



Aerospace Industries
Association of Canada

L'Association des industries
aérospatiales du Canada

Reach over 90% of Canada's aerospace industry!

Guide to Canada's Aerospace Industry



2017 MEDIA KIT

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS

www.aiac.ca



The National Voice of Canada's Aerospace Industry

- The AIAC represents over **90% of Canada's aerospace industry**.
- The aerospace industry contributes over **\$28 billion** to the Canadian economy annually and reached **\$29.8 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.

About Us

Made up of aerospace companies of all sizes from coast to coast, the **Aerospace Industries Association of Canada (AIAC)** is the recognized voice for 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

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/services resource guide and as a 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.



**Take your business to new heights with AIAC.
Contact your Naylor account executive today!**



Who is using the Guide?

- AIAC member company executives and business development professionals.
- Government officials, 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 International air shows all year!

AIAC's Guide to Canada's Aerospace Industry is visible at major international industry conferences and events throughout the year, including:

- Abbotsford Aerospace and Defence Security Expo
- Aerodays 2017
- Aerospace & Defence Supplier Summits
- Aerospace Fair Mexico
- AVALON Show: Australian International Air Show
- Canadian Aerospace Summit
- Dubai Airshow
- Farnborough International Air Show
- LABACE Latin American Aerospace Show
- MROs Americas
- National Business Aviation Association Conference
- Paris Air Show
- Pacific Northwest Aerospace Alliance Conference
- Seoul ADEX
- Satellite Conference
- Space Symposium
- Singapore Air Show



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: 20% Premium

Full-Color Rates

Rates

Outside Back Cover	\$ 7,650
Inside Front or Inside Back Cover	\$ 6,650
Full Page	\$ 5,100
1/2 Page	\$ 2,550
1/4 Page	\$ 1,525

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.

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

Digital Edition Branding Opportunities

Sponsorship Max | \$2,050.00

Skyscraper | \$3,050.00

Toolbar | \$1,025.00

Digital Belly Band | \$2,050.00

Online Specifications - For more information, visit: www.naylor.com/onlinespecs



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 August 2016)

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 category listings of your choice.

1/2 page member profile - full colour (horizontal only) | \$515.00

** each profile purchased includes four category listings*

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



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.

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: _____

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). (AIACR0017)

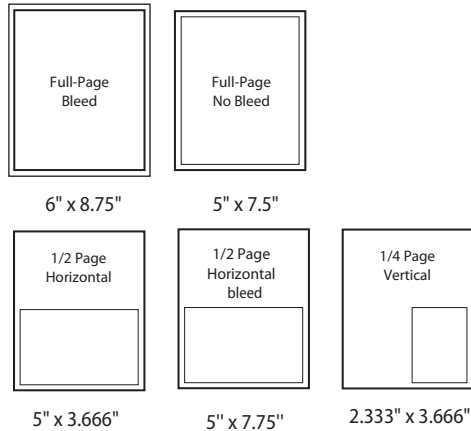
Please sign and return to:

Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com



Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



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

Proofs and Revisions

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

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.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

Digital Edition - For more information, visit: www.naylor.com/onlinespecs

Guide to Canada's Aerospace Industry

Provincial Profile Categories

Our provincial profile section allows your company to be listed under up to four categories of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Categories List and quickly locate advertisers that specialize in that category.

Aerospace Services

- Aerial Application & Fire Fighting
- Aerial Survey & Mapping
- Aerospace Associations
- Air Navigation & Air Traffic Control
- Airport Management
- Airport Operations
- Aviation Insurance
- Cad/Cam Services
- Calibration Services
- Certification Services
- Contract Design & Manufacturing
- Contract Engineering & Technical Personnel
- Contract R & D
- Document Management & Maintenance
- Facilities Operation & Management
- Financial Services
- Industrial Distribution
- Inspection Services
- Integrated Logistics Services
- Leasing Services
- Legal Services
- Logistics & Transportation Support
- Procurement Management
- Project / Program Management
- Property Management
- Publications Management
- Software Design & Development
- Support Services
- Systems Integration
- Technical Illustration & Drafting
- Technical Manuals
- Technical Writing & Editing
- Testing & Inspection Services
- Trade Promotion
- Translation Services
- Venture Capital
- Venture Capital Financing
- Wind Tunnel Test Facilities

Air Traffic Control and Management Systems and Equipment

- Air Navigation Systems & Equipment
- Air Traffic Control Systems & Equipment
- Flight Inspection Systems
- Navigation Aids
- Radar Systems & Equipment

