

# It's a win win. By promoting your products or services to the flight schools of America in *Flight School News*...

## ...you are helping to support the Flight School Association.

*Flight School News* reaches over 1,700 flight schools across America. The publication also reaches key leaders at the regional and mainline air-carriers, various government agencies, and supply chain partners who support the flight training industry. If flight training is your industry focus, your brand belongs here.

Publication schedule for 2011:

- **December** (Closing date November 11)

Shown approximately half scale.  
Actual printed size: 8.5 x 11.

### FLIGHT SCHOOL NEWS

A PUBLICATION OF THE FLIGHT SCHOOL ASSOCIATION OF NORTH AMERICA

Flight School Association of North America

#### Flight School Association Hosts Second International Flight School Operators Conference in Nashville



Attendees of this year's conference will be at the forefront of building the future career and general aviation pilots.

Following on the success of last year's conference, the Flight School Association of North America (FSANA) is headed to Nashville on **April 13-15, 2011**, for the Second Annual International Flight Operators Conference. This will be the second conference for the flight school industry hosted by FSANA since the association was formed in 2009 and last year's attendees are primed to go.

Flight school owners, managers, supply chain partners and people interested in the business of flight training will be getting together to learn and share information on how they can improve their business models.

One of the major highlights of the conference will be the official announcement and rollout of the first-ever **flight school accreditation program** in the history of the industry. This new program will help to create a new era in the flight training industry. Attendees will have the opportunity to attend workshops with other school operators. For more information, visit [www.fsana.com](http://www.fsana.com) or call **610-791-4359**.

#### SMART BUSINESS

#### Career Pilot Training in Hometown USA

The independent flight schools of America are prepared and are ideally positioned to help new career-focused pilot candidates to secure the required pilot certificates and ratings so that they can begin their entry into the world of flying for compensation.

**Robert Rockmaker**, president and CEO of the Flight School Association of America, stated that, "The flight schools of America are and have always been prepared to provide the required training for career-oriented flight students."

#### NO PLACE LIKE HOME

Driving the initial cost of flight training down is a big priority for FSANA. Rockmaker regards the independent flight schools of America as a superb flight training delivery system with a bright future. Pilot recruitment at the regional airlines

focuses on applicants who meet the minimum flight time requirements along with a good attitude and good pilot skills. A career student pilot can select a flight school in their home town and begin their training. They can live at home, which will help drive down the total cost of the flight education.

In the meantime, flight school owners and operators need to enhance their business model visibility in their local area.

Flight school owners need to remove the mystique that surrounds flight training. Personnel from the schools need to provide straight talk about the pilot career path in America. There are no short cuts. With almost no exceptions, newly-minted pilots with a commercial certificate need to acquire certain minimum flight hours before they can even have a chance to get hired by a regional airline or corporate aircraft operator.

Rockmaker regards the independent flight schools of America as a superb flight training delivery system with a bright future.

A career student pilot taking flight lessons at the local flight school can expect to spend between \$40,000-\$60,000 to secure the following flight credentials:

Private Pilot Certificate  
Commercial Pilot Certificate  
Instrument Rating  
Multi-engine Rating  
Certificated Flight Instructor

The start of career flight training is similar to planting a seed in the garden. The seed evolves into a plant and begins to grow. New student pilots grow and gain flight time, experience and maturity as they age. These essentials form the foundation for their future as a career pilot. The local flight school is like the seed where it all begins.

- **Save up to \$600 with 3-time rate**
- **No extra charge for color!**
- **Display ads for as little as \$275**

*Flight School News is printed and mailed, and is available by download.*

Effective January 1, 2011

# Display Advertising Insertion Order

Please complete this page for each display ad. Form may be copied.

## ADVERTISER PROFILE

Current FSANA Member:  Yes  No  
 I/we would like to join, call me.

