

ASA Dealer Bulletin

December 12, 2011

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eProducts are Blossoming eBooks, eBundles, eKits and more

Winter may be upon us, but ASA eProducts are blooming! We're introducing several new and exciting eProducts to finish out 2011 and propel us into 2012.

Customers are now looking for, and even *expecting*, "e" solutions and purchasing flexibility when it comes to training materials. ASA is literally on the cutting edge of this emerging and rapidly-growing content segment. And best of all, many of our eProducts are **conveniently shelf-ready for you and your customers**. The bottom line: You get to provide your customers with exactly what they want. No additional hassle, worry, or effort. As the ASA eProduct line continues to grow, so will your opportunities to fulfill the expanding demand right along with it. Joining this "e"volution of technology has never been easier.

The eProducts listed here are available now, while others will be coming shortly. We'll be sure to keep you in-the-know regarding the latest eProduct releases so **please watch for updates in future Bulletins**. In the meantime, check out the latest eProducts below:

eBundles (money-saving bundles that include print book **and** eBook):

Title	Order Number	Suggested List Price
<u>FAA Handbooks</u>		
Pilot's Handbook of Aeronautical Knowledge.....	ASA-8083-25A-2X.....	\$29.95
Airplane Flying Handbook.....	ASA-8083-3A-2X.....	\$24.95
Instrument Flying Handbook.....	ASA-8083-15A-2X.....	\$29.95
Instrument Procedures Handbook.....	ASA-8261-1A-2X.....	\$34.95
Aviation Instructor's Handbook.....	ASA-8083-9A-2X.....	\$24.95
<u>AMT</u>		
General.....	ASA-AMT-G3-2X.....	\$69.95
Powerplant.....	ASA-AMT-P3-2X.....	\$69.95
Airframe Volume 1: Structures.....	ASA-AMT-STRC3-2X.....	\$59.95
Airframe Volume 2: Systems.....	ASA-AMT-SYS3-2X.....	\$59.95
Aircraft Inspection, Repair & Alterations.....	ASA-AC43.13-2X.....	\$29.95
<u>The Pilot's Manual Series</u>		
Access to Flight.....	ASA-PM-AF-2X.....	\$84.95
Volume 1: Flight School.....	ASA-PM-1B-2X.....	\$69.95
Volume 2: Ground School.....	ASA-PM-2B-2X.....	\$69.95
Volume 3: Instrument Flying.....	ASA-PM-3C-2X.....	\$69.95
<u>The Complete Private Pilot</u>		
The Complete Private Pilot.....	ASA-PPT-11-2X.....	\$34.95

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More eProducts Blooming...

eKits (convenient, shelf-ready boxed kits include eBook redeem codes and pilot supplies):

Product	Order Number	Suggested List Price
Private Pilot eKit.....	ASA-PPT-EKIT.....	\$79.95
Flight School eKit.....	ASA-PM-EKIT.....	\$179.95

The new Flight School eKit features:

eBOOKS

(Redeem codes are included for easy download of the eBooks below for use on a PC, Mac, tablet or mobile device.)

- *The Pilot's Manual: Flight School* textbook
- *The Pilot's Manual: Ground School* textbook
- *Private Pilot Syllabus* and Stage Exams
- *Private Pilot Test Prep* book
- FAR/AIM
- *Private Oral Exam Guide* by Michael Hayes
- Practical Test Standards for Private Pilot (Single Engine Land)
- *Student Pilot Guide*

PILOT SUPPLIES

- Fiberboard E6-B flight computer
- Square Chart Plotter
- Short Fuel Tester
- Standard Pilot Logbook



Discontinued Products & Product Updates

Product	Order Number
Wings of Freedom (4-DVD Set).....	ASA-TE-WINGS..... (discontinued)

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