



# Red Star Pilots Association Advertising Media Guide

These notes are intended to help you prepare artwork to be published on your behalf by the Red Star Pilots Association in our quarterly Red Alert Magazine:

[http://flyredstar.org/images/downloads/Red\\_Alert/red\\_alert\\_fall\\_2016.pdf](http://flyredstar.org/images/downloads/Red_Alert/red_alert_fall_2016.pdf)

on our website [www.flyredstar.org](http://www.flyredstar.org), and on our Red Star Pilots Association Facebook page:

<http://www.facebook.com/groups/Redstarpilots>

**Print Ads.**

Images must be 300dpi or better for Print in the magazine

<b>Ad Size</b>	<b>Applies to</b>	<b>Trim</b>	<b>Bleed</b>	<b>Live Area</b>
Inside front cover	Tier 1	9" X 11"	1/8"	8" X 10"
Inside back cover	Tier 1	9" X 11"	1/8"	8" X 10"
Vertical 1/2 page	Tier 2	4.5" X 11"	1/8"	4" X 10"
Horizontal 1/2 page	Tier 2	9" X 5.5"	1/8"	8" X 5"
Horizontal 1/4 page	Tier 3	9" X 3"	1/8"	8" X 2.5"

**Facebook, Web Banner or Rotating .GIF\* Ads.**

Images must be 100dpi or better for web use. 300dpi is preferred.

<b>Ad Size</b>	<b>Applies to</b>	<b>Size</b>	<b>Location</b>	<b>Duration</b>
Webpage Banner or .GIF	Tiers 1&2	960px X 150px	Top of every page	10 seconds, repeating
Facebook Ad	Tiers 1 & 2	1200px X 630px	n/a	Posted on agreed date***
Webpage Sidebar Ad	Tier 3	225px X 150px	Below the fold** every page	static

**Notes**

\* When creating a 10 second GIF animation, please include a static image *of at least one second* at both the start and end. Less than this creates a choppy, disjointed feel between banners.

\*\**Below the fold* is web jargon, borrowed from the Newspaper industry, indicating that items visible on the upper half of a folded newspaper attract more attention than *below the fold* – or in the case of Web pages, if the viewer must scroll down to see them.

\*\*\*Tier 1 clients have their Facebook Ad posted monthly, Tier 2 clients every two months, on dates agreed with customer. Images or Videos may be different for each posting. For example, your business or organization may have an upcoming promotion or special event. Please allow one week before the agreed dates to avoid disappointment.

/more...



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1. All advertisements you create have to meet the standards of our organization for us to accept them.
2. You can expect us to keep your files around until the next publishing time - because we love you. However, you should keep your own copies of all your media / artwork and review it prior to each deadline to ensure your intended message is still current.
3. We can't guarantee that your advertisement will have the desired effect, and so we can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the display of your advertisement in our media even if you have advised us of the possibilities of such damages.
4. You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide are either owned by you, or that you have permission to use them.
5. If you choose a short promotional video for your Facebook Ad, we ask that you limit it to 60 seconds duration.
6. Please resist the temptation to include copyrighted music in your video, since Facebook uses sniffers for this purpose and will strip out the entire audio track if it detects any copyrighted music.
7. Payment. Your Webpage or Social Media Ad goes live immediately upon receipt of payment. Unless you renew, at the end of the agreed period, it will be taken down.
8. For current customers, you are welcome to take advantage of these new Web and Social media features immediately. Please send us your artwork today!
9. If you have any questions, please call John Warwick at 619 933-2571