Today's date \_\_\_\_\_

Name \_\_\_\_\_  
First Middle initial Last

Title/position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Business phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## DISPLAY RATES

Check [  ] one:

	1 issue	Special 3-time rate
<b>Full page</b>	<input type="radio"/> \$1,200.	<input type="radio"/> \$1,000. per insertion
<b>1/2 page</b>	<input type="radio"/> 700.	<input type="radio"/> 600. per insertion
<b>1/4 page</b>	<input type="radio"/> 425.	<input type="radio"/> 350. per insertion
<b>1/6 page*</b>	<input type="radio"/> 315.	<input type="radio"/> 275. per insertion

\*Business card fits 1/6 page

## CLOSING DATES

Insertion order and artwork  
due on **November 11** for **December 2011** issue

Check [  ] one:

- Insert ad on first possible publication date. Timing is NOT critical.
- Timing is critical. If mail date will be after \_\_\_/\_\_\_ (month/day), call me in order to make other arrangements.

## PAYMENT INFO

Total amount of order: \$ \_\_\_\_\_

- Please invoice me upon publication.
- Check enclosed—payable to: FSANA
- VISA  MC  AMX

# \_\_\_\_\_

Exp date \_\_\_\_\_ / \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Zip code associated with this credit card \_\_\_\_\_

## ART PREPERATION

See SPECS page for measurements and for instructions on preparing and submitting your ARTWORK.

If you wish, our artist will lay out your ad for an additional fee. Please call to discuss.

## SUBMISSION

Check [  ] all that apply:

- Hard copy of ad enclosed or faxed (REQUIRED)
- Artwork will be emailed
- Artwork enclosed
- Artwork being shipped/mailed separately
- We have arranged for FSANA artist to create our ad.

Mail or fax this page, your ad material (hard copy and artwork) and remittance to:

**FSANA Newsletter Ads**  
**3111 Arcadia Avenue**  
**Allentown, PA 18103**

**Fax: 610-797-8238**

## OFFICE USE ONLY

Payment date:

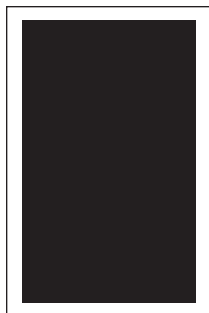
VISA MC AMX

check # \_\_\_\_\_

Effective January 1, 2011

## Ad Specs

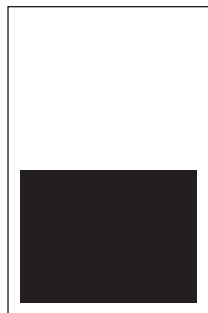
### MEASUREMENTS



**Full page**  
 no bleed  
 7.7"w x 10"  
 46p3 x 60p



**1/2 page**  
 vertical  
 3.75"w x 10"  
 22p6 x 60p



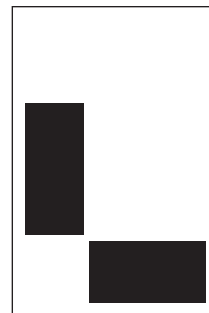
**1/2 page**  
 horizontal  
 7.7"w x 4.92"  
 46p3 x 29p6



**1/4 page**  
 vertical  
 3.75"w x 4.92"  
 22p6 x 29p6



**1/4 page**  
 horizontal  
 5.1"w x 3.65"  
 30p6 x 22p  
 or  
 7.7"w x 2.37"  
 46p3 x 14p3



**1/6 page**  
 vertical  
 2.46"w x 4.92"  
 14p9 x 29p6  
 or  
 horizontal  
 5.1"w x 2.37"  
 30p6 x 14p3

### PRESS-READY DIGITAL FILES

- Formats (choose one):
  - 1) PREFERRED: Press-ready PDF with all elements in **CMYK** or grayscale.
  - 2) TIFF or high-quality JPEG (**CMYK** color, not RGB).
  - 3) Native files: InDesign CS2 or QuarkXpress 4.0-7.3 with all support files. Must provide fonts. OpenType fonts are fine. We will match other PC fonts as closely as possible.
- Ad should be as close to exact size as possible.
- Embedded or linked graphics must be in these formats only: TIFF, EPS, or PDF (No JPEGs.)
- Image resolution
  - Photos: Standard 300 dpi (Range: 150-450 dpi)
  - Line art (bitmap): Standard 1200 dpi (Range: 600-1500 dpi)

### CAMERA-READY AD, BUSINESS CARD

- Ad should be as close to exact size as possible.
- If required, original photos can be scanned and inserted in your layout @\$70 each.

