

# FLIGHT SCHOOL BUSINESS • DRONE PILOT • CLUB CONNECTOR • TRAVEL PILOT

## RATES

FLIGHT SCHOOL BUSINESS	
ADVERTISING OPPORTUNITY	RATE
<b>Top Leaderboard</b> 728 X 90px	\$1,100/month (2 issues)
<b>Standard Text</b> 120 X 90px + text*	\$770/month (2 issues)
<b>Body Leaderboard</b> 728 X 90px	<b>or</b> \$385/month (1 issue)

DRONE PILOT	
ADVERTISING OPPORTUNITY	RATE
<b>Top Leaderboard</b> 728 X 90px	\$1,000/month (2 issues)
<b>Standard Text</b> 120 X 90px + text*	\$700/month (2 issues)
<b>Body Leaderboard</b> 728 X 90px	

TRAVEL PILOT	
ADVERTISING OPPORTUNITY	RATE
<b>Top Leaderboard</b> 728 X 90px	\$1,000/month (2 issues)
<b>Body Leaderboard</b> 728 X 90px	\$700/month (2 issues)

CLUB CONNECTOR	
ADVERTISING OPPORTUNITY	RATE
<b>Top Leaderboard</b> 728 X 90px	\$1,100/month (1 issue)
<b>Standard Text</b> 120 X 90px + text*	\$770/month (1 issue)
<b>Body Leaderboard</b> 728 X 90px	

Net Rates Apply

\*Headline max of 50 characters with spaces and body is maximum of 30 words text with spaces – max of 5 lines (including Headline)

## SPECIFICATIONS

### ELECTRONIC FILE SPECIFICATIONS

- .jpg, .gif, animated .gif (max 3 frames)
- 72 dpi min. resolution
- Max file size 40KB
- No Flash or HTML
- No Alt Text
- No headlines wrapping
- No Bullet Points
- No italics, bold, or underline in body copy
- Headlines are required for text ads
- No wrapping to a second line for call to action
- Same link for both text and image

Please call AOPA ad production for information on sending files.

Telephone: 301-695-2235 | Email files to the following address: [pilot.ads@aopa.org](mailto:pilot.ads@aopa.org)