



New Advertising Rates*

Display Size	Black & White	Four-Colour	3-issue Discount	4-issue Discount
2-Page Spread	\$2,750	\$3,360	15 %	25 %
Full-Page	\$1,624	\$1,975	15 %	25 %
Two-thirds Page	\$1,300	\$1,595	15 %	20 %
Half-page	\$995	\$1,400	15 %	20 %
One-third Page	\$560	\$995	15 %	20 %
One-quarter Page	\$410	\$644	10 %	15 %
One-sixth Page	\$230	-	10 %	15 %
One-twelfth Page	\$135	-	10 %	15 %
Inside Front Cover	-	\$2,350	15 %	25 %
Inside Back Cover	-	\$2,350	15 %	25 %
Outside Back Cover	-	\$2,650	15 %	25 %
Fold-out (2-Page) Inside Cover	-	\$3,590	15 %	30 %
Fold-out (2-Page) Center-page Insert	\$3,250	\$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.

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.

Airforce magazine advertising rates have been cut by 30% reflecting our not-for-profit community-service role in support of Canada's air force and aerospace industries. Advertise with Airforce magazine today.

Publishing Schedule

Airforce is published quarterly:

- Spring (May) - closing date 21 March
- Summer (August) - closing date 21 June
- Fall (November) - closing date 21 September
- Winter (February) - closing date 21 December

Rate Revisions

The publisher reserves the rate to make revisions to the enclosed rates at any time. Agreed to contract rates for approved advertisements including sequences of up to five issues (where purchased by sponsors) are guaranteed.

Direct Mail

The advertiser must guarantee all products offered by direct-mail advertisers by acceptance without question, of the returned product and full reimbursement of the full purchase price including applicable taxes. Reimbursement must be effected by cheque or money order equivalent to the currency amount paid. Products and reimbursements must be forwarded by first class mail or courier service. Whenever a product becomes unavailable within the time limit advertised, a notice-of-delay and reimbursement option must be provided to the customer. Direct mail advertisers must pre-pay their advertisements by the closing date indicated herein. Accounts are payable in Canadian funds only.

Advertising Copy

The complete mailing address, telephone number and facsimile numbers of the advertiser must appear in the advertisement plus any accompanying inserts or coupons. Advertising copy forwarded to the publisher for setting must be typed and it may be sent by e-mail, on floppy disc or in hard copy. The publisher may correct grammatically incorrect text and/or misspelled words. Corrections made by the publisher will be contained in a proof forwarded to the advertiser or their agency prior to publication. The publisher assumes no responsibility for errors and/or omissions made by the advertiser upon approval of the proof. Proofs not returned to the publisher by the date required are assumed to be approved by the advertiser.

Requirements

Advertisements should be in digital format. Platform used is PC-based, employing Adobe InDesign, Illustrator, Photoshop - CS3. File formats accepted include: .qxd (QuarkXpress), .tif; .eps; and .pdf. Transport media is via CD/DVD and must be accompanied by colour proof and all fonts etc. Copy should be sent to Airforce magazine, 400-222 Somerset Street West, Ottawa, ON K2P 2G3, 1-866-351-2322, ext. 222 or via e-mail: advertising@airforce.ca

Commissions

The Air Force Association of Canada is a not-for-profit community-service focused association, meaning that commissions do not apply. No employee of the Air Force Association of Canada collects a commission on advertising taken out by parties who choose to advertise in Airforce magazine. In the event of late payments, a fee of 2% per month will be applied to outstanding invoices after 45 days. *Thank you for choosing to support the Air Force Association of Canada. Your advertising and/or sponsorship funds help us to achieve our important mission.*

Advertising Options

Advertisers have many options: space may be bought on magazine pages; stitched-in inserts or glued-in "tip-ons" can be purchased; or, inserts may be included loosely in the polybag used to encase the magazine when the need arises.

Formatting and Dimensions

Advertisements should be provided in digital format (PC preferred, or Mac format, or complete .tif or .eps files). Adobe CS3 software is used for magazine design. Specifications are shown; image sizes (inches) provided:

- double-page spread - 16x10
- full page - 7.5 x 10
- 2/3 page vertical - 4.528 x 9.375
- 2/3 page horizontal - 6.875 x 6
- 1/2 page horizontal - 6.875 x 4.625
- 1/3 page vertical - 2.181 x 9.375
- 1/3 page horizontal - 6.875 x 3.533
- 1/4 page - 3.731 x 4.528
- 1/6 page - 2.181 x 4.625
- 1/12 page square - 2.175 x 2.175

Printed direct to plate offset, web press, 133 line screen

Trim size: 8 3/8 x 10 7/8 inches

Type page: 6.785 x 9.375 inches

Columns: 3 per page, 2.181 x 9.375 inches

Bleed page: 9 x 11.25 inches

Binding: saddle wire

Contact: Dean Black at advertising@airforce.ca or

Telephone: 1-866-351-2322 ext 222 or 613-232-4281

Production Charges

Typesetting and layout will be charged at \$50/hour with a minimum charge of one hour for all ads set or laid out by the publisher. Design service is offered for display ads: quotations available from Xactly Designs: denis@xactlydesign.com

Inserts & Supplements

Insert and supplement space is available provided that either pre-printed inserts are delivered to the printer or separate printing arrangements are made with the printer, pre-paid. Inserts may be stitched-in or blow-ins. Postal code selections can be accommodated. Advertising supplements and folded posters can be included. All such arrangements must be co-ordinated and negotiated with the advertising manager.

Advertising Policy, Terms & Conditions

The publisher retains sole discretion over acceptance of any advertisements not deemed acceptable by reason of content, appearance or unsubstantiated claims, or is otherwise incompatible with the magazine content and aims of the Air Force Association of Canada. The advertiser and/or its advertising agency shall fully indemnify and save harmless Dollco Printing Ltd., the Air Force Association of Canada and the publisher from all costs, damages and demands arising in the case of a lawsuit by any party relating to a given advertisement for whatever reason.