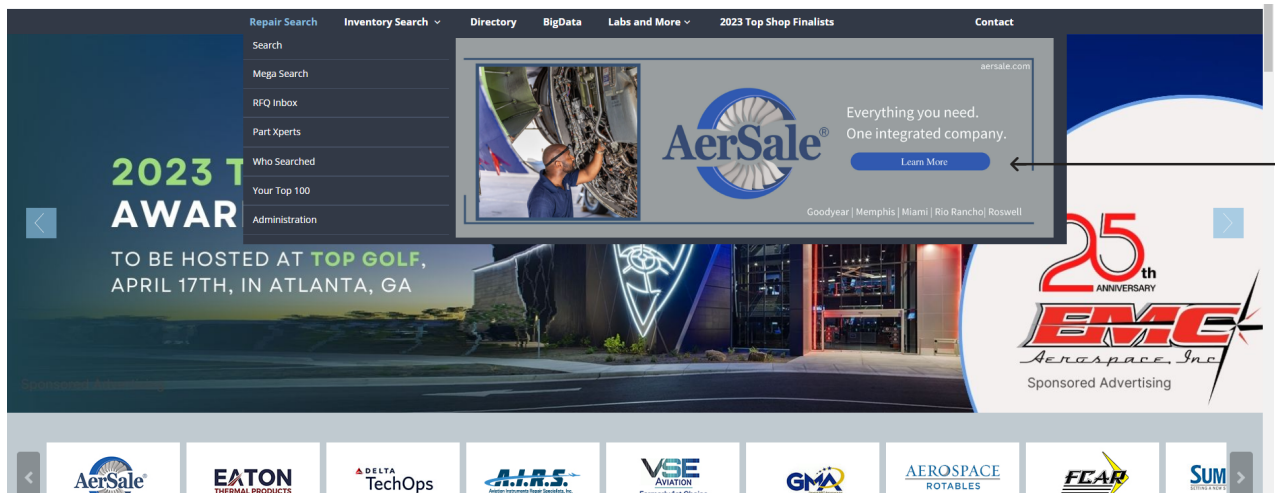
11 HOME PAGE SLIDE –
LARGE LOGO AD
(\$5000 /Month)

Be one of the most prominent advertisers on the website by advertising your company where you see the EMC logo displayed in the screenshot above.



12 LARGE
PULLDOWN AD
(\$5000 /Month)

Anyone that uses the website must click on the navigation tabs on the toolbar. When they do we have a large ad that's displayed every time in the pulldown section. You're guaranteed to get great by placing your company's advertising here.



TOP SHOP AWARD WINNERS PROMOTIONAL PACKAGE
(\$399 /Month)

Each year winners of the annual Top Shop Awards have the opportunity to participate in the Top Shop Award Winners Promotional Package. This is a special ads and event package that gives companies great exposure for up to 12 months! The package includes:

- Annual Awards Banquet the Night before the MRO Americas
- Top Shop Award logo license
- Acrylic Award
- Large Banner Ad on The 145 Repair Initial Search Page AND Search Results Page
- Gold trophy logo next to your company name in all repair search results for parts you repair
- Company logo in all 145 Newsletters– approximately 100 newsletters a year
- Inclusion in the Winners Page on the Top Shop Awards website: www.topshopawards.com



TOP SHOP AWARD FINALISTS PROMOTIONAL PACKAGE
(\$199 /Month)

Being a Top Shop Finalist is a big deal, especially when more than 500 repair centers are competing each year just to make the first cut as a finalist. If your company was selected as a finalist, we've created the following promotional package just for you:

- Top Shop Award Finalist logo licenseAcrylic Award
- Silver trophy logo next to your company name in all repair search results for parts you repair
- Company logo in all 145 Newsletters – approximately 100 newsletters a year
- Inclusion in the Finalists page on the Top Shop Awards website: www.topshopawards.com



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ONE FORTY FIVE MAGAZINE



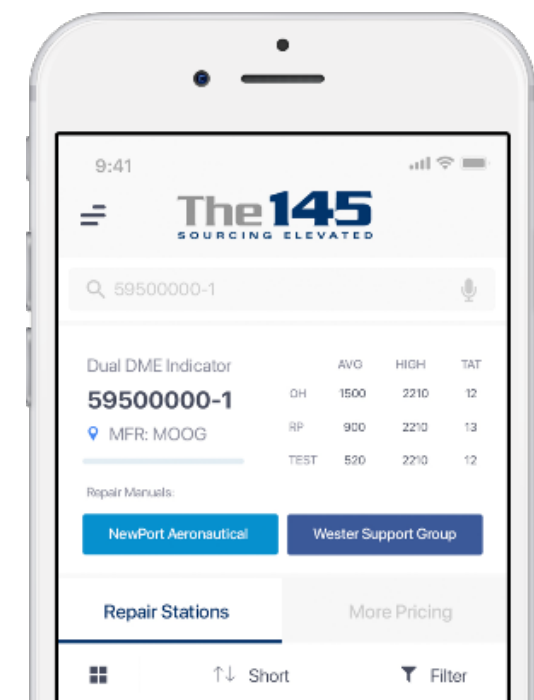
MAGAZINE

- ✓ Digital e-Magazine
- ✓ Top Shop Issue ONLY
- ✓ Emailed to 20,000+ people
- ✓ Hard Copies Available Upon Request

DIFFERENT, FUN, ENGAGING

In November of 2014, The145.com released a new breed of aviation magazine that's unlike anything the industry had ever seen before. The publication is called 145 Magazine and it's less focused on the technical aspects of the aviation world, and more on the people that make it go around.

