



Aerospace Industries
Association of Canada

L'Association des industries
aérospatiales du Canada

MEDIA KIT

YOUR TICKET TO CANADA'S AEROSPACE INDUSTRY!

Guide to Canada's Aerospace Industry

Annual Print & Digital publication

www.aiac.ca

FOR MORE INFORMATION, PLEASE CONTACT:

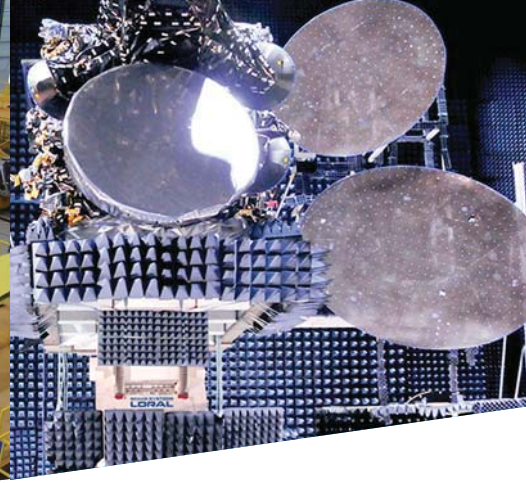
SaraCatherine Goodwin
Project Manager
Naylor Association Solutions
(800) 796-2638 ext. 6977
sgoodwin@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



Aerospace Industries
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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 nearly **\$28 billion** to the Canadian economy annually and generated **\$27 billion** in direct revenues in 2016.
- Canada's aerospace manufacturing and MRO sectors are both expanding rapidly, **growing 29% and 37%** respectively between 2004 and 2014.

**TAKE YOUR BUSINESS TO NEW HEIGHTS
WITH AIAC. CONTACT YOUR NAYLOR
ACCOUNT EXECUTIVE TODAY!**

GUIDE TO CANADA'S AEROSPACE INDUSTRY



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The **Guide to Canada's Aerospace Industry** is the AIAC's official publication, and is used as a products & 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.



DISTRIBUTED AT THESE INTERNATIONAL AIR SHOWS & EVENTS

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Abbotsford Aerospace and Defence Security Expo• Aerodays 2018• Aerospace & Defence Supplier Summits• Aerospace Fair Mexico• AVALON Show: Australian International Air Show | <ul style="list-style-type: none">• Canadian Aerospace Summit• Dubai Airshow• Farnborough International Air Show• LABACE Latin American Aerospace Show• MROs Americas• National Business Aviation | <ul style="list-style-type: none">• Association Conference• Paris Air Show• Pacific Northwest Aerospace Alliance Conference• Seoul ADEX• Satellite Conference• Space Symposium• Singapore Air Show |
|--|--|--|

AIAC'S GUIDE TO CANADA'S AEROSPACE INDUSTRY

Net Advertising Rates

All rates include an Ad Link in the digital edition of the guide.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	Rates
Outside Back Cover	\$ 7,800
Inside Front or Inside Back Cover	\$ 6,800
Tab Rate	\$ 6,000
Full Page	\$ 5,250
1/2 Page	\$ 2,625
1/4 Page	\$ 1,570

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

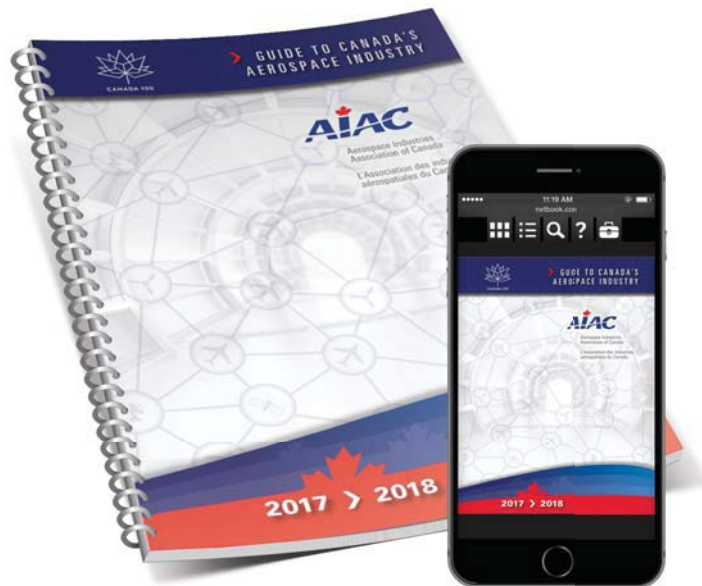
Belly Band | \$2,110

Sponsorship Max | \$2,110

Skyscraper | \$3,140

Large Toolbar | \$1,055

Leaderboard | \$3,050



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of October 2017.

