



INTERNATIONAL AEROBATIC CLUB WEB STYLE GUIDE

guidance for Web site designers and content providers

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0 INTRODUCTION

0.1 Welcome

You're reading the Web Style Guide for the International Aerobatic Club Web site, *iac.org*.

This guide describes the site's look and feel – its page layouts, navigation system, site map, writing style and many other attributes. Applying its guidance, designers and content contributors may work independently to create a cohesive, uniform and easy-to-use site.

This draft of the guide targets the first (“parity”) release of the IAC Web site. In doing so, it considers only desktop browsers. Though the site will render in *some* form on other types of browsers, we offer no direction here as to what it should look like. Later versions of this guide will cover mobile and tablet browsers.

0.2 Organization

We've split this guide in three sections.

Section 1 covers page layouts. We wrote it for the technical community who implement and maintain the “Web-ish” underpinnings of the site: page layouts, fixed content, font selection and such. While content authors might find it interesting, you need neither read nor understand it if your interest is in writing content for interior pages.

Section 2 covers content: heading, prose and list styles. If you're writing or formatting material to appear on the site, this is for you.

Section 3 describes the requirements for banner advertisements. If you're an IAC Web site advertiser, start here. Your compliance with these requirements is essential in order for your banner ad to appear on the site.

1 PAGE LAYOUTS

Archetypal page layouts for home and interior pages are found at mockup.iac.org. We describe below details and behaviors that may not be obvious by inspecting those prototypes.

1.1 Canvas Size and Colors

Each page is rendered on a white (#FFFFFF) background that is nominally 946 pixels wide and a variable height of no less than 973 pixels, of which the bottom-most 63 pixels contain bottom matter (described shortly). Actual height of each page in excess of 973 pixels is determined by the content. The browser background is rendered in light grey (#E6E6E6).

The canvas is displaced no less than six pixels from each of the top and left margins of the browser window. If the browser window width is greater than 946 pixels, the canvas is centered horizontally within the window.¹

If the browser window width is less than 946 pixels, the canvas width may be reduced by dynamically shrinking the width of specific columns. [Details of this behavior are at the discretion of the technical team. We'll likely defer it to a second or subsequent release of the site.]

1.2 Page Types

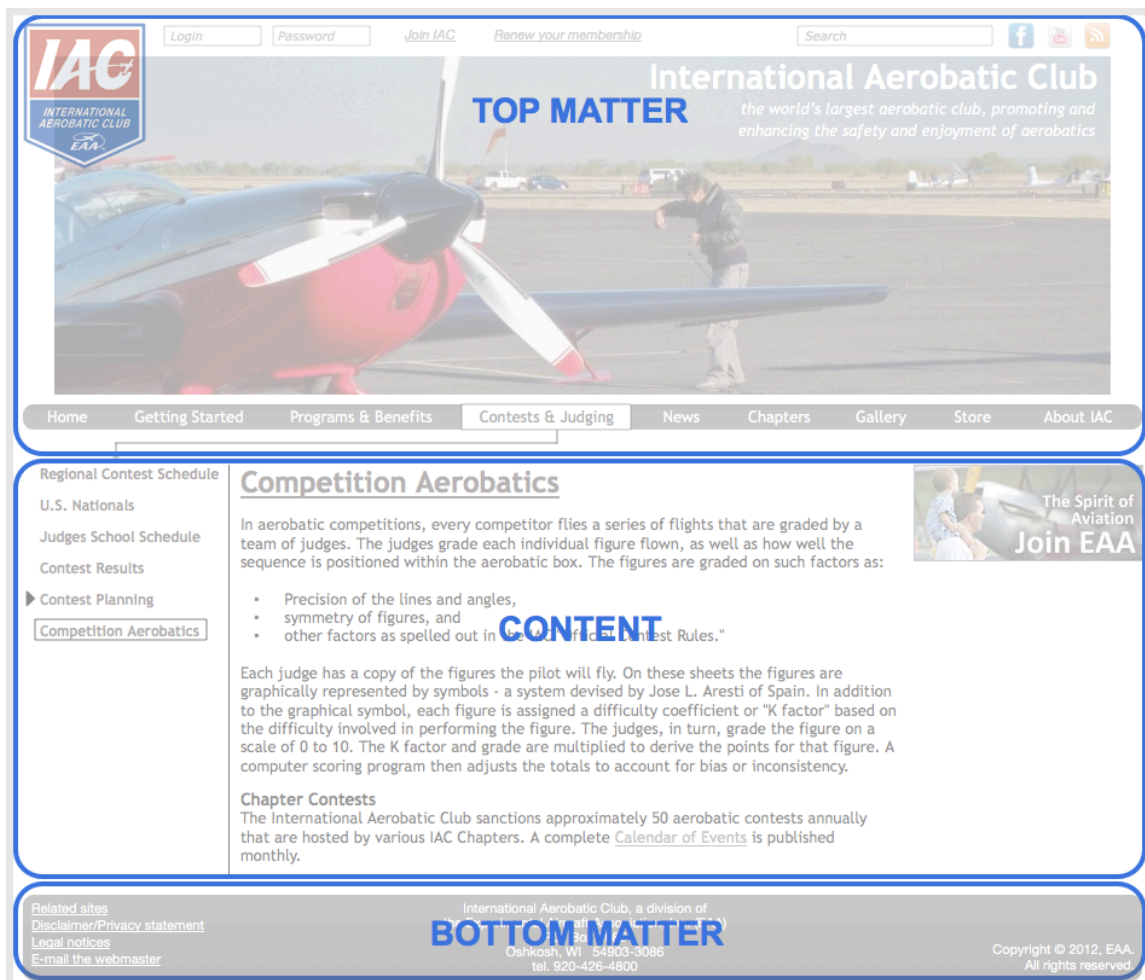
From the user's point of view, the IAC Web site consists of three distinctly different page types:

- The *Home Page*, upon which the user lands when directing a browser to *iac.org* or *www.iac.org*
- *Interior pages*, comprising all pages implemented within the site except for the Home Page
- *External pages*, which appear to exist within the IAC site but are maintained and controlled by an external entity; Doug Lovell's *Automated Contest Registration System (ACRS)* is an example

¹ The canvas does not grow to fill a broader space. We intentionally limit the content area of each web page to no greater than about 15 words per line to decrease reader fatigue.

1.3 General Layout

Each page within the site contains three major components:



1.3.1 Top Matter

The top matter brands each page as belonging to the IAC site. Its predominant feature is an image – usually a photograph – that either bears some relation to the page content or, if no applicable image is available, serves as eye candy.

Top matter also presents easily accessible controls for logging in, accessing social media sites, joining IAC or renewing membership.

The top matter contains:

- The IAC logo
- The text, "International Aerobatic Club"
- The IAC tag line, "the world's largest aerobatic organization, promoting and enhancing the safety and enjoyment of aerobatics"
- Links to all social media having an official IAC presence

- If the user is presently logged in:
 - The text, “Hello,” followed by the logged in user’s first name or, if unavailable, the user’s login ID
 - A control to log out the user
 - A link to renew IAC membership, once the web server is able to determine that the user’s membership expires in the near future
- If the user is not presently logged in:
 - A link to join IAC
 - A link to renew IAC membership
 - A “Login” box, in the form of an HTML text area, which contains the word “Login” until it receives focus or contains user-supplied text
 - A “Password” box, which operates similarly to the “Login” box except that, when it receives focus it becomes an HTML password field so that the typed password is obscured by the browser
- A site search box, which contains the word “search” until it receives focus or contains user-supplied text
- An image of 880 by 238 pixels for an interior page, or 880 by 352 pixels for the Home Page, stored at the highest compression level possible before image distortion becomes apparent to the average user
- The Main Nav Bar (see Navigation)

1.3.2 Bottom Matter

At the very bottom of each page lies another set of fixed content. This bottom matter includes ancillary information and certain links that either don't warrant inclusion in the Main Nav Bar due to infrequent use, or are routinely placed at the bottom of web pages.

The bottom matter includes:

- A copyright notice
- A disclaimer, privacy policy and legal notices link
- An "Related Sites" link; this points to a page whose content is substantially similar to the legacy site's "Links" page, accessible through its main menu bar
- IAC's formal name, address and phone number
- An "report a problem" link, which generates an email to the webmaster

1.3.3 Web Site Icon

The site will include a favicon.ico file in its root directory that contains a 48x48 pixel, 8-bit deep rendering of the IAC logo in "ico" file format.

[N.B. Browsers typically display this image in the address bar, bookmarks menus and tabs bar. They shrink or expand the image as required to fit the available display space.]