### SUBMITTING ARTWORK

- BY MAIL:** Include: 1) Insertion order  
 2) Check or credit card info  
 3) Printed copy of ad  
 4) Artwork file(s) on CD-Rom, DVD, Flash, or Zip or camera-ready artwork (returnable only with SASE).

Mail everything to: **FSANA Newsletter Ads**  
**3111 Arcadia Avenue**  
**Allentown, PA 18103**

**BY EMAIL:**  
 PDFs or stuffed files may be emailed, but hard copy **MUST** also be faxed (610-797-8238) or mailed with insertion order.

Email to: **john.lotte@gmail.com**

If within two business days you do not receive an email reply acknowledging receipt, please call Lotte Design at 610-351-1575 to alert us.

**Artwork must be received on or before current closing date to assure inclusion.**

For graphic questions not addressed above call  
 Lotte Design: 610-351-1575.

For rate and general advertising questions call  
 FSANA office: 610-791-4359.

Effective January 1, 2011

# Classified Insertion Order

Please complete this page for your classified order. Form may be copied.

## ADVERTISER PROFILE

Current FSANA Member:  Yes  No  
 I/we would like to join, call me.

Today's date \_\_\_\_\_

Name \_\_\_\_\_  
First Middle initial Last

Title/position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Business phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## CLASSIFIED RATES

Rate is per ad, per insertion.\*

**\$45.00** minimum charge, includes your first 15 words  
**.50** per each additional word (begins with 16th word)

\*Rate subject to change without prior notification.

## CLOSING DATES

December 2011 issue—**November 11**

Ad copy AND payment must be received by closing date.

## SUGGESTED CATEGORIES

You are not limited to these categories.

Write in an appropriate category heading in Step 3 at right.

Aircraft Insurance  
 Aircraft for Lease  
 Aircraft for Sale—New  
 Aircraft for Sale—Used  
 Aircraft Parts  
 Airport Equipment—New  
 Airport Equipment—Used  
 Airports Seeking Flight Schools  
 Employment Opportunities  
 Flight Instructors Wanted

Flight Training Devices—New  
 Flight Training Devices—Used  
 Flight School Consultants  
 Flight School Investors Wanted  
 Flight Schools for Sale  
 Flight School Wanted to Purchase  
 Legal Services  
 Pilot Supplies  
 Wanted to Buy

## SUBMISSION

Follow these four steps:

**STEP 1.** We prefer if you type or "paste" your ad copy directly in an email to: **news@fsana.com**—Subject Line: *FSANA Classifieds*. Word docs may be attached to email.

**Only if you do not have email**, print or type your ad copy on the page provided or a sheet of letterhead.

Note: The first few words of your ad will be typeset in bold caps. All other words will be regular text.

**STEP 2a.** Check one:  Ad copy will be emailed  
 Ad copy attached or included with fax

**STEP 2b.** Check one:  
 Insert ads on first possible publication date. Timing is NOT critical.  
 Timing is critical. If mail date will be after \_\_\_/\_\_\_ (month/day), call me in order to make other arrangements.

**STEP 3.** Write your category here and count the words in your ad(s) to figure your cost using the rate at left.

**Ad 1:** Category: \_\_\_\_\_  
 # of words: \_\_\_\_\_ X # of issues: \_\_\_\_\_ this ad costs: \$ \_\_\_\_\_

**Ad 2:** Category: \_\_\_\_\_  
 # of words: \_\_\_\_\_ X # of issues: \_\_\_\_\_ this ad costs: \$ \_\_\_\_\_

**Ad 3:** Category: \_\_\_\_\_  
 # of words: \_\_\_\_\_ X # of issues: \_\_\_\_\_ this ad costs: \$ \_\_\_\_\_

**STEP 4.** Complete payment info below and mail or fax this page and remittance. Include ad copy if not emailing it. No phone orders. More insertion forms available at [www.fasana.com](http://www.fasana.com)

**FSANA Newsletter Ads Fax: 610-797-8238**  
**3111 Arcadia Avenue**  
**Allentown, PA 18103**

## PAYMENT INFO

Total amount of order: \$ \_\_\_\_\_

Check enclosed—payable to: FSANA

VISA  MC  AMX

# \_\_\_\_\_

Exp date \_\_\_\_\_ / \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Zip code associated with this credit card \_\_\_\_\_

