



# eConnect

## About the eNewsletter

Visit our archive online

<http://www.naylornetwork.com/fap-nwl/>

Now more than ever, professionals consume information on the go. Our eConnect eNewsletter allows members to stay informed of timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the members of FAA, representing more than 383,000 units across all eleven Florida local associations.
- Frequently forwarded to others for additional exposure
- Cross-promoted in other FAA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



### VERTICAL BANNERS

(120 x 240 pixels)

**12 Months** | \$2,400   **6 Months** | \$1,500   **3 Months** | \$900

- Only four advertisers per issue
- JPG only (animation and Flash/SWF files are not accepted)
- File size must be no greater than 100 kb

## Delivered every month to our members' inboxes!

### Sections include

- What's New with the FAA
- What's New Nationally
- What's New Around the State
- Upcoming Events



# Online Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

## Digital Edition<sup>†</sup>

### eSponsorship

- 645 x 465 pixels
- JPG, GIF, Flash/SWF\*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

### eSkyscraper

- 228 x 1140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

### eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

## eNewsletter

### Vertical Banner

- 120 x 240 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

## <sup>†</sup>Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and web links or URLs**, we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

## \*Flash Guidelines

### Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Animations that are supplied, please loop 3-4 times and add a stop action. No continuous looping animations.

### Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

**Note: Do not type the company URL but the word "URL".** Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)