



Plane Sales Australia Media & Advertiser Kit

Plane Sales Australia is part of the Plane Sales network of websites. The sole purpose of the network is to bring aircraft sellers a cost effective way of listing their aircraft for sale. Unlike our competitors, we've never had a "one size fits all" view of the market. Our business model is based on specific sites having the ability to service a regional demographic. We currently have 2 sites to service the United States and Australian markets.

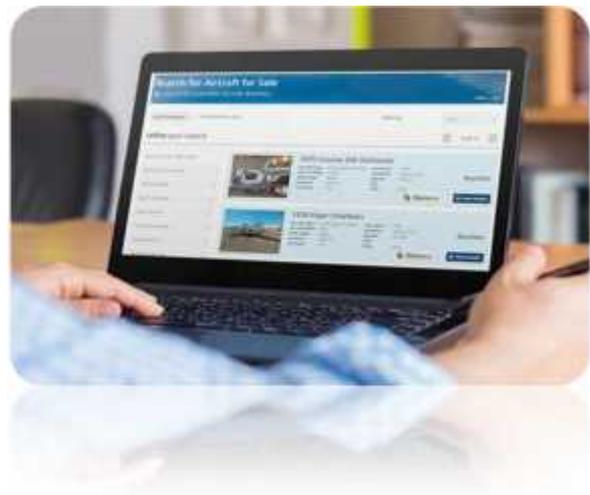
If you're an aircraft seller you'll find Plane Sale Australia to be a cost effective method of getting yours or your clients aircraft in front a wide audience.

Our website statistics speak for themselves.

Website statistics, January 2018. Source: Google Analytics
(Full yearly/monthly stats available on request)

www.planesales.com.au

- Monthly Sessions: 28,440
- Monthly Users: 17,321
- Total Monthly Page views: 121,904
- Pages viewed per session: 4.29
- Average time on site: 4.13 minutes



What do these stats mean?

This means that Plane Sales reaches over 17,000 people every month. On average each time a person visits Plane Sales they look at 4+ pages browsing our listings over a total time of about 4 minutes.

As a Plane Sales advertiser, for under \$100 your plane is in front of this substantial global audience until it's sold.

Your Listings

We want you or your customer's aircraft to look their best when presented to potential buyers. Plane Sales listings are displayed big and bold and if you're a commercial seller or aircraft dealer your logo is prominently displayed on each and every listing.

Search for Aircraft for Sale

search the australian aircraft directory

Search Results: 131 Aircraft for Sale

Filter by: Price

refine your search

6 of 14

- Search by Title / Rego / Make
- Search By Aircraft Type
- Search By Make
- Search By Model
- Search By Year
- Search By Condition
- Search By Price
- Search By Sale Type
- Search By Location

Private Seller Dealership

Search clear search



1970 Cessna 206 Stationair
Aircraft Type: Single Engine Propeller
Aircraft Make: Cessna
Seller Type: Dealer
Location: NSW, AU
Currency: US \$
Year Built: 1970
Condition: Used Aircraft
Reg No: VH-TGZ
S/N:
TTAF: 6734
Auction
Slattery
View Details



1978 Piper Chieftain
Aircraft Type: Multi Engine Propeller
Aircraft Make: Piper
Seller Type: Dealer
Location: NSW, AU
Currency: AU \$
Year Built: 1978
Condition: Used Aircraft
Reg No: VH-GDM
S/N:
TTAF: 10000
Auction
Slattery
View Details



2017 Cirrus SR20 G6
Aircraft Type: Single Engine Propeller
Aircraft Make: Cirrus
Seller Type: Dealer
Location: QLD, AU
Currency: US \$
Year Built: 2017
Condition: Used Aircraft
Reg No:
S/N: 2542
TTAF: 711
Price: **\$499,000**
View Details
CIRRUS AIRCRAFT

Individual listings stand out to grab the viewer's attention. You can link utube vidoes and have up to 10 big bold images. Have as much or as little information as you would like.

1955 North American T28 Trojan B

Warbirds/Classics

POA
Price on Application

back to search



Seller Information

Contact Name: Andrew Kennedy
Seller Type: Private
Mobile: 0427 435 325
Listing ID: 4804

f in G+ t p e

Contact Seller



Your Dealer Profile

Dealer profiles allow the user to create a landing page for their business. It's at your discretion how much information you choose to display. This information will be visible to anyone on the Plane Sales site.

Dealer profiles are good for your search engine optimisation. Your Plane Sales business profile links to your business website and social media pages.