Aircraft Avionics and Electronics

- Airborne Radar
- Antennas
- Audio & Intercom Systems
- Autopilots
- Cockpit Display Systems
- Collision Avoidance & Warning Systems
- Display Systems
- Electronic Controls
- Emergency Locator Transmitters
- Flight Directors
- Flight Instruments
- Flight Recorders
- Navigation Systems & Equipment
- Power Supplies
- Printed Circuit Boards
- Radios
- Radomes

Aircraft Engines and Components

- Auxiliary Power Units
- Engine Instruments
- Engine Nacelles
- Exhaust Systems & Components
- Ignition Systems & Components
- Industrial & Marine Turbines
- Propellers & Equipment
- Reciprocating Engines
- Seals
- Starters
- Sub-Assembly
- Transmission Systems & Components
- Turbine Blades
- Turbofan Engines
- Turboprop Engines
- Turboshaft Engines

Aircraft Fixed & Rotary Wing

- Amphibious Aircraft
- Business Aircraft
- Commuters & Regional Aircraft
- Helicopters
- Recreation Aircraft
- Special Purpose Aircraft
- Unmanned Vehicles

Aircraft Structures, Components & Materials

- Actuators
- Adhesives
- Aircraft Structures
- Bearings
- Cables & Cable Assemblies
- Canopies
- Castings
- Component Manufacturing
- Component Processing

Aircraft Structures, Components & Materials (continued)

- Doors
- Electrical Wiring
- Fabrics
- Fasteners
- Forgings
- Insulation Materials
- Interior Furnishings
- Interior Panels
- Lubricants
- Panels
- Sensors
- Sub-Assembly
- Tool Design & Tooling Fabrication
- Valves
- Windows, Glazings & Lenses

Aircraft Systems and Components

- Aerial Application Systems And Components
- Cargo Handling Systems & Equipment
- Communications Systems & Equipment
- Control Systems & Components
- Cargo Handling Systems & Equipment
- Communications Systems & Equipment
- Electrical Systems & Components
- Environmental Systems & Components
- Fire Protection Systems & Components
- Flight Control Systems & Components
- Fuel Systems & Components
- Galley Systems & Equipment
- Hydraulic Systems & Components
- Ice Protection Systems & Components
- Landing Gear Systems & Components
- Power Management Systems & Components
- Security Systems & Equipment
- Wire Strike Protection Systems

Additional listings are \$30.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$30.00 = \$ _____

Initial: _____ Date: _____

Guide to Canada's Aerospace Industry

Provincial Profile Categories (continued)

Our provincial profile section allows your company to be listed under up to four categories of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Categories list and quickly locate advertisers that specialize in that category.

Airport Equipment

- Airport Information Systems
- Airport Security Systems & Equipment
- Flight Planning Systems
- Meteorological Equipment
- Passenger Handling Systems & Equipment

Composites and Plastics

- Composite Bonding
- Composite Ductings & Fairings
- Composite Fabrication
- Plastic Components

Computer Systems and Equipment

- Computer Equipment
- Computer Software
- Computer Systems
- Data Processing Equipment
- Real Time 3D Graphical Displays

Consulting Services

- Airport Planning Consultants
- Business Consultants
- Computer Systems Consultants
- Engineering Consultants
- Executive Search
- Government Relations Consultants
- Industrial Benefits Consultants
- Management Consultants
- Manufacturing & Processing Consultants
- Marketing Consultants
- Operations Consultants
- Reliability Analysis Consultants
- Satellite Launch Consultants

Defence Security Systems & Electronics

- C3I
- Command and Control Systems
- Communications Systems
- Data Handling & Processing Equipment
- Engineering & Management Support
- Field Radios
- Fire Control Systems & Components
- Munitions
- Optical Systems
- Signal Processing Equipment
- Sonobuoys
- Specialty Engineering
- Surveillance Systems
- Targets & Target Systems
- Weapons Systems

Diagnostic and Test Equipment

- Engine Test Cells
- Environmental Test Facilities
- Inspection Equipment
- Test Rigs & Equipment

Ground Support Equipment

- Cargo Handling Equipment
- Ground Heaters
- Ground Power Units
- Maintenance Stands
- Maintenance Tooling
- Portable Heaters
- Ramp Equipment

Helicopter Landing Systems

- Helicopter Landing Systems

Maintenance, Repair and Overhaul

- Aircraft Conversions (Fixed Wing)
- Aircraft Conversions (Rotary Wing)
- Aircraft Overhaul (Fixed Wing)
- Aircraft Overhaul (Rotary Wing)
- Aircraft Spares
- Avionics Testing & Repair
- Coatings
- Computerized Maintenance Programs
- Engine Repair & Overhaul
- Field Service
- Flight Control Repair & Overhaul
- Fuel System Repair & Overhaul
- Interior Finishing
- Landing Gear Repair & Overhaul
- Painting
- Rotor Blade Repair
- Structural Repairs

