



2017 MEDIA KIT

COPA FLIGHT: UNPARALLELED REACH, UNMATCHED VALUE



SEND YOUR ADVERTISING MESSAGE

STRAIGHT TO THE TOP

#1 PAID CIRCULATION

60,000 READERS

#1 AVIATION RESOURCE

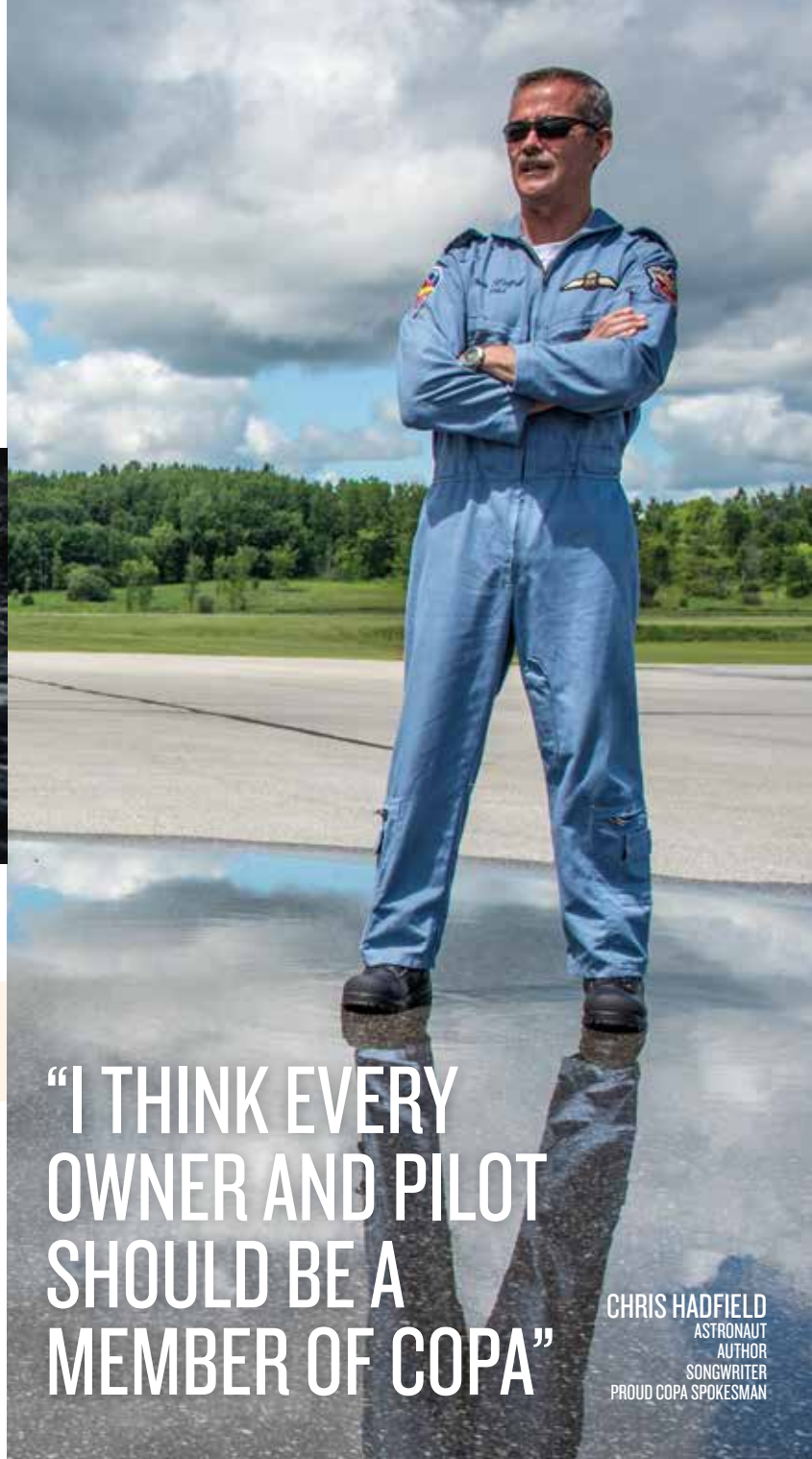
= COPA FLIGHT

COPA Flight sends more than 16,000 copies directly to the aviation industry's real decision makers, the people who own and fly aircraft.

In addition to our loyal subscriber base, COPA Flight is a fixture at pilot lounges, FBOs and repair facilities—anywhere pilots meet.

Aviation decision makers rely on COPA Flight to keep them up to date on industry news, regulatory issues and aviation events. It's the first choice for aviation information.

Goes right to the desks of Canada's aviation leaders and the tens of thousands of owners and pilots who daily make the buying decisions for Canada's civil aircraft fleet.



"I THINK EVERY OWNER AND PILOT SHOULD BE A MEMBER OF COPA"

CHRIS HADFIELD
ASTRONAUT
AUTHOR
SONGWRITER
PROUD COPA SPOKESMAN

CLASSIFIED RATES & DIMENSIONS

CLASSIFIED ADS

Display ads in the classifieds are reasonably priced and have set sizes. They can include colour borders, background colours, photo backgrounds, superimposed text, logos, inserted photos, etc. See this page for pricing and sizes.

LINER ADS

\$1.50 a word with a \$25 minimum
\$50 per full colour 1.6" X 1" photo

Frequency discounts available.
 Liner ads are a great way to advertise for extended periods.

To have your ad online as well please add \$10.

PRODUCTION INFORMATION

EMAIL Maureen Leigh
 maureen@copaflight.ca

PRODUCTION COSTS

Production costs of \$55/hour apply to ads that production must create or change. The average cost of classified ad production is **\$25 to \$35**

FILE FORMATS

Press Optimized PDF

\$ CDN GROSS

A FULL PAGE
\$1660
 7" x 9.625"

B 3/4 VERTICAL
\$1245
 5.1875" x 9.625"

C 1/2 HORIZONTAL
\$830
 7" x 4.75"

D 1/2 VERTICAL
\$830
 3.375" x 9.625"

E 3/8 HORIZONTAL
\$625
 5.1875" x 4.75"

F 1/4 VERTICAL
\$455
 3.375" x 4.75"

G 1 FULL COLUMN
\$455
 1.5625" x 9.625"

H 1 COLUMN X 6" VERTICAL
\$365
 1.5625" x 6"

I 2 COLUMN X 3" HORIZONTAL
\$365
 3.375" x 3"

J 1 COLUMN X 5" VERTICAL
\$324
 1.5625" x 5"

K 1 COLUMN X 4" VERTICAL
\$275
 1.5625" x 4"

L 2 COLUMN X 2" HORIZONTAL
\$275
 3.375" x 2"

M 1 COLUMN X 3" VERTICAL
\$222
 1.5625" x 3"

N 2 COLUMN X 1" HORIZONTAL
\$156
 3 3/8" x 1"

O 1 COLUMN X 2" VERTICAL
\$156
 1.5625" x 2"

ADVERTISING DEADLINES

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE
OCTOBER	August 31	September 5
NOVEMBER	September 30	October 5
DECEMBER	October 31	November 4
JANUARY	November 30	December 5
FEBRUARY	December 31	January 5
MARCH	January 31	February 5
APRIL	February 28	March 5
MAY	March 31	April 5
JUNE	April 30	May 5
JULY	May 31	June 5
AUGUST	June 30	July 5
SEPTEMBER	July 31	August 5
OCTOBER	August 31	September 5
NOVEMBER	September 30	October 5
DECEMBER	October 31	November 5

