



# 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

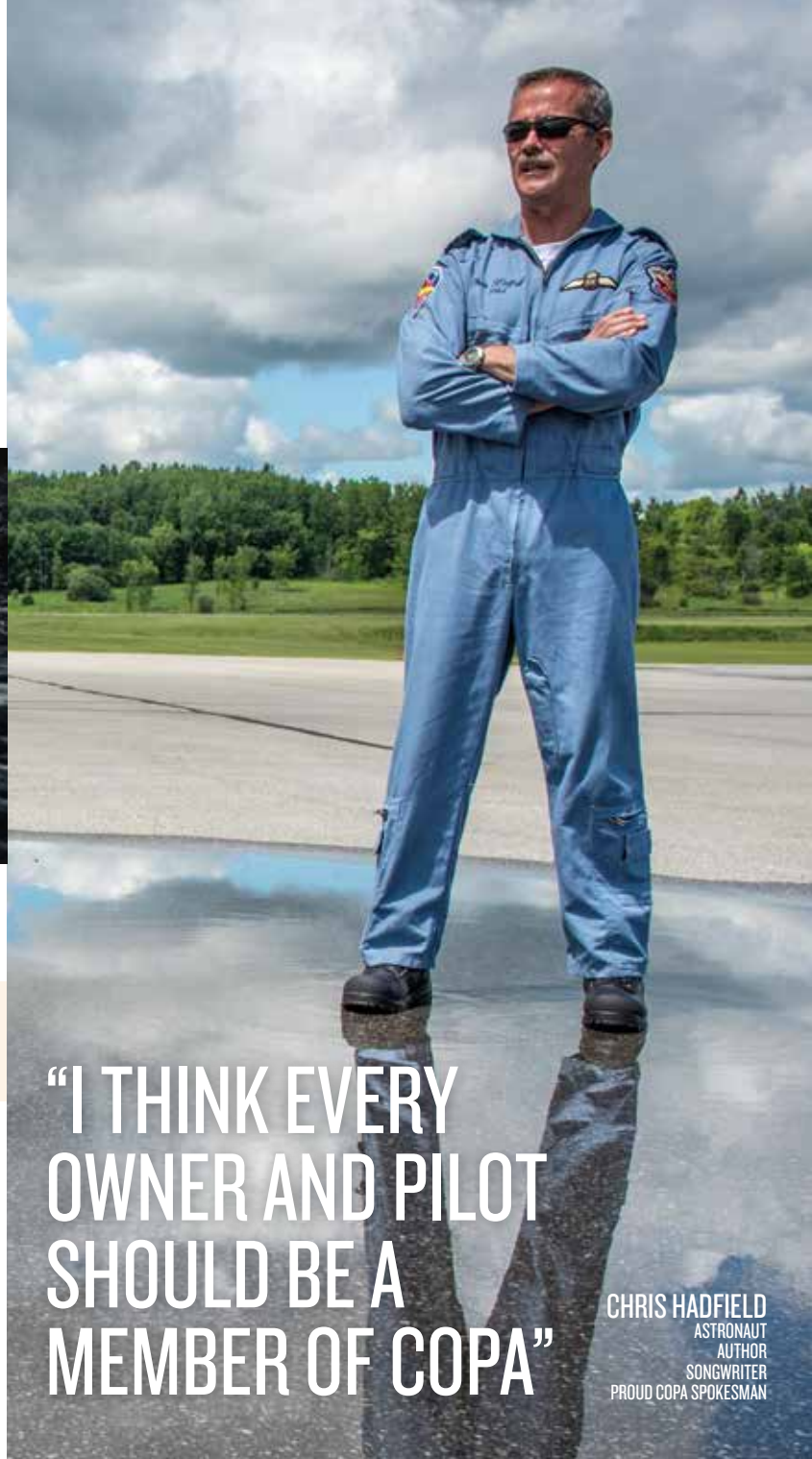
= COPA FLIGHT

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

# RETAIL RATES & DIMENSIONS

## AD DIMENSIONS

SIZE	WIDTH	HEIGHT
Full Page Bleed	8.25"	11"
Full Page Live	7.75"	10.5"
2/3 Vertical	4.5625"	9.875"
1/2 Island	4.5625"	7.3125"
1/2 Horizontal	7"	4.8125"
1/3 Vertical	2.25"	9.875"
1/3 Square	4.5625"	4.8125"
1/4 Horizontal	7"	2.4375"
1/6 Vertical	2.25"	4.8125"
1/6 Horizontal	4.5625"	2.25"