1.4 Fonts

1.4.1 Library

All fonts used on the site are downloaded dynamically from the Google Web Fonts library. Should a browser not support downloading of fonts, or should the Google Web Fonts library be unavailable, built-in fonts within the browser will serve as backstops. All fonts are sans serif.

1.4.2 Font Applications

Component	Family	Weight	Size	Color
Club Name	Nobile	Bold 700	28 px	White
Club Tagline	Nobile	Italic 400	13 px	White
Page Title	Nobile	Bold 700	24 px	#404040
Page Subtitle	Nobile	Normal 400	20 px	#404040
Heading	Nobile	Bold 700	18 px	Black
Sub Heading	Nobile	Normal 400	16 px	Black
Main Nav Bar	Nobile	Bold 700	16 px	White
Drop-Down Menu	Nobile	Bold 700	16 px	White
Sub Nav Bar	Nobile	Normal 400	16 px	#404040
Monospaced ²	Droid Sans Mono	Normal 400	13 px	Black
Prose, Other	Lato	Normal 400	13 px	Black
Bottom Matter	Nobile	Normal 400	12 px	White

Note: Due to limitations in our prototype development environments, the Look-and-Feel Team is unable to build mockups using an external font library. Sizes and weights are likely to change. Moreover, if our font family selections appear awkward, consider replacing *Nobile* with *PT Sans* and/or replacing *Lato* with *Cantarell*. Remove this note once font selections for the parity release are finalized.

1.5 Navigation

1.5.1 Organization and the Home Page

Site contents are organized hierarchically with the Home Page at the top.

A “Quick Links” section begins above “the fold” on the Home Page to provide easy access to popular 3rd Level (or deeper) pages.

1.5.2 Subordinate Pages and Nav Bars

Second Level pages are layered immediately below the Home Page and anchor major sections of the site. Each such page appears by name in a horizontal navigation bar (the “Main Nav Bar”) in the top matter. Clicking this link directs the browser to display the corresponding page.

Most 2nd Level pages have subordinate pages. For those that do, mousing-over the 2nd Level page name in the Main Nav Bar will cause a drop-down menu to appear, listing each associated 3rd Level page name. The drop-down remains displayed as long as the mouse remains present, either over the Nav Bar link or within the drop-down itself. Should the user click on a drop-down menu item, the browser is redirected to the correspondent page.

For 2nd Level pages having no subordinate pages, mousing over the Main Nav Bar link has no visual effect; clicking on the link directs the browser to the 2nd Level page.

The Main Nav Bar has no provision for displaying 4th Level (or deeper) pages.

When a 2nd Level or deeper page is displayed, the Main Nav Bar link for the 2nd Level page is highlighted. A list of all pages layered under that 2nd Level page is displayed in the Sub Nav Bar. A connecting line (actually, a series of connecting rectilinear lines) is drawn from the

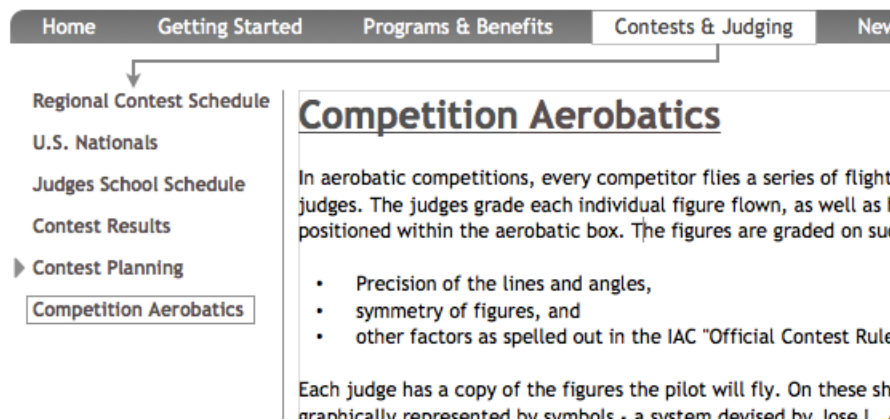
² Some tabular content requires a monospaced font for readability.

Main Nav Bar to the top of the Sub Nav Bar column, with an arrowhead pointing downward toward that column.

