



Advertise in the Red Baron Flyer Newsletter

POLICY AND GUIDELINES FOR DISPLAY AND CLASSIFIED ADVERTISING

The Red Baron Flyer accepts classified and display advertising to better serve the Airport community.

Who can place ads?

- Classified ads: Tenants, tenant employees, Airport businesses
- Display: Tenants, Airport, and aviation related businesses (A tenant can place business card sized ads or larger for their non-aviation business upon approval.)

Ad Content:

Aviation related items and services for sale. No alcohol or tobacco related ads will be accepted. *The Airport reserves the right to accept or refuse advertisements.*

Classified Advertising:

Email ads to airport@sonoma-county.org or fax to (707) 542-5303 Attn: Melinda

\$15 up to 40 words

\$25 for 40 – 60 words

60 words maximum

Include full name and contact information. Abbreviate if possible. Only first name and phone number will be printed in the ad.

Display Advertising:

Provide print quality PDF or eps file or scan-ready art in the sizes below, or provide all pertinent information to Airport staff for ad design.

Deadline, all ads: Three weeks prior to publication date. Ads received after the deadline may be published only if space allows.

Payment

- Payment is due and payable to the Sonoma County Airport by cash or check at time of submission, unless arranged otherwise. Mail or deliver to:
Sonoma County Airport, 2290 Airport Blvd, Santa Rosa, CA 95403
- Payment for ads that do not meet newsletter guidelines will be returned.

Size	Dimensions	Cost	Completed Ad is provided	Airport staff creates ad	Deadline Display Ads
Full page	7.5 W x 9.6875H	\$200.00	No charge	\$40 hr	Three weeks prior to publication date Publication dates: Jan 10, April 1, July 1, Oct 1
Half page	3.67 W x 9.6875H	100.00			
Half page	7.5 W x 4.75 H	100.00			
Quarter page	3.67W x 4.75 H	55.00			
Quarter page	7.5 W x 2.35 H	55.00			
Business Card	3.67 W x 2.3 H	30.00			

Contact: Melinda Gay, (707) 565-7241 or airport@sonoma-county.org. Main office: (707) 565-7243 (rev 12/11)