



Aerospace Industries
Association of Canada

L'Association des industries
aérospatiales du Canada

MEDIA KIT

Guide to Canada's Aerospace Industry
Annual Print & Digital Publication

aiac.ca



**EARLY RENEWAL
DISCOUNT!**

ENDS DECEMBER 20

**LIMITED
ADVERTISING
OPPORTUNITIES
AVAILABLE—
ACT NOW!**



TAKE YOUR BUSINESS TO NEW HEIGHTS WITH AIAC!

For more information contact:

Advertising: Bill Yetman / Lynne Adamson
bill.yetman@aiac.ca / lynne.adamson@aiac.ca

Profile content: Nick Hutchinson
nick.hutchinson@aiac.ca



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THE NATIONAL VOICE OF CANADA'S AEROSPACE INDUSTRY

Representing aerospace companies of all sizes from coast to coast, the Aerospace Industries Association of Canada (AIAC) is the recognized voice of Canada's aerospace industry. Our members are global leaders in:

- Regional aircraft
- Avionics
- Business jets
- Commercial helicopters
- Aircraft engines
- Flight simulation
- Landing gear
- Space systems

Canada's aerospace industry

The AIAC represents over **90% of Canada's aerospace industry**.

The aerospace industry contributes over **\$25 billion** to the Canadian economy annually, provides **213,000** jobs, and generates **\$32 billion** in revenue.

It is also a national manufacturing leader, contributing to nearly **a quarter of all manufacturing R&D** in the country. In 2018, the aerospace industry invested **\$1.4 billion** in innovation-related activities.

TAKE YOUR BUSINESS TO NEW HEIGHTS WITH AIAC!



NASA



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AIAC'S GUIDE TO CANADA'S AEROSPACE INDUSTRY

The *Guide to Canada's Aerospace Industry* is the AIAC's official publication, and is used as a products and services resource guide and networking tool throughout the year.

Our *Guide* is distributed both nationally and internationally, and is also visible at major international conferences and events where AIAC has a presence throughout the year.

WHO USES THE *GUIDE*?

- AIAC member company executives and business development professionals.
- Government officials and elected representatives.
- Attendees at major Canadian and international trade and air shows where AIAC has a presence.
- Diplomats and trade commissioners at Canada's embassies, consulates and trade missions across the world.



THE GUIDE IS DISTRIBUTED AT THESE INTERNATIONAL AIR SHOWS AND EVENTS:

- | | | |
|---|---|---|
| • Abbotsford Aerospace and Defence Security Expo (ADSE) | • Farnborough International Airshow | • Paris Air Show |
| • Aerospace and defence supplier summits | • LABACE (Latin American Aerospace Show) | • Pacific Northwest Aerospace Alliance Conference |
| • Aerospace Fair Mexico | • National Business Aviation Association Conference | • Satellite Conference |
| • Canadian Aerospace Summit | | • Singapore Air Show |
| | | • Space Symposium |

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Print advertising rates

All rates include an ad link in the digital edition of the *Guide*.

Ad type	Rate
Outside back cover	\$7,800
Inside front or inside back cover	\$6,800
Tab page	\$6,000
Full page	\$5,520
Half page	\$2,625
Quarter page	\$1,570

Print advertising specifications

Cover: Trim size: 6.125" x 8.5" plus 1/8" bleed all around. Live area: 5.125" x 7.5". Please keep text within the live area. Text placed outside the live area might be cut off or fall within the coil binding area.

Inside pages: Trim size 5.5" x 8.5" plus 1/8" bleed all around. Full page ad live area: 4.5" x 7.5". Please keep text within the live area. Text placed outside the live area in full-page ads might be cut off or fall within the coil binding area.

