



Sky Blue Radio will be celebrating VA Days the third weekend in January on the 20<sup>th</sup>, 21<sup>st</sup> and 22<sup>nd</sup>. That weekend Virtual Airlines (VA's) will have the opportunity to promote their airlines for "**free**" on Sky Blue Radio and can enter to win one year of advertising if selected as the Sky Blue Radio Virtual Airline of the Year!

Each VA will be allowed a 30 second spot to air that weekend to promote their airline. We will also include banner placement for that 3 day weekend\*.

On the 22<sup>nd</sup> of January, 2012 Sky Blue Radio will award the "Sky Blue Radio Virtual Airline of the Year". The winning airline will get a thirty second spot and banner placement for a year. This will be on a limited rotation basis\*\*.

How it works:

Airlines must submit their intentions no later than January 17<sup>th</sup> 2012. If they want SBR to produce their on-air promos they must submit copy no later than January 15<sup>th</sup>, 2012. Sky Blue Radio reserves the right to edit submissions for content and time. Spots should be no longer than 30 seconds. A typical 30 second spot runs between 60 and 80 words. **NO SPOTS LONGER THAN 30 SECONDS WILL BE ACCEPTED.** Banners must be 468x92 pixels in jpg, png or gif format\*\*\*.

To be considered for Sky Blue Radios VA of the Year. VA's must submit a one page summary of what makes their VA unique, and how does it best promote the feeling of community within flight simulation. VA's do not have to be affiliated with any online network. Each summary will be evaluated by our panel of judges with a winner selected from the submissions. Submissions must be made no later than January 17<sup>th</sup>, 2012. The winning VA will be asked to link to our site with an image link, image of the award or banner. We would also ask that our flash player be included on their site.

This opportunity is open to all VA's, however space is limited. Please submit your application to [vadays@skyblueradio.com](mailto:vadays@skyblueradio.com).

#### Conditions

*\* Sky Blue Radio reserves the right to edit/reject "Virtual Airline" submitted on-air promotional spot.*

*\*\* Sky Blue Radio reserves the right to remove any promotional on-air spots or banners for the winning "Virtual Airline" for any reason. Sky Blue Radio is not responsible for any copyright infringement or intellectual property violations the winning "Virtual Airline" may incur. Sky Blue Radio has sole discretion in number of times a promotional spot is aired as well as frequency of banner rotation on the Sky Blue Radio website.*

*\*\*\*Sky Blue Radio reserves the right to edit/reject "Virtual Airline" submitted banner.*