

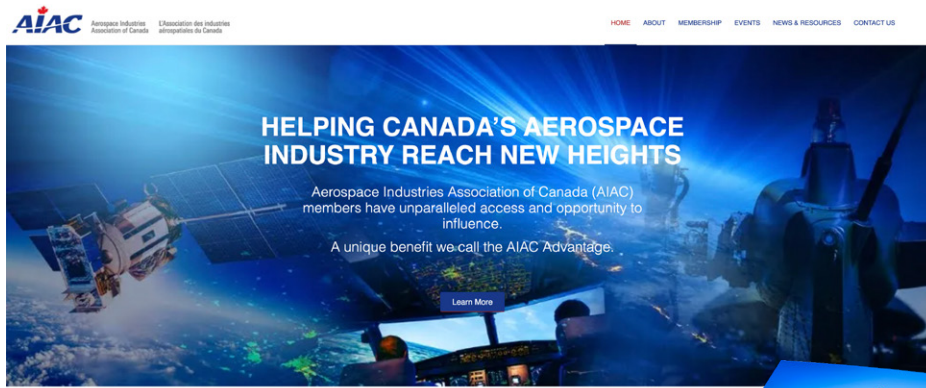


Aerospace Industries
Association of Canada

L'Association des industries
aérospatiales du Canada

2026 MEDIA KIT

Guide to Canada's Aerospace Industry
Annual Print & Digital Publication,
with 2 Ways to Advertise!



**LIMITED
ADVERTISING
OPPORTUNITIES
AVAILABLE**

**CONTENT DEADLINE:
MAY 8, 2026**



**AIAC MEMBERS RECEIVE
A COMPLIMENTARY COPY**

**TAKE YOUR
BUSINESS TO NEW
HEIGHTS WITH AIAC!**

For more information contact:

Bill Yetman
byetman@aiac.ca

Michael Baker
mbaker@aiac.ca

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 aerospace industry contributes nearly **\$34 billion** to the Canadian economy annually and provides employment for over **225,000 Canadians** across every region of the country.

Canada ranked in the top 5 across civil flight simulator, engine, and aircraft sub-segments in 2024. It is also a national manufacturing leader that **ranks first in R&D** among all Canadian manufacturing industries, investing roughly **\$1.2 billion** in innovation-related activities.

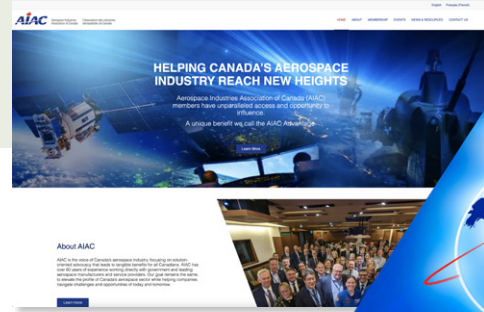
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AIAC'S GUIDE TO CANADA'S AEROSPACE INDUSTRY

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 |

For more information contact

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byetman@aiac.ca

Michael Baker
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Print advertising rates

All rates include an ad link in the digital edition of the *Guide* to your organization's website.

Ad type	Rate
Outside back cover (full page)	\$7,500
Inside front cover (full page) or inside back cover (full page)	\$6,500
NEW! Centrefold (one page)	\$5,500
NEW! Centrefold (both pages)	\$9,500
Full page	\$4,700
Two-thirds page	\$3,000
One-third page	\$2,000

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 WeTransfer, 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.

Print advertising specifications *(see next page for visual depictions)*

NEW! CENTREFOLD (ONE PAGE)

Trim size: 8.5" x 11" (plus 1/8" bleed all around)
Live area: 7.5" x 10"

NEW! CENTREFOLD (BOTH PAGES)

Trim size: 17" x 11" (plus 1/8" bleed all around)
Live area: 16" x 10"

FULL PAGE

Trim size: 8.5" x 11" (plus 1/8" bleed all around)
Live area: 7.5" x 10"

TWO-THIRDS PAGE 7.375" x 6.5"

ONE-THIRD PAGE 7.375" x 3"

Include bleed for full-page ads only and keep text within the live area. Text outside the live area might be cut off. Do not place text within the 1" centre margin for "Centrefold (both pages)" ads.