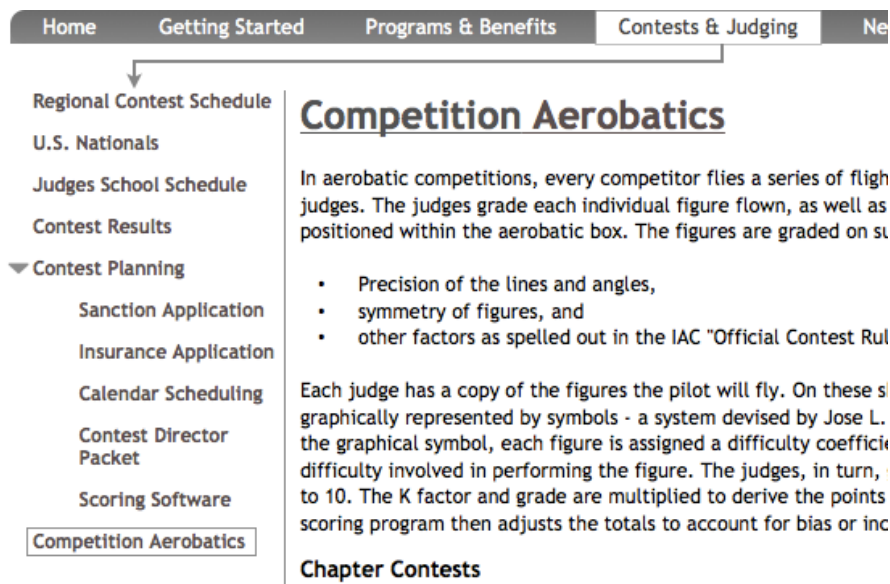
1.5.3 Fourth Level Pages

Should the site use 4th Level pages, they are accessible via the Sub Nav Bar menu shown alongside the containing 2nd Level page or any of its 3rd Level pages.

Consider this page fragment:



The arrowhead to the left of “Contest Planning” in the Sub Nav Menu indicates that it contains one or more subordinate pages. By clicking on the arrowhead, displaying the “Contest Planning” 3rd Level page or displaying any 4th Level page *under* “Contest Planning”, the collapsed menu expands to reveal all 4th Level pages below “Contest Planning”:



This scheme will conceivably work for pages of an arbitrary depth, though for aesthetic reasons we may choose to limit the site to four levels.

1.5.4 Correspondence Between Nav Bars and Page Titles

To eliminate an opportunity for user confusion, make each page title match exactly the nav bar text that links to the page.

Use the page subtitle to provide supplemental information about the page content, if required.

1.5.5 Listing Order of Nav-Menu Items

For drop-down and sub nav-menus, links are listed in the order described by the first rule below that applies:

1. If a logical order of use applies to the pages listed in the menu, the links appear in that order of page use.
2. If the content provider can anticipate a frequency of use of the pages listed in the menu, the links appear in order of decreasing frequency of use.
3. Otherwise, the links appear in ascending alphanumerical order.

1.5.6 Alternate Site Entry Points

Each Quick Link displayed on the Home Page is associated with an alternate site entry point, a public URL that site users may bookmark. The form of such an alternate entry point is:

`https://www.iac.org/PageName`

We'll supply a list of such entry points once the site organization is specified.

1.6 Rendering Hyperlinks

For hyperlinks embedded within visually obvious menu or button controls: Render against the control's background color. Display no underline. Use fonts and colors specified in section 1.4.2. [We'll specify a visual acknowledgement of mouseover via color changes in a future release of this Guide.]

For all other hyperlinks: Display an underline. For a link rendered against a white or lightly shaded background, set the brightness of the link text at 85% of that of the surrounding text for both "normal" and "visited" states. Set the brightness at 50% for "disabled" state and at 100% for "rollover" state.

1.7 HTTP Error 404 (Not Found) Page

The site will provide a custom "404" page, the content of which will include:

- Top matter
- The title, "Page Not Found"
- The subtitle, "The page requested does not exist"
- Additional explanatory text that, in part, invites the user to contact the webmaster should he or she believe that there's a broken link on the site
- Empty Sub Nav Bar and ad columns
- A textual or graphical reference to the search bar
- Bottom matter

2 CONTENT

2.1 Editing Text

The Drupal content management system provides a WSIWYG editor called *CKEditor*; our site developers have adopted it as the standard to enter and edit content. Its Users Guide is available on the Web at docs.cksource.com/CKEditor_3.x/Users_Guide.

[A note to users who are accustomed to editing HTML content directly: *CKEditor* implicitly escapes all characters that have special significance to HTML, such as ampersand, greater-than and less-than symbols. You never need to do so yourself. If the foregoing reads like gibberish to you, you may safely ignore it.]

