



## How to Advertise

Advertising in FSANA's digital Flight Training News Monthly reaches recipients whose focus is on the business of flight training — flight school owners, operators, managers, chief flight instructors and assistant chief flight instructors. Space is limited.

- Over 4,200 unique contacts
- 34% open rate

**VALUE AD**—Generously-sized and priced box ad. One size fits all.

SIZE: **300 x 250 pixels** (4.167 x 3.472 inches at 72 ppi/dpi)

# of insertions	1x	3x	6x	12x
\$ per insertion	\$400	\$350	\$300	\$250

**HEADER BANNER**—The premiere spot in any newsletter. In our newsletter, the header banner appears directly under the masthead. **Contact Debbie for availability.**

SIZE: **600 x 125 pixels** (8.333 x 1.736 inches at 72 ppi/dpi)

# of insertions	1x	3x	6x	12x
\$ per insertion	\$1200	\$900	\$600	\$450

**TIER BANNER**—Exclusive header-style banner format, only three guaranteed premium positions: Tier 1, Tier 2, Footer. **Contact Debbie for availability.**

SIZE: **600 x 125 pixels** (8.333 x 1.736 inches at 72 ppi/dpi)

# of insertions	1x	3x	6x	12x
\$ per insertion	\$1100	\$800	\$550	\$400

**FILE FORMAT**—File format: JPEG, PNG or GIF. No animated GIFs. High-res option: Files may be submitted at 2x resolution (example: 300 x 250 pixels may be 600 x 500 pixels).

**BONUS**—All ads are linked to advertiser's URL.

**DEADLINE**—New ads are due on the 25th of the month preceding edition month.

Example: April edition, ad deadline March 25

Ads are repeated monthly for the insertion period or until a replacement ad is submitted.

**EASY SUBMISSION**—Your submission is your reservation.

Submit by email only to [info@fsana.com](mailto:info@fsana.com). Subject line "**Newsletter ad**"

—Include in body of email:

1. Your contact info (name, business name, mailing address, phone#)
2. URL for ad link (usually your website)
3. Special instructions, if any
4. Attach your ad art file (one ad per submission)

**PAYMENT**—No payment with submission. Payment due upon invoice after publication.

**CONTACT**—Debbie Sparks at 561-767-6826 or [debbie@fsana.com](mailto:debbie@fsana.com)

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