

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**
- **48% open rate**

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

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

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

Optional: We suggest submitting files at 2x resolution (**600 x 500 pixels**).

FORMAT: JPEG, PNG or GIF. No animated GIFs.

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

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

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

Optional: We suggest submitting files at 2x resolution (**1200 x 250 pixels**).

FORMAT: JPEG, PNG or GIF. No animated GIFs.

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

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

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

Optional: We suggest submitting files at 2x resolution (**1200 x 250 pixels**).

FORMAT: JPEG, PNG or GIF. No animated GIFs.

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How to Advertise — *continued*

BONUS—All ads are linked to advertiser’s URL.

RESERVATION—Your submission is your reservation.

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.

SUBMISSION—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 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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