

Our 2011 Airforce Magazine Editorial Line-up

Battle of Britain

We take an in-depth look at the Battle of Britain, and what it might mean to air power enthusiasts today. Churchill's reference to the "few" created what Richard Overly calls a "cherished illusion". The "few" did not mean the outnumbered. The allies enjoyed almost three times the number of fighter pilots that were available to the enemy. More importantly, Hitler wasn't all that keen on invading the isle. This was not something he could afford to get wrong.

Tactical Aviation and Air Force Procurement

How important is the liaison officer? Murray Macdonald spent years learning to fly and operate tactical helicopters in the United States and in the United Kingdom. His experiences as a liaison officer offer a rare insight into the evolution of spectacular military innovations of both a technical and an organizational scope. We hope to have an update on the Chinook procurement and related construction at CFB Petawawa, from where the Chinooks will be flown.

21st Century Air Transport

As combat operations give way to a more intense training regimen in Afghanistan, how will the C-17s be used? What impact are the C-130J tactical transports having, on operations around the world? How strategic will our chinooks be, in terms of domestic airlift? All of this, plus our regular four-page Air Force Updates; Guest Editorials; Association News; Of Interest items; Reviews; Airmail or letters to the editor and; Last Postings or death notices of Air Force Association members.

Maritime Surveillance, Arctic Overwatch and Expanding Search-and-Rescue

New and innovative technology can potentially change the way we conduct defence and security business. Long-range patrolling can be supported by uninhabited air vehicles, and different aircraft types can perform search-and-rescue missions in much different ways than we have grown accustomed. Our focus will include employment of the CP-140 and the future of SAR operations. These and more items subject to last minute changes; the editor reserves the right to return material for further review.



Audacity

Air Force Association of Canada's
Dawn Patrol Breakfast
held in conjunction with the
Conference of Defence Associations
Annual Seminar
Friday, 25 February 2011,
6:45 - 8:15 AM
Fairmont Chateau Laurier
Individual tables may be
sponsored for \$950

Air Force Day on Parliament Hill

Bringing all parties together to learn more
about Canada's air force and aerospace capabilities
from air force personnel, association members
and aerospace industry professionals

Individual Corporate Sponsorship \$1,100 (includes two invitations)



Air Force Association of Canada 2011
Sponsorship & Advertising

Airforce *Revue*
Magazine

Sponsoring & Advertising with the Air Force Association of Canada

Consistent with its important advocacy role, each year the association provides venues at which key air power stakeholders meet to help shape the future of Canada’s aerospace capability.

In April-May, Air Force Day on Parliament Hill brings parliamentarians, air force decision makers and participating aerospace industry representatives together in a non-partisan atmosphere. In February, the association’s Dawn Patrol Breakfast does the same, during the Conference of Defence Associations (CDA) annual

conference at the Fairmont Chateau Laurier. In October, the association holds its annual awards banquet at which our corporate sponsors have tables and places reserved on their behalf.

Our corporate sponsors have made clear their preference for sponsorship packages that provide them the flexibility to subscribe to advertising opportunities in combination with these select advocacy events. **Therefore, we offer the following packages:**

Benefactor

(\$6,500)
(You save more than \$2,500)

- Four invitations to Air Force Day on Parliament Hill
- One corporate 10-place table at the Dawn Patrol Breakfast, Chateau Laurier, which includes two invitations
- One corporate table at the Air Force Association’s Annual Awards Banquet
- One year (4-issue) full-page advertisements in Airforce magazine
- 3-year corporate membership in the Air Force Association of Canada, which includes ten free copies of Airforce magazine
- Four 3-year “named” complementary subscriptions to Airforce magazine (confirmatory request must be received each year). Formal public acknowledgement in event-supporting speeches and remarks, printed and electronic programs, displays and invitations
- A corporate page and your logo with hyperlink placed on the Air Force Association of Canada website for one year
- *For an additional \$500 a fifth issue full-page ad can be included. For an additional \$1,500 (total) secure the inside cover for your ads for the entire year plus one issue*

Gold-level Patron

(\$5,500)
(You save more than \$1,200)