The screenshot shows a dealer profile for Cirrus Aircraft Australia and New Zealand. The header features the company name and a navigation menu. Below the header is a large image of a Cirrus aircraft in flight with the text "EXPERIENCE THE CIRRUS LIFE. AT JET SPEED." To the right of the image is the Cirrus Aircraft logo and the text "Australia and New Zealand". Below the logo is a "Contact Details" section with the following information:

Trading Name:	Cirrus Aircraft Australia and New Zealand
Address:	
Location:	Australia
General Manager:	Graham Horne
Office:	1300 204 170
Mobile:	(0408) 988 315
Website:	cirrusaircraft.ausnz.info
Trading Hours:	Mon - Fri

Below the contact details is a "Contact Dealer" button. At the bottom of the page, there is a "Dealer Listings" section.

What sets us apart from the other aircraft sales platforms?

- ➔ Once off charges for listing aircraft - no monthly direct debits
- ➔ Negotiable rates for commercial sellers and dealers
- ➔ Negotiable rates for clubs, groups and associations
- ➔ Banner ad campaigns are invoiced after the campaign and are not direct debited
- ➔ Exclusive use of our social media pages
- ➔ We will always answer our phone and return emails



Social Media – Facebook, LinkedIn and Twitter



Plane Sales Australia has over 5300 followers on Facebook. We find that as an advertising medium Facebook gives us maximum ‘Bang for Buck’. We also use Twitter and LinkedIn.

Social media is included in the price of your campaign. As a rule we post each plane to Facebook, LinkedIn and Twitter within a couple of days of listing on the site. Note that Facebook “boosts”, as opposed to general posting, are an additional cost and can start from \$1.00 per day. We are happy to provide stats from previous campaigns for you to decide what you would like to do.

Blogging

We are more than happy to put any blogs or news articles on our news feed and share these across our social media pages. There’s no additional charge for this – you just provide us the content and we’ll post it in our latest news & events on the Plane Sales home page.

latest news & events



Cessna Skyhawk sees increased demand in China with orders for 52 aircraft

April 17, 2018

HANGHAI (April 17, 2018) -Textron Aviation Inc.

, a Textron Inc. (NYSE:TXT) company, today announced at ABACE 2018 (Asian Business Aviation Conference and Exhibition) that it has received orders for 52 ... [Read More](#)

Textron Aviation unveils new large-utility turboprop, the Cessna SkyCourier

November 30, 2017

WICHITA, Kan. (Nov. 28, 2017) – Textron Aviation Inc., a Textron Inc. (NYSE:TXT) company, today announced its new twin-engine, high-wing, large-utility turboprop – the **Cessna SkyCourier** 408. FedEx... [Read More](#)

Cape Air firms delivery schedule for first 20 of 100 Tecnam P2012 Traveller aircraft

September 22, 2017

Tecnam today announced the conclusion of an agreement with U.S.-based commuter airline Cape Air on delivery schedule for the first 20 of 100 Tecnam P2012 Traveller aircraft.

Negotiations were concluded following an extensive review of the configuration, direct and indirect cost analysis of the P2012 by key members of both the Cape Air and Tecnam leadership... [Read More](#)

Banner ad campaigns

All banner ads on Plane Sales are paying advertisers – there are no Google ads. We do not simply run a banner ad and send you the bill. Our first job is to yield results. We will actively promote your business or message via social media as part of your campaign. You will find that running a banner ad on Plane Sales Australia is an easy and cost effective way to promote your brand and get your message out to a wide audience.

We keep our banner ad prices simple and cost effective.

As a small business we understand how tough it can be getting your name and message out to an audience. Advertising with Plane Sales Australia include all social media and blog posts.

We run 3 sizes of banner ad.

1. Tower: 400 x 800 as per the example below. **\$330.00** inc GST per month



2. Horizontal: 880 x 110. **\$220.00** inc GST per month



3. Small: 360 x 195 as per the example below. **\$110.00** inc GST per month.



Charities and Not for Profit organisations

We are more than happy to run free banner ads for charities and not for profit organisations. If you have an aviation event or campaign to promote simply create your own banner and send it through.

Banner ad production

For a small fee we can produce your banner ad or you can forward us your own copy.

Reporting

We will send you a detailed report on web clicks, page impressions and site visits. On top of this we will also include any stats from social media postings.

How to get started? Call or email Gavin Carlson – Head of online content.

Email: admin@planesales.com.au

Mobile: 0419 772 350

