



Advertising Rates

Advertising in FSANA’s digital Flight Training News reaches recipients whose focus is on the business of flight training. These are savvy and knowledgeable flight school owners, operators, managers, chief flight instructors and assistant chief flight instructors who are prime targets for advertisers with products and services used in the flight training industry. Space is limited.

- 3,900 unique contacts
- 29% open rate

Ad Size	1x	3x	6x	12x
590 x 90 pixels	\$400	\$350	\$300	\$250
290 x 90 pixels	\$300	\$250	\$200	\$150
140 x 90 pixels	\$200	\$175	\$150	\$125

Ad Information

Rates are per insertion. All ads are hotlinked to advertiser’s URL.

Specs—Ads must be submitted as JPEG, PNG or GIF files. Ad files may measure a maximum of 800 pixels wide as long as the following proportions are kept:

590 x 90 pixels 8.194 x 1.25 inches at 72 ppi (dpi) – Full-width banner ad.

290 x 90 pixels 4.028 x 1.25 inches at 72 ppi (dpi) – Standard display ad.

140 x 90 pixels 1.944 x 1.25 inches at 72 ppi (dpi) – Small ad or hotlinked logo.

Ad carousels—add **\$75 per insertion to the posted rate**. We presently accept ad carousels (two or more rotating ad frames in a single animated GIF file). Motion and blinking effects are not permitted. If you cannot supply a carousel-ready GIF, a \$50 service fee will be charged to format your existing ad files into a single rotating GIF.

Note: Commonly, some devices or mail programs may not display GIF rotation as expected.

Header Position — The premiere spot in any newsletter.

Header Size	1x	3x	6x	12x
590 x 90 pixels	\$1200	\$850	\$600	\$450

Established in 2009, the Flight School Association of North America (FSANA) is the first and only association of its kind dedicated solely to the flight training industry. FSANA represents flight schools, firms that provide products and services to the flight training or aviation industry, and other supporting partners.

**To advertise, please contact Debbie Sparks at 561-767-6826
or dsparks@fsana.com**