2.2 Use of HTML Header Tags

Page content uses HTML header tags to distinguish prose from headers, and one kind of header from another.

Tag	Usage
H1	for a page subtitle on an interior page
H2	for a section heading on the home or interior page
H3	for a news article heading on the Home Page or a subsection heading on an interior page

2.3 Content Types

For each element (or “node”) of content you create in Drupal, you specify its “content type”. At the parity release, you’ll choose one of these:

- *Article*: used for topics such as Getting Started, Achievement Awards, etc.; most content will be of this type
- *Book*: used for hierarchically organized content, such as pages within chapters; we may have no topics big enough to warrant its use at the parity release
- *News Item*: used for news article summaries on the front page of the site

2.4 Copy Style

2.4.1 Tone

Our overall guidance is, write to communicate, not to impress.

Do:

- Write in the active voice
- Use simple words
- Rely on short sentences that speak to your point
- Remove unnecessary words
- Be friendly, approachable and knowledgeable

Don't:

- Be clever for clever's sake
- Use run-on sentences or paragraphs
- Embed lists within prose; use bullet or number lists instead

2.4.2 American English

Though we aspire to project a casual, approachable air throughout the site, we withhold license to be sloppy. Grammar, word usage, spelling and punctuation must be correct American English.³

An exception: the friendly, conversational tone we encourage invites occasional use of sentence fragments. Used well, they convey emphasis, disrupt monotony and stoke the reader's attention. We welcome their judicious use.

2.4.3 Readability

Prose content should be readable at the grade 8 level or below as measured by read-able.com. We except technical articles from this rule, but only to the degree required to communicate their points. We also except content republished from other sources, such as magazine articles.⁴

2.5 Embedding Images, Animation and Video

We encourage you, whenever possible, to embed applicable images, animation and video into copy to describe or emphasize a point.⁵

2.5.1 News Items

Should a news item mention a person or object, include a thumbnail photo if available. Such images should appear anchored to the left margin, under the headline, with the text floating to the right.

³ Content sourced from outside the U.S. may be included verbatim, provided that you identify its source.


⁴ Cite the source of this material, too.

⁵ Animation and video must not begin to play upon page load; it must wait for an affirmative action by the user. Moreover, we discourage use of animated video controls and other attention-seeking visual effects.

For example:

Knowns for 2012 Posted
January 23, 2012 - The 2012 Knowns are [posted](#).

Jonathan Gaffney and Bruce Ballew Join IAC Board
January 13, 2012 - Please join the IAC Board in congratulating Jonathan Gaffney and Bruce Ballew in their recent appointments to the board. Jonathan comes to us as the NAA Representative and Bruce will be the Mid America Region Director finishing the remainder of Bob Freeman's term. The IAC and its board thank Bob for his service and wish him the best in his new opportunity in Korea.



Let IAC Know What You Want in a New Website!
November 22, 2011 - IAC is asking for your input in what you want in a new website. IAC has a dedicated task force set up for this project but we need your help. What

2.5.2 Content Support

Images, animation and video supporting an interior page's content may appear either in the left margin with text floating to the right or centered on the page with no surrounding text.

2.6 Image Selection

One means by which we depict IAC in a professional, attractive way is by displaying photographs and graphics on the website that are artistically and technically appealing.

2.6.1 Considerations for Photographs

Photos are about visual storytelling. In today's media-rich environment, people often look first to images, then to words. A good photograph can catch people's eyes and prompt them to pick up a brochure, read an ad or at least skim a page they are too busy to read. It can tell a story faster than two paragraphs of great copy. With this in mind, it is important that every image communicates a story and does so with maximum impact. Here are some criteria for selecting good photos.

Whenever we communicate, we want to tell people what we do and how we do it—and tell them clearly. So first, know what you want to say. A good photo will convey that message even without a caption.

Second, look closely at the photo. The eye goes first to the brightest part of the photo, then to what is in the foreground and finally to what is sharpest in the picture. So the most important things in the photo will be bright, in sharp focus and in the foreground.

Finally, simple is usually best.

2.6.2 Technical Guidelines

Today, screen resolution is 72 dpi for Macintosh and 96 dpi for Windows.⁶ This means that all graphics should be saved to their needed exact size at 72 dpi. If graphics are larger than

⁶ Screen resolution refers to the number of pixels a screen can display in a given area. "Dpi" refers to dots (pixels) per inch.

