

# 2026 APEX Digital Sponsorship and Advertising Opportunities

# About APEX

As a global non-profit and one of the world's largest international airline associations, the Airline Passenger Experience Association (APEX) accelerates our industry with the backing of nearly every major airline and valued supplier. APEX reinvests all of its resources to serving its members, strengthening the worldwide airline industry, advancing thought-leadership, fostering business opportunities via events, developing global initiatives, setting key airline standards, and highlighting well-deserved recognition across our industry.

In conjunction with both the [International Flight Services Association \(IFSA\)](#) and [Future Travel Experience \(FTE\)](#), APEX serves the full spectrum of the end-to-end travel experience.



**MISSION STATEMENT**  
To sustainably enhance passenger experience through meaningful engagement, innovation, recognition and collaboration across our global aviation industry.

**VISION STATEMENT**  
To lead the global aviation industry by advancing sustainable, innovative, and collaborative solutions that enhance every passenger's travel experience.

# APEX in Numbers

Airlines

100+

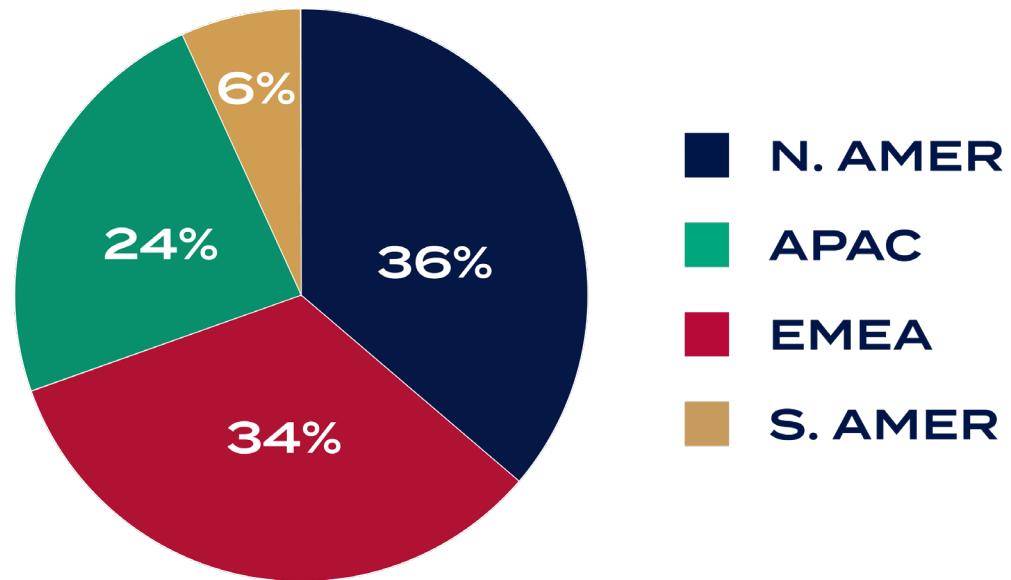
Suppliers

180+

Total individual members

4000+

Global APEX Membership  
Breakdown by Region



# Email Sponsorship

## Bespoke Email Blast to APEX Database

Create an email to be sent on your behalf from APEX to target lists or our full database with over 7,000+ industry contacts.



**\$5,000**

### What's Included:

- One-time dedicated email blast
- Sent to full mailing list or targeted APEX subscribers (global or segmented by region/industry)
- Custom subject line and sender name
- Basic performance report (open rate, click-through rate, top links)

**Average Open Rate**

**26.7%**

**Average Click Rate**

**26.5%**

### Submission Guidelines

- Submit a **single, clean HTML file** (not zipped)
- HTML must be **inline-styled** (no external CSS or JavaScript)
- Layout should be **600–650px wide** for optimal inbox rendering
- Email must be **mobile-responsive**, tested for major clients (Gmail, Outlook, Apple Mail, etc.)
- All images must be **hosted externally with absolute URLs** (e.g., your CMS, CDN, or image hosting service)
- Max image width: **600–800px**, optimized for quick loading
- Do not include `<script>` tags or any JavaScript
- Do not include your own unsubscribe tags.
- Provide **Subject Line** (max 60 characters)



**Tip for Better Delivery:** Keep the HTML file size under 150KB

# Social Media Promotion

## Sponsored Social Media Post

With a highly engaged audience of airline professionals, suppliers, and industry innovators, APEX's social media platforms are the ideal place to showcase your brand. Whether you're launching a new product, announcing a strategic partnership, or inviting the industry to your booth, a sponsored post puts your content in front of the right people—at the right time.

\$1,000

## Total Followers

**35,100+** (19K on LinkedIn)

## Average Monthly Impressions

**68,516**



## Sponsored Video Spotlight

Bring your brand to life through video. Whether it's a sleek product demo, an executive interview, or a behind-the-scenes look at your latest technology, this spotlight format offers a compelling way to engage your audience. Your video will be shared across APEX's LinkedIn feed and YouTube channel, reaching a global community of passenger experience decision-makers.

\$2,500

## YouTube Subscribers

**1,600+**



# Advertise in the APEX Daily Experience

With thousands of global aviation decision-makers reading the **APEX Daily Experience**, your ad will appear alongside the most relevant and trusted passenger experience news in the industry. Thanks to **Rasa.io's AI-powered personalization**, each subscriber receives a unique version of the newsletter—meaning your ad is delivered in a highly targeted, content-rich environment that drives visibility, clicks, and results.

