

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**. 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

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