72 dpi or 96 dpi, they need to be optimized and exported using Adobe Fireworks or Adobe Photoshop. Remember, all graphics should be 72 or 96 dpi to scale.

By using the lower resolution for graphics on Windows and Macintosh platforms, Web page load times and bandwidth demands are decreased. The quality difference between 72 dpi and 96 dpi cannot be seen when examining Web site pages. However, we want to try to make all Web pages as efficient as possible. So, we recommend that you use 72 dpi for all graphics.

2.6.3 Scanning Images

If a digital image is not available and you must scan one:

- Scan images at 150 dpi and then optimize to 72 dpi or 96 dpi (in Photoshop or Fireworks) and save to exact size that will be placed on the Web page
- Scan photos using 24 bit full color scan settings
- Scan black and white and line art images at 8 bit settings or Web color settings
- Save your files as .JPG for photos & full color or .GIF for line art/clipart Web colors respectively

2.7 Recommended Content Lengths

Component	Length Guideline
Page Title	up to 3 words
Page Subtitle (H1)	a short sentence or fragment
Section Heading (H2)	up to 6 words
Subsection Heading (H3)	up to 6 words
News Article (H3)	up to 6 words
Sentence Length	average of about 15 words with few or none over 25 words

2.8 Consistency of Expression

There's an ongoing discussion among the self-styled Web Language Police about the proper rendering of certain technology-related words in print and online. The constancy of such chatter – whether to capitalize (or not), hyphenate (or not), combine separate words (or not) – seems immune to the passage of time.

We are agnostic in these matters; our mantra is consistency. So, we've adopted broadly accepted, long-standing practices with regard to American English grammar, usage and punctuation.

2.8.1 Terms

The table below offers guidance about how to express popular terms that are at risk of misuse or inconsistent representation. Unless otherwise noted, you may use any abbreviation listed here without defining it previously on the page.

Term	Remarks
4-Minute Free	not “Four...”; use a non-breaking hyphen and a non-breaking space ^{7,8}
45-degree-line 45°-line	use non-breaking hyphens
AD	abbreviates Airworthiness Directive
AGL	abbreviates Above Ground Level
air show	written as two words, lowercase
<i>Aresti Aerobatic Catalogue</i>	written using British spelling, as shown; all words capitalized; never abbreviated
BAeA	identifies the British Aerobatic Association; three of four letters are capitalized (see note 1)
Chapter	capitalize only when referring to a specific IAC or EAA chapter
CIVA	identifies the <i>Commission Internationale de Voltige Aérienne</i> , the FAI Aerobatics Commission
down-line	written as shown
e-mail	the “e” is not capitalized; it is followed by a non-breaking hyphen;
e-newsletter	do capitalize the “e” if it appears at the beginning of a line
EAA	identifies the Experimental Aircraft Association
FAA	identifies the U.S. Federal Aviation Administration
FAI	identifies the <i>Fédération Aéronautique Internationale</i> , the World Air Sports Federation
FAR	abbreviates Federal Aviation Regulations
g-force	use a non-breaking hyphen
g-load	use a non-breaking hyphen
G-LOC	abbreviates g-induced loss of consciousness
half-Cuban	use a non-breaking hyphen and capital “C”
half-Cuban-eight	use two non-breaking hyphens and a capital “C”
humpty	an acceptable shorthand for “humpty-bump”
IAC	three capital letters having no punctuation
<i>IAC Official Contest Rules</i>	capitalized as shown
<i>IAC Policies & Procedures Manual</i>	spell out on first reference; subsequent references may use “P&P”; use a non-breaking space before the ampersand
<i>IAC Technical Tips Manual</i>	spell out on first reference; subsequent references may use “ <i>Tech Tips</i> ”
IACer	acceptable reference to an IAC member
Immelmann	a proper name; always capitalized
<i>In The Loop</i>	IAC’s e-newsletter; always italicized, each word capitalized

⁷ Insert a non-breaking space on MacOS by typing **Option + space**. On Windows, leave WYSIWYG mode and insert the character sequence **& n b s p** ; where you desire the non-breaking space. Then reenter WSIWYG mode.

⁸ Insert a non-breaking hyphen on MacOS by typing **Shift + Command + -**. On Windows, leave WYSIWYG mode and insert the character sequence **& # 8 2 0 9** ; where you desire the non-breaking hyphen. Then reenter WSIWYG mode.