GUIDE TO CANADA'S AEROSPACE INDUSTRY

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.

In addition to print, the *Guide to Canada's Aerospace Industry* is also 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.



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.

Skyscraper | \$3,140

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$2,110

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers 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.

Leaderboard | \$3,050

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship MAX* | \$2,110

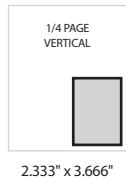
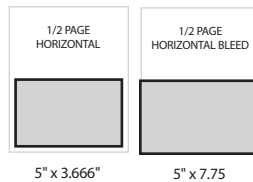
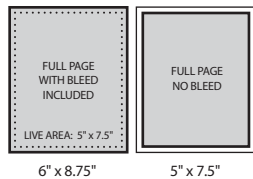
Your message will be prominently displayed directly across from the cover of the guide.

*Video capabilities are not supported for Sponsorship MAX.

PRINT ADVERTISING SPECIFICATIONS

GUIDE TO CANADA'S AEROSPACE INDUSTRY

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>



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GUIDE TO CANADA'S AEROSPACE INDUSTRY

PROVINCIAL MEMBER PROFILES

Are you a member of a provincial association associated with the AIAC? Take advantage of our 1/2 page provincial member profile opportunity. This unique opportunity allows your company to be featured in a special section of the AIAC's Guide to Canada's Aerospace Industry, and will include your company name, company description, and your contact information (one contact name included). Your profile will also include four products & services category listings of your choice.

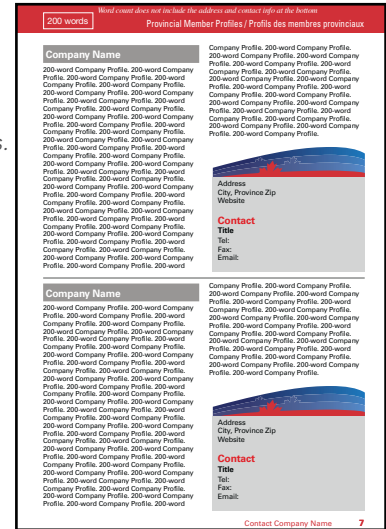
Select from the following options:

- 1/2 Page Profile - Full-Colour (horizontal only) | \$530

* each profile purchased includes four products & services category listings.

All non-member profiles must be prepaid in order to be included in the publication.

For more information on becoming a member of AIAC, please contact: lynne.adamson@aiac.ca



ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

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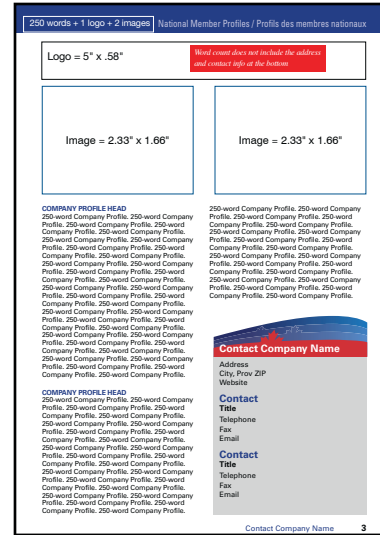
NATIONAL MEMBER PROFILES

Stand out amongst your peers and take advantage of our enhanced national member profile opportunity. This unique opportunity allows your company to enhance your visibility and upgrade your current complimentary 1 page profile within the *Guide to Canada's Aerospace Industry* to a two page profile. As a national member, you will also receive unlimited products and services category listings of your choice.

Additionally, if you purchase a full page ad, a second profile page is available to you at no cost.

Select from the following options:

- 1-Page Add-On (2 pages total) | \$1,055



ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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