Think of it as the People® magazine of aviation, but without all the drama and gossip. There are a lot of fascinating people in aviation, with rich life experiences that reach far beyond the confines of the office. Our objective at 145 Magazine is to reveal the personal side of these extraordinary individuals, to peel back the onion a few layers so to speak, so that readers can get to know them better. We relish publishing stories about people who've sacrificed everything they have just to build their businesses, stories about adrenaline junkies, former college football players, entertainment personalities, fortune 500 CEO s, political refugees, and more



Download
The 145 App
TODAY!



DIGITAL AND PRINT PUBLICATION

145 Magazine is an annual digital publication that's supported on all mobile and desktop devices. Each issue contains snapshots of the year's Top Shop Award winners, intriguing interviews with aviation professionals, ideas for business development, and tips for improving sales and marketing endeavors. All publications are available via digital magazine publisher, Issuu, and links to the magazine can be found on The 145 website, www.the145.com, as well as every issue of The 145 Newsletter. Print versions are also available upon request. Many customers purchase hard copies of the magazine for distribution at the various trade shows they attend throughout the year. To request hard copies, please contact our sales department at +1-888-820-8551.

ANALYTICS FOR ADVERTISERS

The big advantage to a digital publication is the fact that advertisers can gain incredible insights into the behavior of their readers. When you advertise in 145 Magazine, you'll know how many people read your ad, which pages they liked most, when and where they read, and what types of devices they used to read it. Such metrics help advertisers better understand the needs of their customers

SUPERIOR VISIBILITY

Our email distribution list is currently just over 20,000 people! Besides having a large email list, the magazine is also made visible on The145.com website, the industry's largest, and most popular, repair centric database. Through our website, users are exposed to images of the magazine's cover page, over 200,000 times a month. We've even gone so far as to include a link in all our email RFQs, as well as within other high traffic areas of The 145 website.

ADVERTISING

145 Magazine is a digital and print publication that's produced once a year, just prior to the MRO Americas trade show. However, it's important to note that space is allocated to the magazine at the bottom of The 145 home page, as well as a link in every issue of the 145 Newsletter. All Top Shop winners and finalists are included in the magazine by default, and companies wishing to publish content or advertise in the magazine should contact Juliana Christensen for more details.

The advertising pricing schedule is as follows:

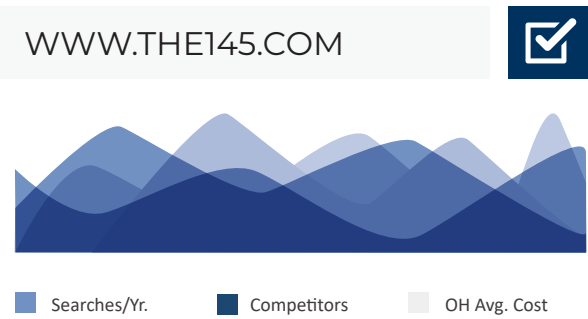
Top Shop 2023 Issue

Details:	
Cover Story	\$10,000
Non-Featured Stories	\$1,500
Full Page Advertisement	\$499
Annual Rates	

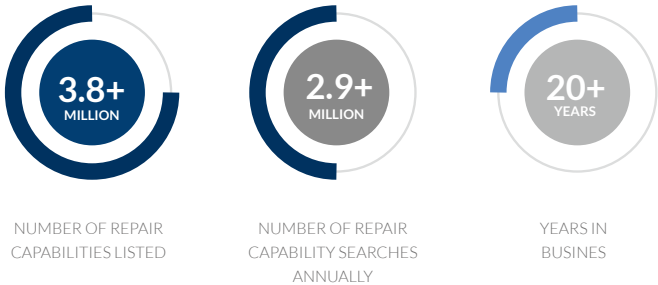
THE145
ABOUT US

With more than 20 years of uninterrupted service, The 145 is the world leader in providing comprehensive Online marketing and support services for the aviation repair industry. Simply put: we are the largest repair database in the commercial aviation industry. Even more direct: we are anything and everything repair related. Repair is our life blood. It's what defines us and what sets us apart from all other aviation Online data service providers.

- 20 Years in Business
- 3.8 Million Repair Capabilities
- 2150 Users
- 2.9 Million Searches Annually
- 44 Countries



So whether you're looking for repair sources and repair cost information, or want the best in audit management solutions and advertising alternatives, The 145 has you covered.



MORE THAN A NUMBER

The145

The 145 is a US based company that provides dedicated Sourcing tools for the aviation MRO (Maintenance, Repair and Overhaul) community.



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