



H-A-C.CA

The background of the entire page is a photograph of a helicopter's cockpit and rotor hub, viewed from a low angle looking up. The rotor hub and blades are visible against a clear blue sky. The cockpit windows and interior are partially visible in the lower right. A large, black, stylized arrow graphic points from the left side of the page towards the center, partially overlapping the helicopter image.

HELICOPTER ASSOCIATION OF CANADA MEDIA GUIDE

Reach over 80% of Canada's commercial
helicopter industry with HAC!

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



CANADA'S VOICE FOR THE COMMERCIAL HELICOPTER INDUSTRY!

The Helicopter Association of Canada is the recognized voice for the commercial helicopter industry in our country. We promote a regulatory and political environment that fosters a prosperous industry through education and continued enhancement of flight safety.

QUICK FACTS

- There is **\$2.1 billion** in direct economic output in the nation generated annually by helicopters.*
- **80%** of Canada's commercial helicopters are operated by companies that are members of HAC.
- There are currently over **2,800** helicopters registered in Canada, of which over **1,800** are commercially registered.*



**HAC COMMUNIQUE
BI-WEEKLY ENEWSLETTER**

OUR MEMBERS AND ASSOCIATES

- Helicopter owners and operators
- Aircraft purchasers and lessees
- Pilots and Management Pilots
- Maintenance professionals
- Aircraft and engine manufacturers
- Senior Managers and other operations professionals
- Safety professionals
- 160 companies that offer aviation-related products and services to our operator members.

**REACH OVER 80% OF CANADA'S COMMERCIAL HELICOPTER INDUSTRY YEAR-ROUND.
CONTACT YOUR NAYLOR REPRESENTATIVE TODAY.**

Source: 2018 Naylor Marketing Questionnaire, 2015 HAC Economic Footprint.

HAC COMMUNIQUE ENEWSLETTER

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. *HAC Communiqué* bi-weekly eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,300 decision-makers on a regular basis
- In addition to HAC members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other HAC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1st Sponsored Content

12 Months | \$2,500

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

1st Set of Rectangles (2) (300 x 250 pixels)

12 Months | \$2,000

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

2nd Sponsored Content

12 Months | \$2,250

2nd Set of Rectangles (2) (300 x 250 pixels)

12 Months | \$1,500

Distributed on Bi-Weekly (every other Thursday)

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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.

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