

FLIGHT SCHOOL BUSINESS

INTRODUCING



Jump to the head of the class with **FLIGHT SCHOOL BUSINESS** from **AOPA**

When you need to reach leaders in the flight training community, you need **FLIGHT SCHOOL BUSINESS** from **AOPA**. With a select and carefully vetted audience of over 3,000 flight school owners, managers, and the business leaders who support them, **FLIGHT SCHOOL BUSINESS** puts your message in the hands of decision makers—and it comes with the credibility that only AOPA can deliver.

Delivered electronically every other week, **FLIGHT SCHOOL BUSINESS** offers readers strategies for retaining students, marketing tactics, product and industry news, tools, legal and financial information, and more—all designed to help flight schools and training-related businesses grow and thrive. Readers will get even more value and support from a dedicated **FLIGHT SCHOOL BUSINESS website** featuring archives, resources, and events designed uniquely for flight school operators.

Together, the website and electronic newsletter give you the flexibility to choose when and how you want to deliver your message to this exceptionally hard-to-reach audience. **FLIGHT SCHOOL BUSINESS** biweekly e-newsletter and website offers a variety of high-impact advertising formats and price options to meet your marketing budget needs.

A Whole New Audience

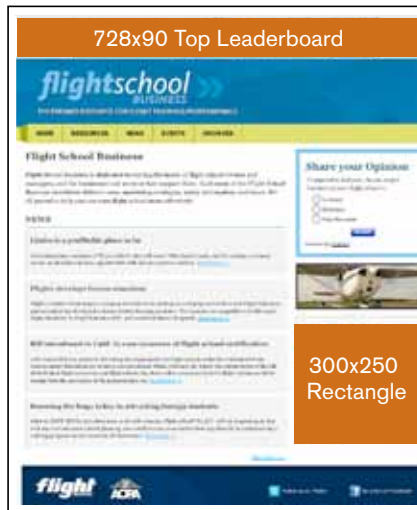
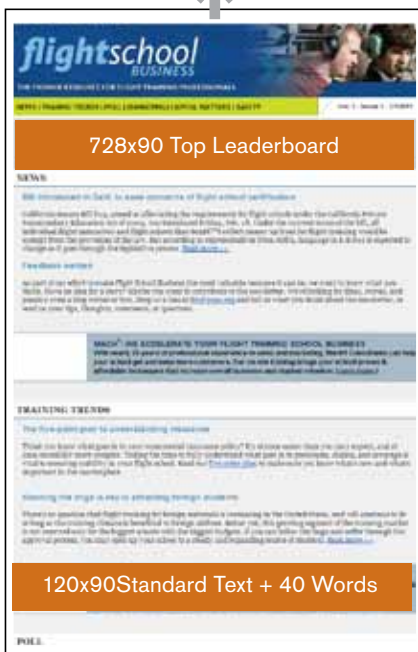
FLIGHT SCHOOL BUSINESS is a must-read for more than 3,000 leaders in the flight training industry, and it's the only publication of its kind dedicated to delivering the content that flight schools need to make their businesses work for them. No other publication or website can bring your message to this select audience—an audience that's hungry for the carefully researched blend of information **FLIGHT SCHOOL BUSINESS** delivers. This unique audience has told us they are interested in information that helps them run successful and safe flight operations in the form of News, Training Trends, Marketing, Safety, Capital Matters and Events.

Advertising Formats and Rates

FLIGHT SCHOOL BUSINESS offers advertising opportunities for a range of marketing budgets. Your AOPA advertising representative can help you craft a print and online campaign that gives your business maximum reach and efficiency—integrated campaigns enjoy a discount of 20% off of published rates.

FLIGHT SCHOOL BUSINESS BIWEEKLY ENEWSLETTER

AD UNIT	SIZE	FORMAT	RATE
Top Leaderboard	728x90	.jpg, .gif Animated gif (max 3 frames) File size limited to 45KB. No Flash files accepted.	\$1,000/month (2 issues)
Standard Text	120x90 + text Headline = Max of 50 characters with spaces Body = Max 40 words Link to the advertiser's Web site	.jpg, .gif Animated gif (max 3 frames) File size limited to 25KB. No Flash files accepted.	\$700/month (2 issues)



FLIGHT SCHOOL BUSINESS WEBSITE

AD UNIT	SIZE	FORMAT	RATE
Top Leaderboard	728x90	.jpg, .gif, animated .gif (max 3 frames) Flash Accepted	\$500/month
Rectangle	300x250	.jpg, .gif, animated .gif (max 3 screens) Flash Accepted	\$350/month

Flight School Business Newsletter

- Circulation – approximately 3,000 flight school managers, owners, operators, and related businesses.
- Distributed biweekly – every other Tuesday
- Monthly distribution – approximately 6,000
- “Click” activity reporting provided

CONTACT YOUR ADVERTISING REPRESENTATIVE TODAY!

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AOPA advertising

First in Readership. First in Aviation. First in Value.