Whether you're launching a new product, promoting a service, or building brand awareness, advertising in the APEX Daily puts your brand directly in front of the people who shape the future of air travel.

## Subscribers

4,900+



[apex.aero/newsletter](http://apex.aero/newsletter)



### AD SPECS

**Big Box – 300 x 250 px**

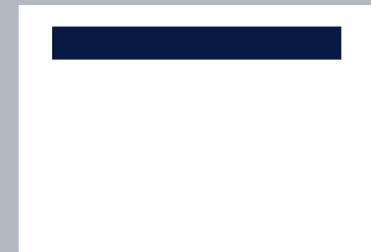
*Minimum: 150kb*

*Maximum: 300kb*

**Banner – 500 x 120 px**

*Minimum: 120kb*

*Maximum: 240kb*



*Accepted Formats: jpg/gifs (animated accepted)*

**APEX**+

# APEX Website Advertisements

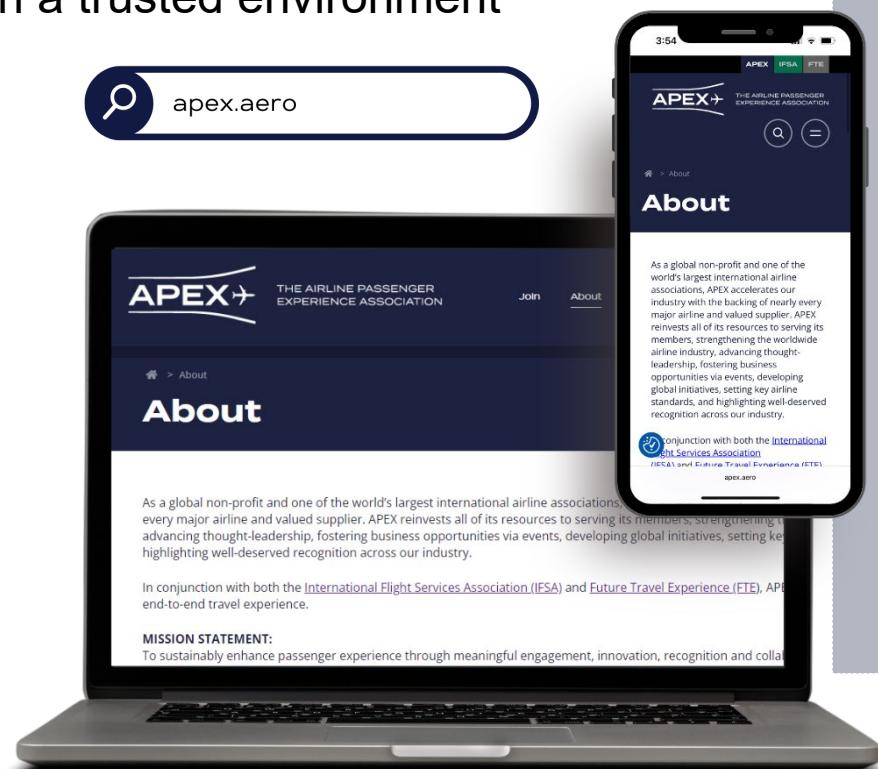
The APEX website is the digital destination for all things airline passenger experience. Industry professionals visit **apex.aero** to stay up to date on the latest trends, explore member benefits, register for global events, and access curated news through our daily newsletter. With consistent traffic from airline executives, suppliers, and media, your brand will be seen in a trusted environment that drives awareness, engagement, and action.

**Average Monthly Website Views**

**37,172**

**Average Monthly Users**

**14,486**



## AD SPECS

**Big Box – 300 x 250 px**

*Minimum: 150kb*

*Maximum: 300kb*

**Leaderboard – 728 x 90 px**

*Minimum: 180kb*

*Maximum: 360kb*

**Super Leaderboard – 970 x 90 px**

*Minimum: 200kb*

*Maximum: 400kb*

**Billboard – 970 x 250 px**

*Minimum: 250kb*

*Maximum: 500kb*

*Accepted Formats: jpg/gifs (animated accepted)*



**APEX**

# Digital Ad Placement Details & Rates

## Website Exposure

- Ads rotate within the Homepage and Industry News section—the most visited areas of [apex.aero](http://apex.aero).

## APEX Daily News Exposure

- Ads run Monday-Friday.
- Ads remain in the same position for consistent visibility throughout the week of coverage.
- After each week, ad position rotates to maximize visibility across editions.

## Creative Guidelines

- Ad creative can be updated with two weeks' notice.
- Final creative must be submitted prior to campaign launch.

Duration	Rate
3 Months	\$4,500
6 Months	\$8,100
12 Months	\$13,500

*The APEX Daily does not publish on major U.S. holidays, including New Year's Day (1 Jan.), Martin Luther King Jr. Day (19 Jan.), Presidents' Day (16 Feb.), Memorial Day (25 May), Juneteenth (19 June), U.S. Independence Day (3 July), Labor Day (7 Sept.), Indigenous Peoples' Day (12 Oct.), Thanksgiving (26–27 Nov.), and End-of-Year Holidays (21–31 Dec.).*

# Ready to soar to new heights and reach new audiences?



For sponsorship and advertising inquiries, please contact:

**Steve O'Connor**  
APEX Commercial Director  
[steve@apex.aero](mailto:steve@apex.aero)

CONNECT WITH US