ADVERTISING ARTWORK SUBMISSION DEADLINE IS MAY 8, 2026

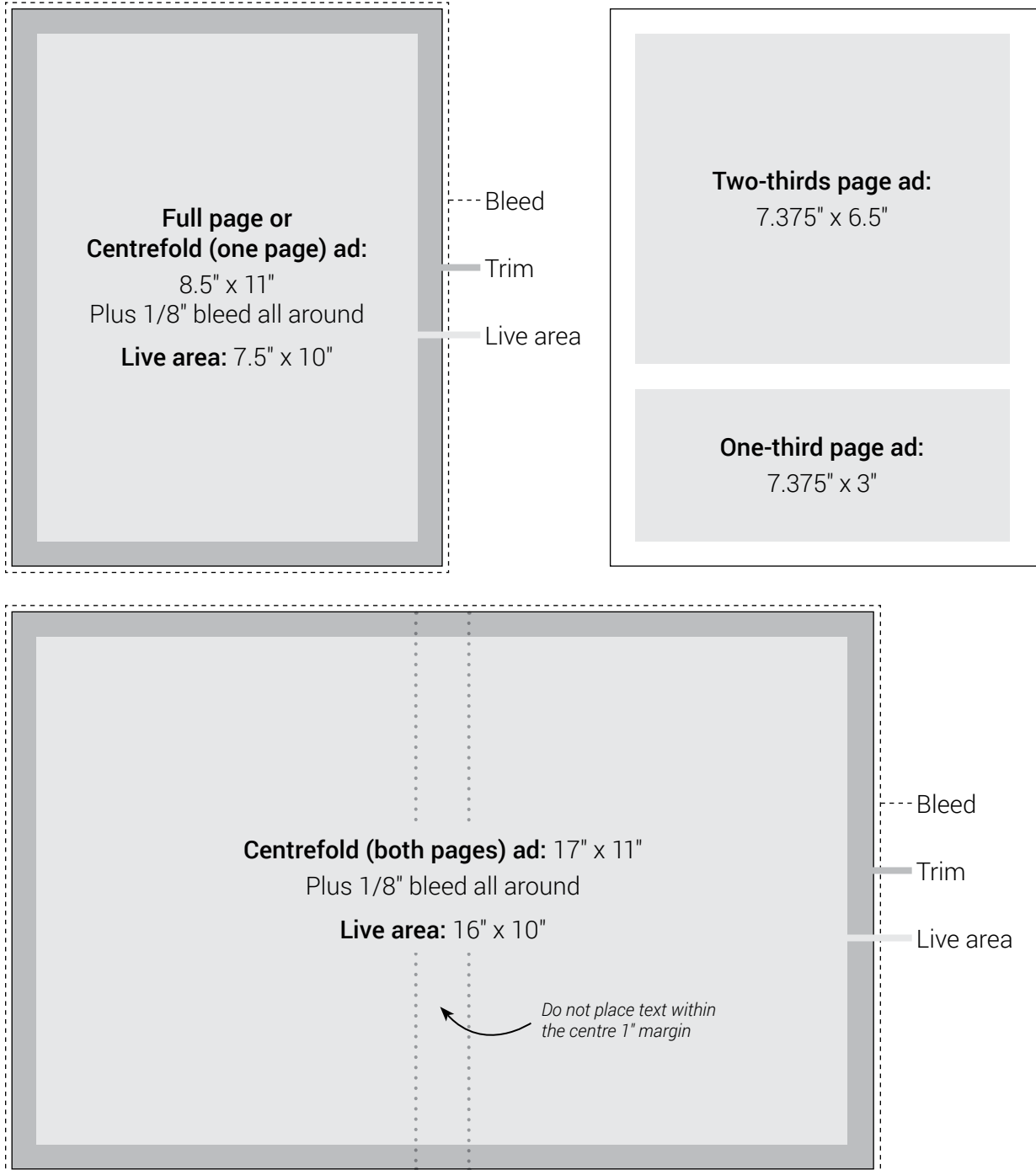
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A \$50 surcharge will be charged for changes to your ad. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print advertising specifications *(continued)*



ADVERTISING ARTWORK SUBMISSION DEADLINE IS MAY 8, 2026

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

AIAC Members receive a \$200 reduction

Ad placement	Rate
Large toolbar	\$1,300
Sponsorship MAX	\$2,500
Leaderboard	\$3,300
Skyscraper	\$3,500
Belly band	\$2,500

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 \$1,300
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* \$2,500
Your message will be prominently displayed directly across from the cover of the guide.

**Video capabilities are supported for Sponsorship MAX.*



Leaderboard \$3,300
Displayed prominently above the magazine and the entire time the digital edition is open.

Skyscraper \$3,500
Displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Belly band \$2,500
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 2026 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 (for AIAC Member profiles)

Upgradable information	Complimentary standard profile	Two-thirds page profile \$1,100
Contact person	1	2
Company description (word count max.)	75 with photos; 100 without	150
Products & Services categories	10 (\$75 per additional category) ____ extra	15 (\$75 per additional category) ____ extra
Profile highlight (see options far right)	\$400	\$400

Profile highlight options



Standard profile highlight option

Print advertising rates

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Two-thirds page profile highlight option

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

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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 once confirmed. 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 guide@aiac.ca