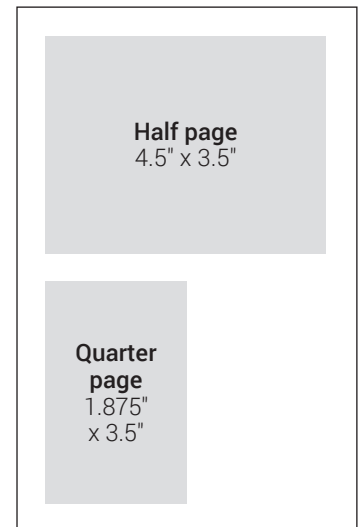
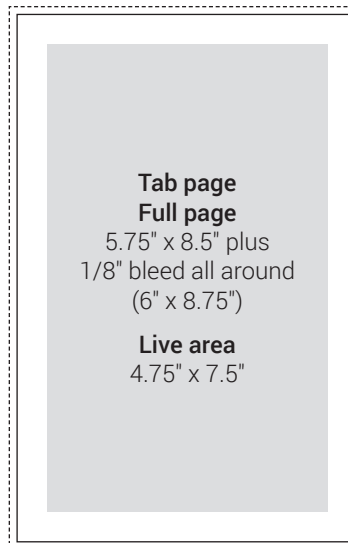
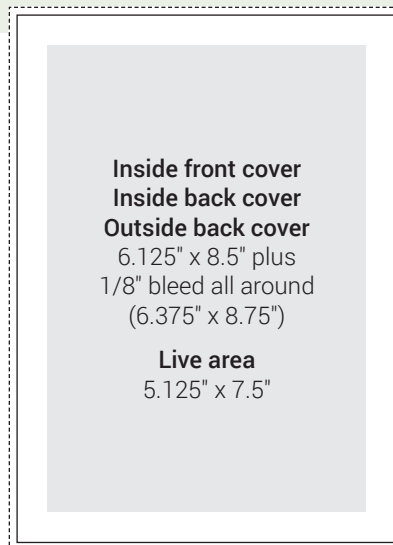
Ad format requirements

Supply a high resolution (300 dpi) file. PDF, eps, tiff and jpeg are acceptable formats. Web images are not suitable for printing. All fonts and linked images must be supplied if not embedded in the ad file.

You can email your ad or upload via We Transfer, Drop Box or other file transfer service.

No artwork?

We can have an ad designed for you. See advertising contacts for more information and a quote.



For more information contact:

Advertising:

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A \$50 surcharge will be charged for changes to your ad. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on AIAC's website. A full archive of past issues is available, ensuring longevity for your online presence.

Digital advertising rates

Ad placement	Rate
Large toolbar	\$1,055
Sponsorship MAX	\$2,110
Leaderboard	\$3,050
Skyscraper	\$3,140
Belly band	\$2,110

In addition to print, the *Guide to Canada's Aerospace Industry* is available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website. **Analytics now available!**

Guide to Canada's Aerospace Industry digital edition

Large toolbar \$1,055

Your company name is displayed on the toolbar, found in the top left corner of every page of the digital edition next to frequently used navigational icons

Sponsorship MAX* \$2,110

Your message will be prominently displayed directly across from the cover of the guide.

*Video capabilities are not supported for Sponsorship MAX.



Leaderboard \$3,050

Displayed prominently above the magazine and the entire time the digital edition is open.

Skyscraper \$3,140

Displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Belly band \$2,110

Included on the front cover of the digital edition, making your company's ad one of the first that viewers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition

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AIAC MEMBERS 2020-2021 RATE SHEET

For this year's *Guide to Canada's Aerospace Industry*, we are offering numerous ways to help your company stand out!

Upgradable content/visibility

Upgradable information	Complimentary half-page profile	Full-page profile (\$500)
Contact person	1	2
Company description (word count max.)	75	150
Products & Services categories	10 (\$50 per additional category) _____ extra	15 (\$50 per additional category) _____ extra
Profile highlight (see options far right)	\$300	\$300



Profile highlight options

Left:
Full-page option

Below:
Half-page option

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Quarter page	\$1,570

For a 15% premium, you can choose and guarantee the position of your ad.

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Ad placement	Rate
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Sponsorship MAX	\$2,110
Leaderboard	\$3,050
Skyscraper	\$3,140
Belly band	\$2,110

ADVERTISING ARTWORK SUBMISSION DEADLINE IS MARCH 6, 2020

Upgrade/advertiser confirmation

(Please note an invoice will be generated from this confirmation form with payment terms indicated)

Company name

Payment authorization contact

Position

Address

City

Province

Postal code

Phone

Fax

Email

Website

I agree to all the terms of the rate sheet and this contract as applicable for my company. Date

Advertising conditions: Advertising cannot be cancelled after the deadline date. AIAC reserves the right to refuse any ad if deemed inappropriate in content or design. Advertisers and advertising agencies assume liability for all content including text, representation and illustration of all advertising printed or digital, and all responsibility of any claims arising from AIAC. AIAC accepts no liability whatsoever for failure to publish or circulate all or any part of any issues of advertisements or digital advertisements in whole or in part for any cause.

Please return this form to Nick Hutchinson | nick.hutchinson@aiac.ca