Metal Fabrication, Machining and Processing

- Aluminum
- Anodizing
- Brazing
- Chemical Vapour Deposition
- Coating
- Custom Cutting
- Fabrication
- Fixtures

Metal Fabrication, Machining and Processing (continued)

- Gear and Spline Manufacturing
- Heat Treating
- Integrated Diagnostic Services
- Machining
- Magnetron Sputtering
- Metal Bonding
- Metal Forming
- Metalworking Lubricants
- Non-Destructive Testing
- Physical Vapour Deposition
- Plating
- Precision Machining
- Precision Polishing & Deburring
- Research & Development
- Shot Peening
- Stainless Steel
- Tooling
- Vacuum Metalizing
- Welding

Miscellaneous Products, Equipment and Services

- Chemical Products
- Commercial Properties
- Computer Base Training
- Industrial Real Estate
- Learning Management Systems
- Life Support Equipment, Seat Restraints, Cargo Nets
- Parachutes
- Tradeshow Exhibits

Simulation & Training

- Composites Structures Training
- Computer Aided Training
- Distance Learning Systems
- Flying Training
- Interactive Training Systems
- Maintenance & Repair Training
- Maintenance Training Equipment
- Management Training
- Multi-Media Systems
- National Occupational Standards
- Precision Machining Training
- Simulators & Simulation Systems

Space Systems (Space & Ground Based)

- Ground Receiving Stations & Components
- Remote Sensing Equipment
- Satellites, Satellite Systems & Components
- Sounding Rockets

Additional listings are \$30.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$30.00 = \$ _____

Initial: _____ Date: _____

Guide to Canada's Aerospace Industry

digital edition

Digital Edition

In addition to print, AIAC's *Guide to Canada's Aerospace Industry* is available in a digital version. Viewers can flip through the pages, forward to colleagues and click ads to be redirected to advertiser's websites. **Each year, the guide is emailed to readers as well as posted on the AIAC's website.**

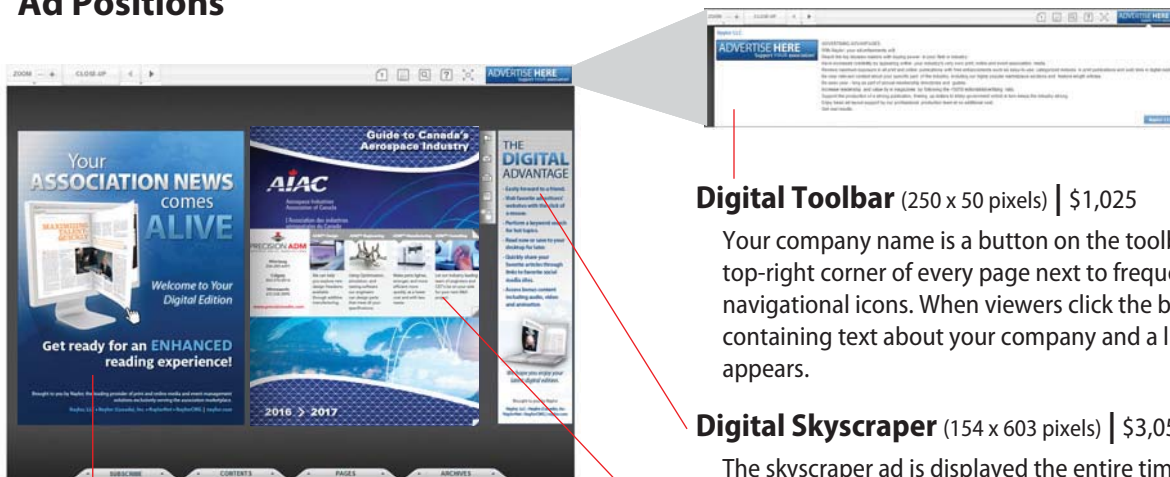
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire Guide**
- **Navigate and magnify pages with one click**
- **View the Guide instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
- **Read the Guide online or download and print for later**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Edition Sponsor Max (543 x 705 pixels) | \$2,050

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar (250 x 50 pixels) | \$1,025

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (154 x 603 pixels) | \$3,050

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Edition Belly Band (414 x 223 pixels) | \$2,050

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

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