## UPLOADING ADS

EMAIL Shannon Swanson  
shannon@tangcreative.ca

BLEED Full page only 0.125"

## PRODUCTION COSTS

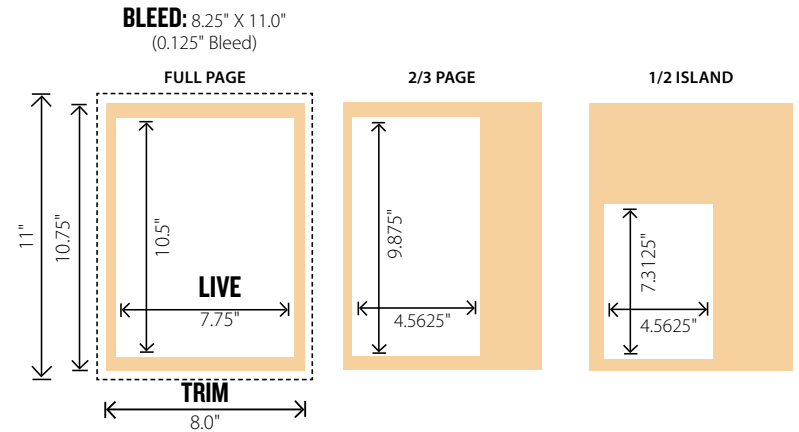
Any production work on advertisements will be invoiced at \$75 per hour to the advertiser

## FILE FORMATS

Press Optimized PDF

## DIGITAL TRANSFER OPTIONS

WeTransfer, Dropbox



## RETAIL RATES

\$ CDN GROSS

SIZE	1X	3X	6X	9X	12X
Double Page Spread	\$4,100	\$3,690	\$3,420	\$3,250	\$3,100
Full Page	\$2,850	\$2,620	\$2,400	\$2,165	\$1,971
2/3 Page	\$2,190	\$2,000	\$1,900	\$1,825	\$1,700
1/2 Island/Horizontal	\$1,630	\$1,520	\$1,400	\$1,350	\$1,200
1/3 Vertical/Square	\$1,230	\$1,155	\$1,050	\$960	\$890
1/4 Horizontal	\$885	\$835	\$780	\$650	\$590
1/6 Vertical/Horizontal	\$747	\$690	\$635	\$590	\$535

## COVERS

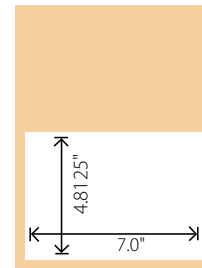
	1X	3X	6X	9X	12X
Outside Back	\$4,145	\$4,000	\$3,900	\$3,760	\$3,600
Inside Front	\$3,900	\$3,800	\$3,700	\$3,560	\$3,425
Inside Back	\$3,560	\$3,425	\$3,250	\$3,100	\$3,000

## CUSTOM SPECIALS

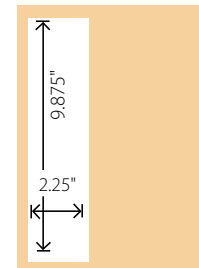
SPECIAL POSITIONS: Special or guaranteed position, 15% extra.

INSERTS: Rates on request.

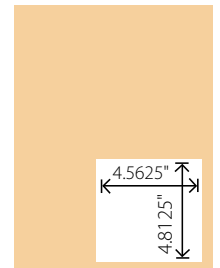
1/2 HORIZONTAL



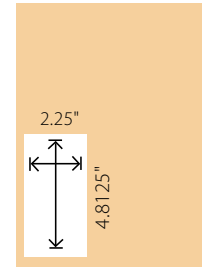
1/3 VERTICAL



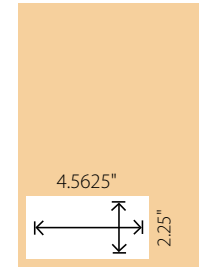
1/3 SQUARE



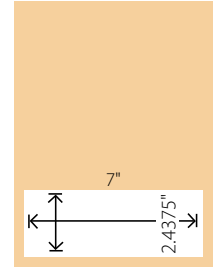
1/6 VERTICAL



1/6 HORIZONTAL



1/4 HORIZONTAL



# 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