- Two invitations to Air Force Day on Parliament Hill
- One corporate 10-place table at the Dawn Patrol Breakfast, Chateau Laurier, which includes two invitations
- One corporate table at the Air Force Association’s Annual Awards Banquet
- 3-issue full-page advertisements in Airforce magazine
- 2-year corporate membership in the Air Force Association of Canada, which includes ten free copies of Airforce magazine
- Two 2-year “named” complementary subscriptions to Airforce magazine (confirmatory request must be received each year)
- Formal public acknowledgement in event-supporting speeches and remarks, printed and electronic programs, displays and invitations
- A corporate page and your logo with hyperlink placed on the Air Force Association of Canada website for one year
- *For an additional \$750 one more separate issue full-page ad can be included. Add only \$2,000 to secure the inside cover for your ads*

Silver-level Patron

(\$3,500)
(You save more than \$800)

- One invitation to Air Force Day on Parliament Hill
- One corporate 10-place table at the Dawn Patrol Breakfast, Chateau Laurier, which includes two invitations
- 2-issue full-page advertisements in Airforce magazine
- 1-year corporate membership in the Air Force Association of Canada, which includes ten free copies of Airforce magazine
- Formal public acknowledgement in event-supporting speeches and remarks, printed and electronic programs, displays and invitations
- Corporate logo with hyperlink placed on the Air Force Association of Canada website for one year

Contributor

- (\$1,250)
- One corporate 10-place table at the Dawn Patrol Breakfast, which includes two invitations
 - One half-page advertisement in Airforce magazine
 - Corporate logo with hyperlink placed on the Air Force Association of Canada web-site for one year



New Advertising Rates*

Display Size	Black & White	Four-Colour	3-issue Discount	4-issue Discount
2-Page Spread	\$2,050	\$2,660	15 %	25 %
Full-Page	\$1,124	\$1,375	15 %	25 %
Two-thirds Page	\$800	\$1,095	15 %	20 %
Half-page	\$495	\$800	15 %	20 %
One-third Page	\$260	\$595	15 %	20 %
One-quarter Page	\$140	\$444	10 %	15 %
One-sixth Page	\$90	-	10 %	15 %
One-twelfth Page	\$65	-	10 %	15 %
Inside Front Cover	-	\$1,650	15 %	25 %
Inside Back Cover	-	\$1,650	15 %	25 %
Outside Back Cover	-	\$1,950	15 %	25 %
Fold-out (2-Page) Inside Cover	-	\$2,790	15 %	30 %
Fold-out (2-Page) Center-page Insert	\$2,450	\$3,945	15 %	25 %

INSERTS (The following costs do not reflect production, printing nor shipping costs. Call 613-232-4281)				
Gram Weight	1-10 grams	11-20 grams	21-30 grams	Above 30 grams
Cost per 1,000 inserts	\$80	\$140	\$200	\$300*

Extra postage, shipping and handling charges may apply. Some magazine issues may be produced with only one-half of the pages in 4-colour format. Paper costs are subject to change, therefore, actual advertising rates may differ slightly from those posted above. Contact advertising@airforce.ca or director@airforce.ca to confirm pricing. The Air Force Association of Canada is a not-for-profit aerospace-focused community-service association the mission of which in part is to help defence and security industry representatives promote their products and services to help sustain Canada’s aerospace industry strengths

About Us

Airforce Magazine is a quarterly association publication, designed for an aviation-minded readership. Crafted primarily by the association’s members, Airforce promotes the involvement of youth in aviation activities, the preservation of Canada’s proud air force heritage, and the advocacy of topical issues, particularly those related to the Canadian Forces and Canada’s air power. Airforce appeals to every generation, young and old, every aerospace community, civil and military, technician and crewmember, and touches every horizon - yesterday, today and tomorrow. Airforce is Canada’s ‘air power’ heritage voice.

Important closing dates:
March 21 - Issue No. 1
June 21 - Issue No. 2
September 21 - Issue No. 3
January 21 - Issue No. 4

Circulation

Circulation statements are included with all media kits mailed to advertisers with this rate card. All members of the Air Force Association of Canada are subscribers. Airforce magazine is also sold at newsstands across the country and at aerospace specialty shops. Complimentary copies are provided to advertisers, sponsors and agencies upon request. Complimentary copies are also provided to interested government officials and parliamentarians. Approximately 2,500 additional copies are purchased by and distributed throughout Canada’s Air Force for air power decision makers. Annual aggregate circulation exceeds 62,000. *Our magazine reaches 12,000 subscribing members, 2,500 air power decision makers, over 2,000 copies on newsstands, 450 Air Cadet squadrons, 300 parliamentarians, dozens of libraries, and, over 32,000 passengers on the government airbus.*