Term	Remarks
Internet	always capitalized when referring to the interconnected network of computers around the world
K-factor	capitalized “K” followed by a non-breaking hyphen
knife-edge	two hyphenated words
lomcevak	lowercase: not a proper name
Master CFI-A	use a non-breaking hyphen; refers to a master aerobatic instructor designated by Master Instructors, LLC
MCFI-A	use a non-breaking hyphen; abbreviated form of Master CFI-A
S-LSA	use a non-breaking hyphen; abbreviated form of special light sport aircraft ^(note 1)
search engine	refers to a generic Web search engine; use this term rather than explicitly naming Google, Bing or similar search engine
split-S	use a non-breaking hyphen and capital “S”
U.K.	use this when referring in brief to the United Kingdom
U.S.	use this when referring in brief to the United States of America (never US or USA); this rule does not apply when referring to an organization that embeds a reference to the U.S. in its name, such as UAUSA
up-line	written as shown
Web	capitalized unless you’re referring to a spider product
webmaster	written as a single, lowercase word
website	
World Wide Web	written as three capitalized words; it’s a proper noun

Note 1: You may use this abbreviation in second and subsequent references. No explicit definition is required.

2.8.2 Abbreviations

Except for terms listed in section 2.8.1: Upon first use on a page or in an article, write the unabbreviated phrase alongside the abbreviation. You may choose the form this takes. Thereafter, use only the abbreviation unless the context requires, or the tone invites, use of the unabbreviated form.

Examples:

- ICAS, the International Council of Air Shows, announced... ICAS spokesman...
- Australia’s Civil Aviation Authority (CAA) proposed... CAA will publish...
- ...though the never-exceed speed is 390 kilometers per hour (kph)

2.8.3 Capitalization

Capitalize:

- All significant words in all headers and titles
- The first word of each callout
- Competition category names (for example, “Primary”, “Advanced Category”)
- Competition program names (such as “Unknown”, “Free Program”)

2.8.4 Italicization

Explicitly italicize:

- Foreign words that have not been assimilated into English
- Scientific names

- Titles of works, including books, newspapers and magazines (such as *Sport Aerobatics* and *IAC Official Contest Rules*)
- Names of vehicles (such as *Spirit of St. Louis*)

2.8.5 Serial Comma

Use the serial comma⁹ to eliminate ambiguity or to improve the emphasis and rhythm of the language. Omit it when it doesn't serve one of these purposes.

Examples:

- Some authors take exception to our usage guidelines for colons, callouts and serial commas. (*A serial comma adds no value; we've omitted it.*)
- He wrote to his parents, the president, and the vice president. (*Without the serial comma, the phrase the president and the vice president would appear to be his parents.*)

2.8.6 Callouts (Bullet and Number Lists)

Callouts are lists of details that support the immediately preceding text. Use number lists to express an order. Use bullet lists when order is irrelevant.

When applicable, begin phrases in each list item with an action word. For example:

1. Reduce power to idle
2. Neutralize ailerons
3. Apply full rudder opposite the yaw

If the above doesn't apply, use parallel word structure. For example:

- We appreciate consistency
- We encourage strong focus
- We abhor unnecessary, polysyllabic and obfuscatory vocabulary

Capitalize the first word of each list item. Omit punctuation at the end of the item unless the last word would normally end with punctuation. (E.g., "e.g.")

2.8.7 Colons

Capitalize the first word after a colon only if the colon is followed by:

- A formal statement
- Multiple sentences
- A callout
- A quotation

2.8.8 Numbers in Prose

For non-technical articles, spell whole numbers in the range zero to nine; write other numbers using numerals. Spell each number that begins a sentence or rephrase the sentence.

⁹ A serial comma is the comma used immediately before a coordinating conjunction preceding the final item in a list of three or more items. "Lions, tigers and bears" omits the serial comma. "Lions, tigers, and bears" uses it.

Examples:

- She attends six contests per year and leaves each happy only with a score of 80% or more.
- Twenty-two members attended judging school, the largest in our chapter's eight-year history.

2.8.9 Telephone Numbers

To best accommodate our international member and user community, include the country code each time we render a phone number. The format is

+1 (920) 426-4800

That is, “+1” to denote the country code (in this case, for the U.S.), a non-breaking space, the area code in parentheses, another non-breaking space, the 3-digit exchange, a non-breaking hyphen, and the last 4 digits of the phone number.

