

RATES

ADVERTISING OPPORTUNITY	RATES	AVAILABILITY
1. Billboard (970 X 250px)	\$625 per day/issue	limit one per issue*
2. Super Leaderboard (728 X 180px)	\$525 per day/issue	limit one per issue*
3. Regular Leaderboard (728 X 90px)	\$493 per day/issue	limit one per issue*
News Section Options	RATES	AVAILABILITY
4. Big Box Ad Unit (300 X 250px, 120 X 60px + text)	\$485 per day/issue	unlimited
5. Medium Rectangle (300 X 250px)	\$475 per day/issue	unlimited
6. Rectangle-Text Ad Unit (180 X 150px, 120 X 60px + text)	\$475 per day/issue	unlimited
7. Logo/Text Sponsorship (120 X 110px, 160 X 45px + text)	\$468 per day/issue	unlimited
8. Banner Sponsorship (468 X 60px)	\$468 per day/issue	unlimited

SPECIFICATIONS

These file specifications apply to all ad units. File Format: .gif, .jpg; Resolution: 72dpi, Include complete URL for hyperlinking.

1. BILLBOARD (970 X 250px)		5. MEDIUM RECTANGLE (300 X 250px)	
File Size:	250k max	File Size:	30k max
Animation:	15 seconds max. Not supported by email clients. Include sponsor branding and CTA on first frame	Animation:	No limits
Alternate Text:	Alternate text (100 characters max) can be embedded behind image	Alternate Text:	N/A
2. SUPER LEADERBOARD (728 X 180px)		6. RECTANGLE-TEXT AD UNIT (180 X 150px, 120 X 60px + text)	
File Size:	90k max	Art Dimensions:	Sponsor Logo: 120 X 60px Ad Logo: 180 X 150px
Animation:	No limits	File Size:	30k max
Alternate Text:	Alternate text (100 characters max) can be embedded behind image	Animation:	N/A
3. LEADERBOARD (728 X 90px)		Text:	300 characters max, excluding spaces, includes a link to any page of your website
File Size:	120k max	7. LOGO TEXT SPONSORSHIP (120 X 110px, 160 X 45px + text)	
Animation:	No limits	Art Dimensions:	Sponsor Logo: 160 X 45px Ad Logo: 120 X 110px
Alternate Text:	Alternate text (100 characters max) can be embedded behind image	File Size:	30k max
4. BIG BOX AD UNIT (300 X 250px, 120 X 60px + text)		Animation:	N/A
Art Dimensions:	Ad Logo: 120 X 60px Ad Image: 300 X 250px	Text:	300 characters max, excluding spaces, includes a link to any page of your website
File Size:	30k max	8. BANNER SPONSORSHIP (468 X 60px)	
Animation:	N/A	Art Dimensions:	Banner: 468 X 60px
Text:	300 characters max, excluding spaces	File Size:	Banner: 60k max
		Animation:	N/A
		Alternate Text:	Alternate text (100 characters max) can be embedded behind image

Please call AOPA ad production for information on sending files. Telephone: 301-695-2336 | Email files to the following address: pilot.ads@aopa.org

NOTE: New ad creative due Wednesday prior to week of insertion.