2.8.10 Dates

Use one of these formats to express dates:¹⁰

- March 10, 2012
- Sep. 30, 2012

The first form spells out the month name. The second abbreviates the month name to three letters followed by a period. Use non-breaking spaces to separate the words and numbers.

2.8.11 Times

Express times in 24-hour format using four digits and no colon. Omit the time zone if the time shown is local time and time zone is implied by the context. Otherwise, follow the time with a non-breaking space and time zone. (Replace the time zone with “LT” to explicitly indicate local time.)

2.8.12 By-lines

You may reproduce by-lines in content republished from magazines or other clubs' publications, providing that a by-line appears in the original work.¹¹ Do not use by-lines with regular site content.

2.8.13 References to IAC Members

Link each reference to a club member to that person's profile page. The URL to which to link is <https://new.iac.org/users/first-last>. *[DJ, if we use e-mail addresses to identify users to the site, will this change?]*

2.8.14 Embedding Hyperlinks in Prose and Callouts

Create hyperlinks from keywords that appear naturally in the text, rather than using an explicit URL or using phrases such as “click here”.

¹⁰ Select one form and use it consistently throughout each page.

¹¹ Be sure to cite the original publication and date.

For example, use:

- [Keystone Heights Airport](#) has hosted the contest for...
- [Jerry Van Dyke](#) was best known for his lead role in *My Mother The Car*.

Do not use:

- [Keystone Heights Airport](#) (click [here](#) for info) has hosted the contest for...
- [Jerry Van Dyke](#) ([his Wikipedia page](#)) was best known for his lead role in *My Mother The Car* (<http://www.imdb.com/title/tt0058830>).

2.9 Using PDFs

Though most Web browsers can display PDF documents, they remain a weakly integrated component of the Web experience. PDFs:

- Rarely adopt the look and feel of a site
- Usually require different navigation controls than for Web pages
- Often open in a new window, tab or application
- Invariably create a sense of “out-of-band-ness” from native HTML pages

We discourage their use.

Instead, create all new content in HTML via Drupal’s *CKEditor*. Convert PDF content to HTML whenever possible.

When the size or complexity of a PDF document forbids its conversion to HTML, mark the hypertext link to the PDF with one of these subscript notations:

- *[PDF, n KB]* OR *[PDF, n.m MB]* if the size is known and constant
- *[PDF, about 4 MB]* if only an approximate size can be specified
- *[PDF]* if the size is unknown, variable, or in a second or subsequent reference on the page

Include this notation within the hypertext link. Also, use this notation when referring to an off-site PDF document.

For example:

- The *2015 IAC Official Contest Rules* *[PDF, 7.3 TB]* describes the new criteria.
- The Board has completed its rewrite of Section 500 of the *IAC Policies & Procedures Manual* *[PDF, about 30 MB]*.

3 ADVERTISING

Advertisers select our website because we are a community dedicated to promoting and enhancing the safety and enjoyment of aerobatics. Our website generates over 4,000 unique visitors on average each month, therefore providing a vast audience with a strong interest in aviation related products.

All website advertisements must be in “good taste” and respect our public. IAC reserves the right to reject any advertisement that does not fit within our audience. Ads are to be designed and provided by the advertiser. In order to make an effective display of your advertisement on IAC.org, we offer this guidance.

3.1 General Rules

IAC.org advertising space is limited to six advertisers. Ads may appear either along bottom or right side of the web page. All ads will link to a URL provided by the advertiser. Advertisers will also commit to link their website to IAC.org.

Advertisers agree to commit to a 12-month term. Sponsor contribution is \$2400 for a period of 12 months. Partial months do not count against agreed upon term

Advertisement campaign results (traffic generated) can be made available upon request.

3.2 Images

We strongly suggest that the advertiser always create or select images using a professional service, in order to provide the best image quality possible. Section 2.6 of this style guide provides a few standard practices to follow when selecting images.

Each image will be in one of the following formats:

- JPG
- GIF
- PNG

Animated GIFs, videos and other dynamic images, such as Adobe Flash® files, are not permitted.

3.3 Image Size

Each ad appearing in the right margin of a web page is 190 pixels wide by 125 pixels high.

A non-standard size may be permitted if the space allocated to ads can be altered to accommodate it. Use of a non-standard size must be pre-approved by IAC.

3.4 Placement

All advertisements will be displayed in pre-designated areas of web pages. Refer to Part 1 of this document for page layouts.

Advertisements may, at IAC's sole discretion, incorporate a background color to set advertisements apart from other page content.

Example:

