AIR CANADA
MEDIA

Air Canada
MEDIA KIT 2020

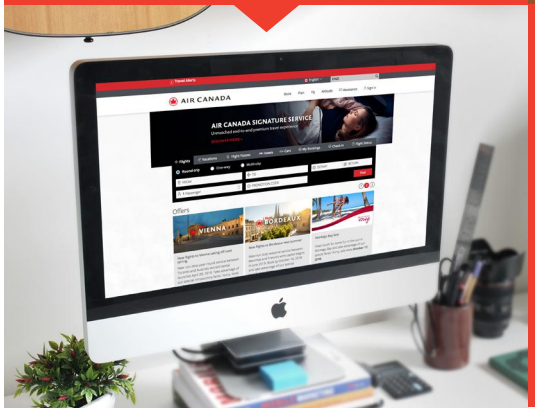
AIRPLANE MODE: MEDIA CHANNELS THAT ELEVATE YOUR BRAND.

BRAND PARTNERSHIPS

INTEGRATED

DIGITAL

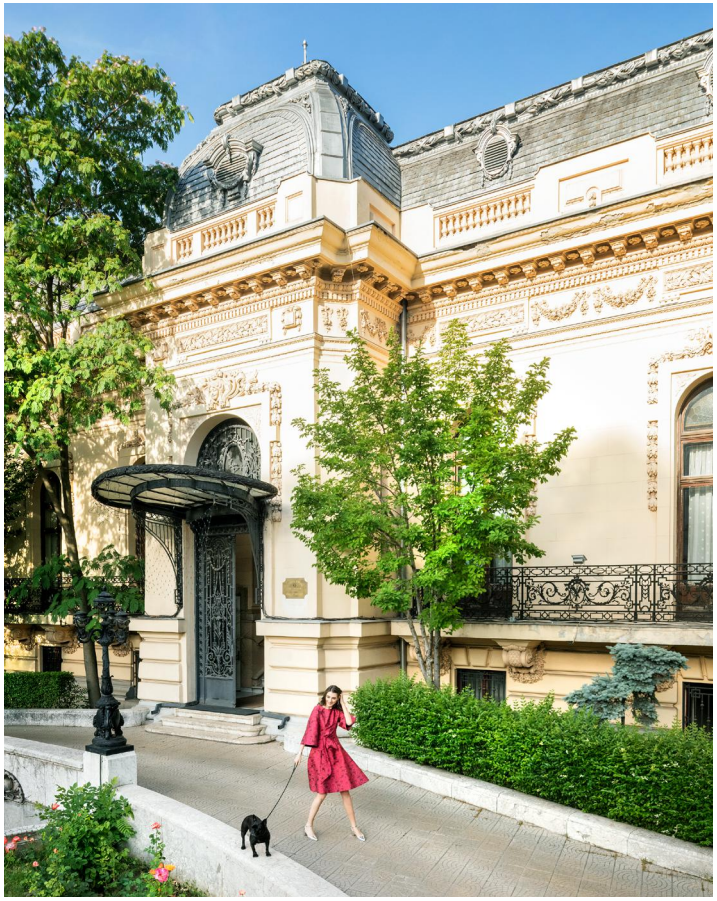
BROADCAST



PRINT

EXPERIENTIAL

FIND MANY MORE INSIDE.



Source: Air Canada | Sep 2017 - Aug 2018
Vividata Fall 2018 Study, Adults 18+

YOUR TARGET AUDIENCE

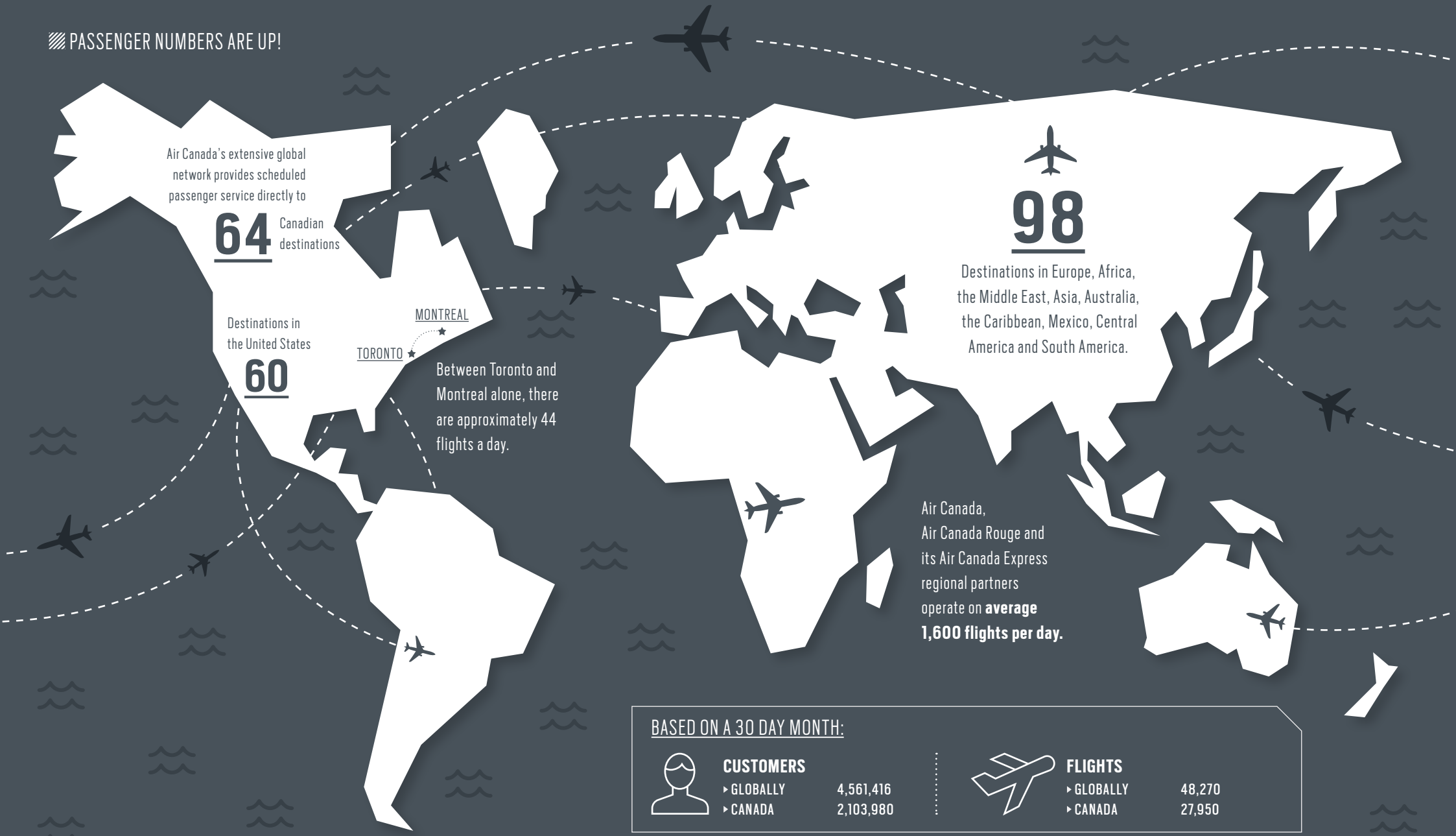
Air Canada is Canada's largest airline and the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market and in the international market to and from Canada. In 2018, Air Canada, together with its Air Canada Express regional partners carried over 50 million customers, offering direct service to more than 200 destinations on six continents. Air Canada's leisure airline, Air Canada Rouge, has grown into an international vacation carrier with more than 50 aircraft and a network of over 100 routes touching 5 continents.

With a fleet of 384 aircraft, Air Canada carries more than 48 million travellers annually to more than 200 destinations on 6 continents. We are Canada's number one airline, with a 44% share of domestic, 32% share of international and 43% of transborder travel. 1 out of 5 Canadians travel with Air Canada at least once per year.

Air Canada's business travellers are key decision-makers, managers, owners, professionals and executives. This upscale group of frequent flyers have disposable incomes far above the national average.

Upon booking their trip, at the airport, on board and when planning future trips – you can influence this exclusive demographic through a variety of media options, including digital, broadcast, print, product sampling, events and sponsorship opportunities.

PASSENGER NUMBERS ARE UP!



BASED ON A 30 DAY MONTH:

CUSTOMERS

▸ GLOBALLY	4,561,416
▸ CANADA	2,103,980

FLIGHTS

▸ GLOBALLY	48,270
▸ CANADA	27,950

MEET OUR CUSTOMER

GENDER:

51%

49%

AGE:

MILLENNIALS
1982 - 2001
24%

GEN-X
1965 - 1981
32%

BABY BOOMERS
1945 - 1965
37%

TRAVEL:

70%
have taken a vacation outside Canada in the past 12 months

BUSINESS TRAVEL:

28%
of customers have taken at least one business trips in the past 12 months

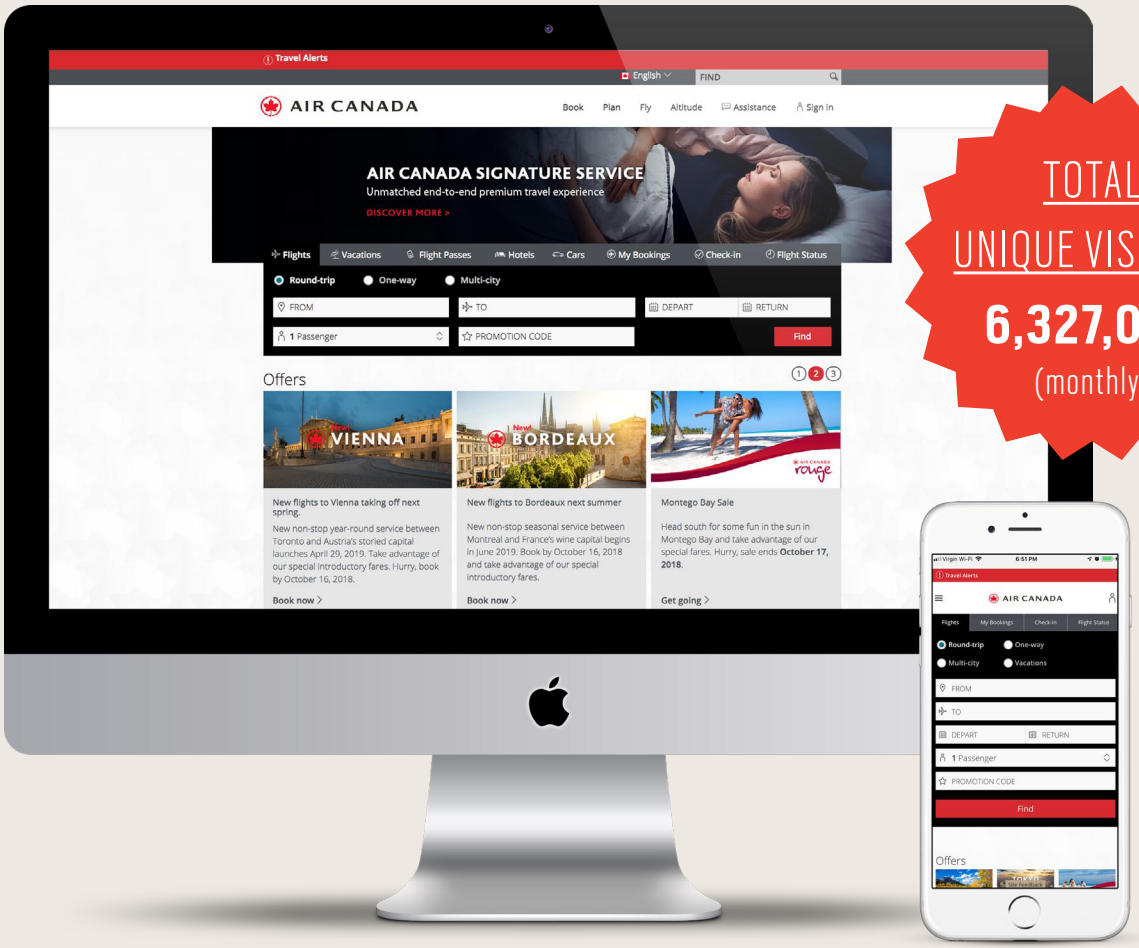
44%
of customers have taken at least two vacation trips in Canada in the past 12 months

71%
of customers have a university degree or higher

35%
of customers are either managers, business owners or professionals

Source: Vividata Fall 2018 Study, Adults 18+

AIRCANADA.COM



TOTAL UNIQUE VISITORS
6,327,000
(monthly)

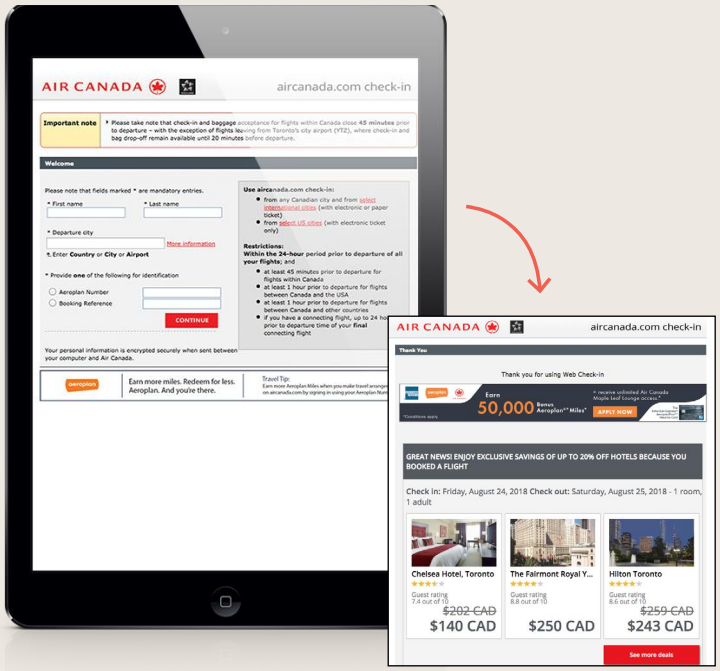
Among the leading Canadian travel sites online, aircanada.com provides news, information and specials to Canadians. This is the place for everything Air Canada. Campaigns rotate on select high-volume pages.

Ad Units	Leaderboard (desktop), Big Box (mobile view)
Rate (NET)	Starting at $35/CPM

CLOSING DATES

Ad Closing	Two weeks prior to start of campaign
Material Due	Seven business days prior to start of campaign

AIRCANADA.COM WEB CHECK IN



24 hours prior to a flight, Air Canada customers are prompted to use Web Check-in via a personalized e-mail. With Web Check-in, marketers have the exclusive opportunity to connect with each and every customer checking in for flights online. This continues to be one of the fastest growing consumer touchpoints in the world of air travel with user numbers increasing every month.

AD Units	Welcome Page: Custom Leaderboard: 728 x 60 (Include logo and tagline only) Thank you Page: Leaderboard
Cycle	Monthly
AVG Monthly Impressions	460,000 - Welcome Page 230,000 - Thank You Page
Rate (NET)	$15,000 / Month

CLOSING DATES

Ad Closing	Three weeks prior to start of campaign
Material Due	Fourteen business days prior to start of campaign

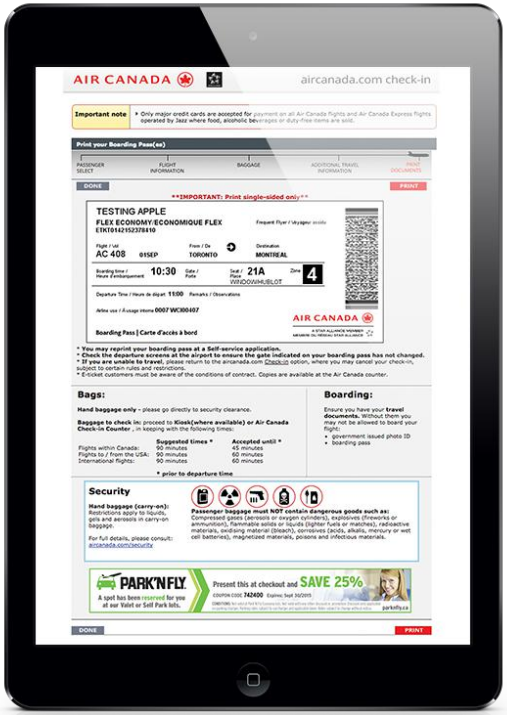
AIRCANADA.COM WEB CHECK IN BOARDING PASS

Once an Air Canada customer has completed the Web Check-in, they have the option to print their boarding pass. Place a custom leaderboard at the bottom of the print-friendly version boarding pass to engage with the customer right before they head to the airport. Geo-targeting available.

AD Units	Custom size: 650 x 90
Impressions	1,028,000 (monthly)
Rate (NET)	Based on target market

CLOSING DATES

Ad Closing	Two weeks prior to start of campaign
Material Due	Seven business days prior to start of campaign



AIR CANADA AIRPLANE WIFI

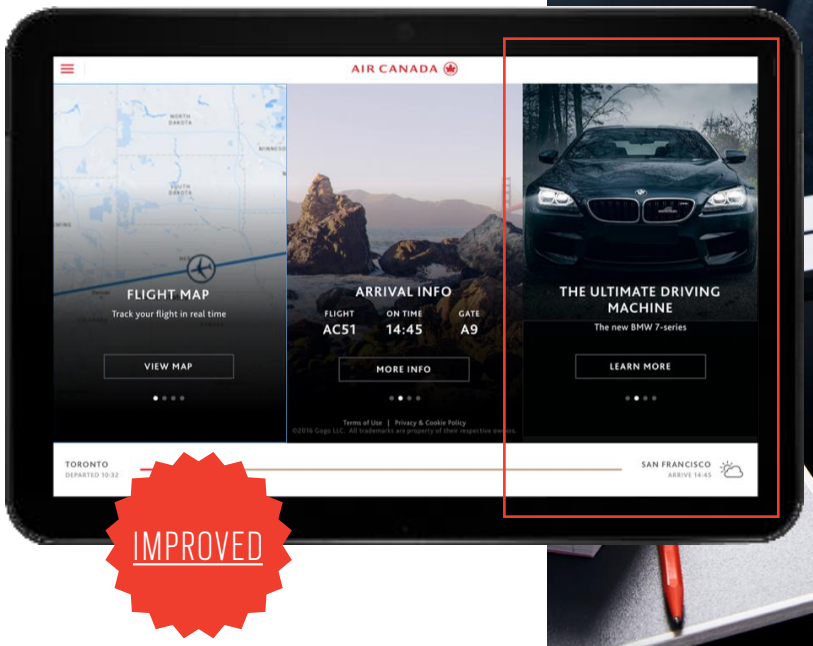
In Air Canada's continued effort to provide superior travel experiences, we have taken a major step forward, becoming the first Canadian airline to offer customers a paid service that provides inflight internet access on select aircraft. Now the world is at our customers' fingertips with onboard Wi-Fi, making it easy to stay on top of work or entertained with uninterrupted access to friends, family, colleagues and clients.

To access in flight Wi-Fi, customers are directed to purchase a package through the Wi-Fi portal on their personal device. The '3rd panel'(right-side) of the Wi-Fi portal landing page acts as a carousel of alternating banners, including advertising. The ad banner can be customized with an image, header, sub-header, and CTA button linked to the advertiser's website. The advertiser's website is whitelisted, which means customers can access the advertiser's website even if they have not purchased a Wi-Fi package.

Avg Monthly Impressions	101,670
Rate (NET)	$4,690/Month
AD Units	Custom Banner

CLOSING DATES

Ad Closing	One month prior to start of campaign
Material Due	Whitelist and ad material required one month prior to start of campaign.



AIR CANADA MEDIA

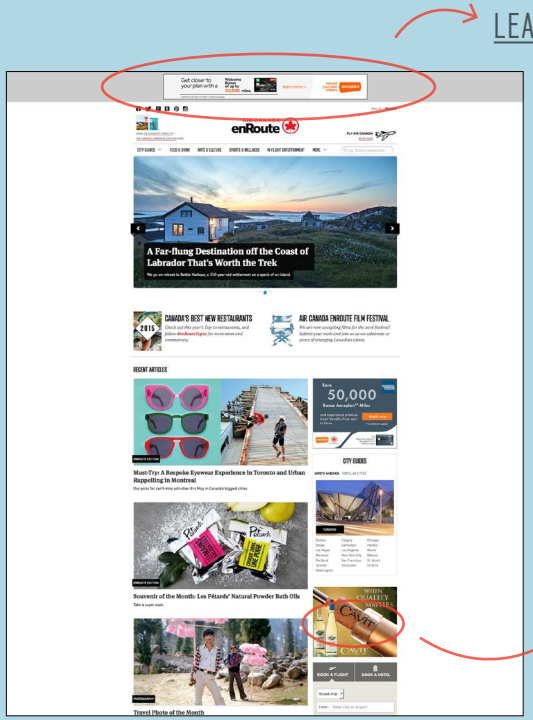
ENROUTE.AIRCANADA.COM

With exclusive web content and a searchable database of award-winning stories from Air Canada enRoute magazine, enroute.aircanada.com is a one-stop shop for travellers in the know. Marketers have the opportunity to deploy ROS digital campaigns, or align with the various content pillars, such as City Guides, Food & Drink, Arts & Culture, Sports and Wellness and more..

Total Unique Visitors	46,000/Monthly
AD Units	Leaderboard (1), Big Box (2 per page)
Rate (NET)	Starting at $18/CPM

CLOSING DATES

Ad Closing	Two weeks prior to start of campaign
Material Due	Seven business days prior to start of campaign



AIR CANADA PROGRAMMATIC

Follow the exclusive Air Canada audience with a targeted programmatic campaign. This provides you with the opportunity to tap into First Party Data and reach your target market across millions of websites using the segmented Air Canada audience.

How it works: Visitors to Air Canada websites are tagged with a piece of code (aka cookie). As the web user leaves the Air Canada domain and visits other sites, we target them with your ads. Layer in one or more of the target segments listed below with the Air Canada audience.

Target Segments	Origin Search Destination Search Booked Flights by Booking & Return Date Booked Flights by Origin & Destination Seat Class Payment Method Site Edition Language Altitude Status enRoute.AirCanada.com Catagory
Media	Display, Mobile, Video, Native & Audio
Rate (NET)	Starting at $25/CPM

CLOSING DATES

Ad Closing	Three weeks prior to start of campaign
Material Due	Seven business days prior to start of campaign

* 20% Production fee applies. Please see your sales rep for details.

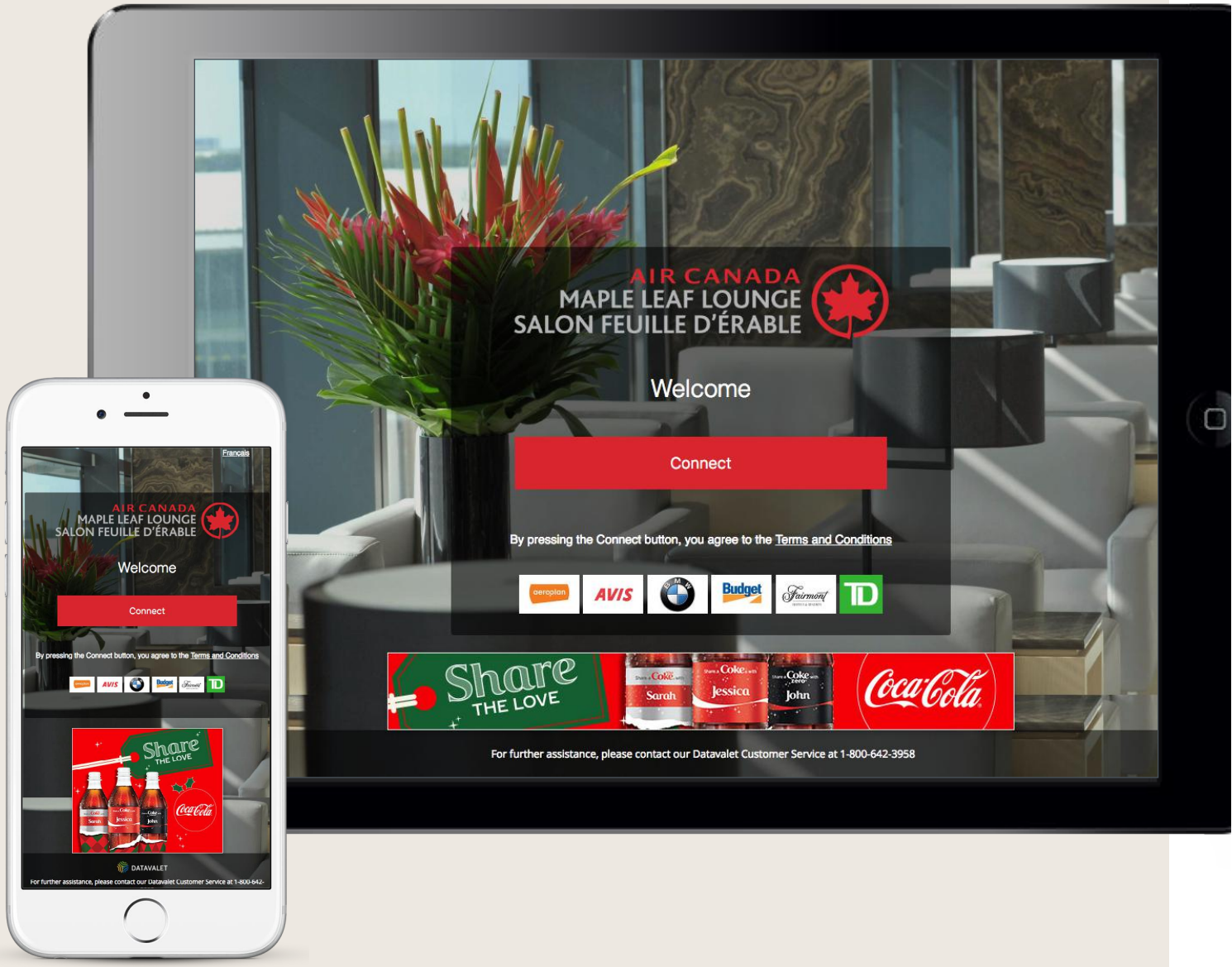
AIR CANADA MAPLE LEAF LOUNGE WIFI

Air Canada offers a free internet service to customers in 22 Maple Leaf Lounges across the world. This is an effective way to reach the highly affluent frequent traveller and business decision-maker through an exclusive and growing platform. In addition, ad messages can be targeted by market*

Monthly Audience	340,000
AD Units	Leaderboard (Desktop), Big Box (Mobile)
Rate (NET)*	$25,000/Month

CLOSING DATES

Ad Closing	One month prior to the start of campaign
Material Due	Whitelist and ad material required one month prior to start of campaign



* Please see your sales rep for details.

AIR CANADA DEALS OF THE WEEK E-NEWSLETTER

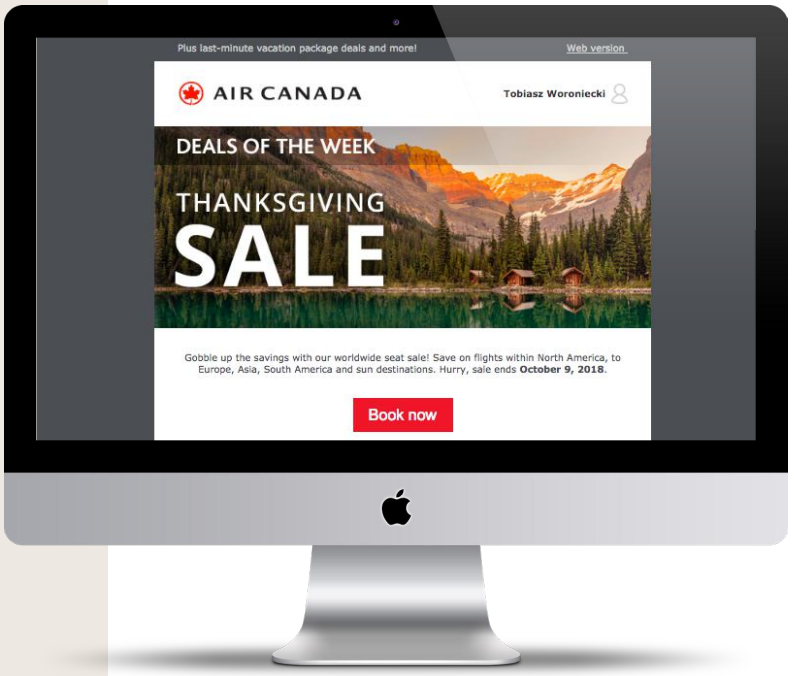
Air Canada's weekly e-newsletter puts the latest hot offers on flights and hotels—not to mention your message—on the screens of 2,993,000 subscribers. In addition to a tremendous open rate, Air Canada Deals of the Week creates a direct and instant call to action delivered every week to affluent Air Canada customers.

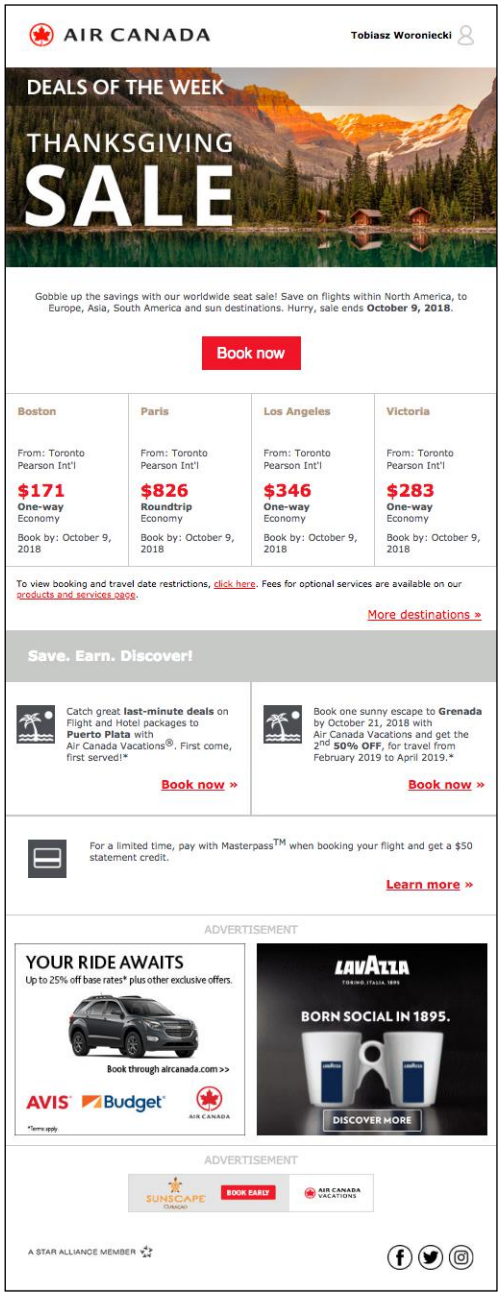
Cycle	Weekly
Subscribers	2,993,000
Ad units	Big Box (2), Mobile Leaderboard (1)
Geotargeting	Toronto 767,000 Vancouver 309,000 Montreal 160,000 National (English) 2,399,000 National (French) 210,000 U.S. 384,000
Open rate	20% – 30%
Rate (NET)	$7,179 (Mobile Leaderboard / All Canada List) $14,358 (Big Box / All Canada List)

CLOSING DATES

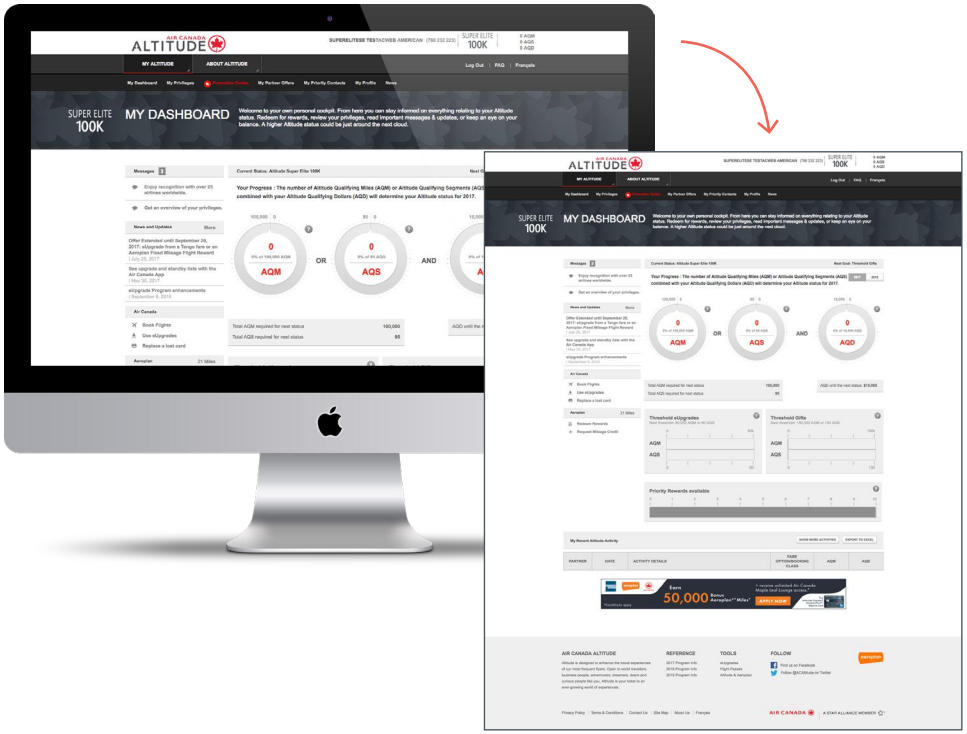
Ad Closing	Two weeks prior to start of campaign
Material Due	Five business days prior to start of campaign

Note: Rates subject to change.





ALTITUDE.AIRCANADA.COM



Air Canada Altitude members include the world's most frequent flyers. They are key decision-makers, C-suite, owners, professionals and executives. They primarily represent an upscale group with disposable incomes far above the national average.

The Altitude portal allows members to access their flight status updates, travel perks and special offers online.

Cycle	Monthly
Ad units	Leaderboard
AVG Impressions	360,000
Rate (NET)	$25,750

CLOSING DATES

Ad Closing	One month prior to start of campaign
Material Due	Ten business days prior to start of campaign

Note: Rates subject to change.

AIR CANADA ALTITUDE REPORT E-NEWSLETTER

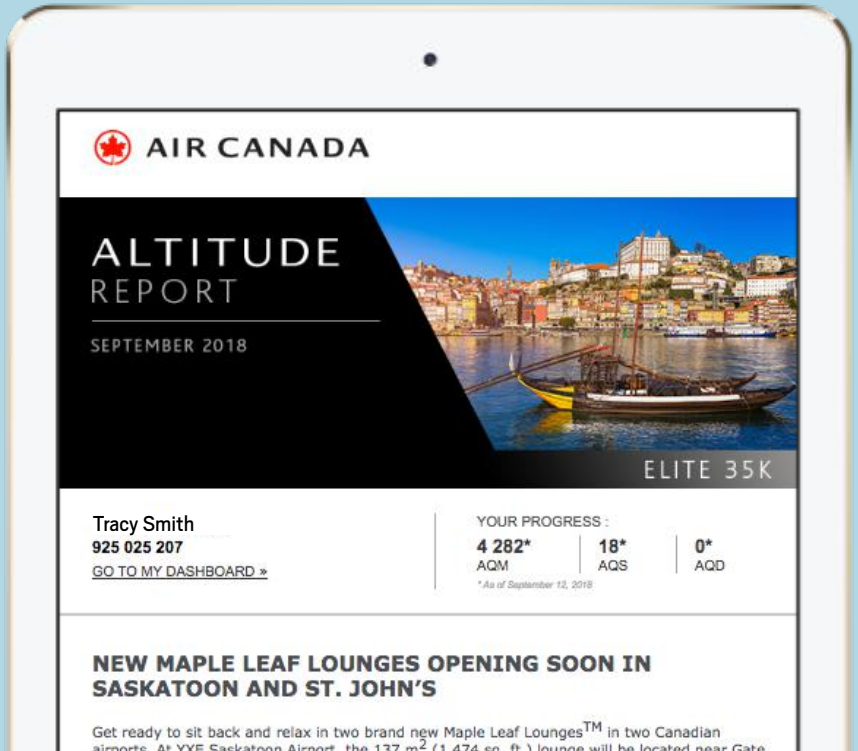
Air Canada brings its audience of frequent flyers to you on a monthly basis through its e-newsletter, which is segmented by tier and incorporate two custom ad positions. Delivered to 162,830 top-tier Altitude members, the report achieves an outstanding open rate of 57%.

Cycle	Monthly
Subscribers	162,830
Ad units	Big Box (2)
Open rate	57%
Rates (NET)	$25,375/Month – English Canada $2,450/Month – French Canada

Note: Rates subject to change.

CLOSING DATES

Ad closing	One month prior to start of campaign
Material Due	Ten business days prior to start of campaign



AIR CANADA INFLIGHT ENTERTAINMENT SYSTEM

Engage with Air Canada customers through the On Demand Inflight Entertainment System. Access both television and movie channel content through commercial advertising, banner placements or the Moving Map sponsorship. Connect with all customers through a Road Block sponsorship just after the Air Canada Safety Video.

UP TO
8.3MM
MONTHLY INFLIGHT BROADCAST IMPRESSIONS

90%
OF CUSTOMERS WATCH THE INFLIGHT ENTERTAINMENT SYSTEM ON FLIGHTS OF 3 HOURS OR MORE

OVER
3.8K
FLIGHTS PER MONTH

MEET THE SYSTEMS

With a fleet of over 380 aircraft, inflight entertainment can be complicated business. Our goal is to make it as easy as possible for advertisers to navigate our inflight entertainment media offering. Below you'll find a breakdown of each inflight entertainment system, and how it relates to our fleet. To help you identify which media placement belongs on which system, look for the "System" indicator accompanied with each inflight entertainment media description.

SYSTEM	FLEET TYPE	% OF PASSENGERS
THALES	321, 333, 763, 320, 319, E90, E75, CR9	60%
PANASONIC	777, 787	6%
AVANT	737	14%
ANDROID	777, 787	21%

PRE-ROLL COMMERCIALS

Engage with both Air Canada and Air Canada Rouge customers through the On Demand Inflight Entertainment System by positioning your commercial advertising in front of hundreds of hours of premium television and movie content. With over 38,840 flights per month, and 10.5 Million monthly inflight impressions, this captive placement delivers mass reach for your brand.

Customers flying Air Canada have access to 100 hours of television content and up to 250 hours of movie content each month through the inflight entertainment system.

*No advertising on Family or ACTV programming.

CLOSING DATES

Month	Ad Closing	Material deadline
January	October 29, 2018	November 5, 2018
February	November 29, 2018	December 6, 2018
March	December 18, 2018	January 3, 2019
April	January 25, 2019	February 1, 2019
May	February 26, 2019	March 5, 2019
June	March 29, 2019	April 5, 2019
July	April 26, 2019	May 3, 2019
August	May 29, 2019	June 5, 2019
September	June 28, 2019	July 5, 2019
October	July 29, 2019	August 5, 2019
November	August 29, 2019	September 5, 2019
December	September 27, 2019	October 4, 2019

*MEDIA COSTS

SOV	**Impressions	Monthly Rate (NET) :30 Second Spot
100%	8,365,386	$259,327
75%	6,274,038	$225,865
50%	4,182,692	$171,490
25%	2,091,346	$96,202

System	All systems

*Please see your rep for additional cost options/commercial length options.
** Impression estimates are based on a 12 month average.

AIR CANADA ROAD BLOCK SPONSORSHIP

Introduce your brand to **every single customer** prior to take off on all seatback screen equipped flights. Road Block sponsors receive one of two :30 second commercial spots that play immediately following the Air Canada Safety Video. The commercials are broadcast throughout the entire cabin via the personal address system and all seatback screens, which means customers do not require the use of headphones in order to hear the ad. The tremendous reach makes this one of our most coveted media placements available.

AIR CANADA ROAD BLOCK SPONSORSHIP CLOSING DATES

Period (Start)	Ad Closing	Material Due
January–February	October 17, 2018	October 24, 2018
March–April	December 7, 2018	December 14, 2018
May–June	February 14, 2019	February 21, 2019
July–August	April 16, 2019	April 23, 2019
September–October	June 17, 2019	June 24, 2019
November–December	August 16, 2019	August 23, 2019

Cycle	Bimonthly	(Ad creative runs for two month period)
Passengers	Up to 6,600,000 (bi-monthly)	
Length	:30	
Rate (NET)	$225,440 / Two Months	

Note: Rates subject to change.

System	All systems

HOMEPAGE BANNER

Some of Air Canada's 787 Dreamliner and B777 aircrafts are equipped with the state-of-the-art Panasonic entertainment system. The homepage of the Panasonic system features a menu of categories for customers to choose from. These categories appear as clickable banners. Three banner placements are available to advertisers each month. This banner can click-through to either a video OR microsite, and can be targeted by route and class.

OPPORTUNITIES

Media Option	Ad Size	Location	Route/ Class	Language	Monthly Net Cost
Banner Ad	Banner/with Video or Custom Developed Microsite	Main Menu	All	Eng / Fre	$12,500

System	Panasonic

PLEASE NOTE: 3 banner placements availlable per month.

CLOSING DATES

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January	October 29, 2018	November 5, 2018
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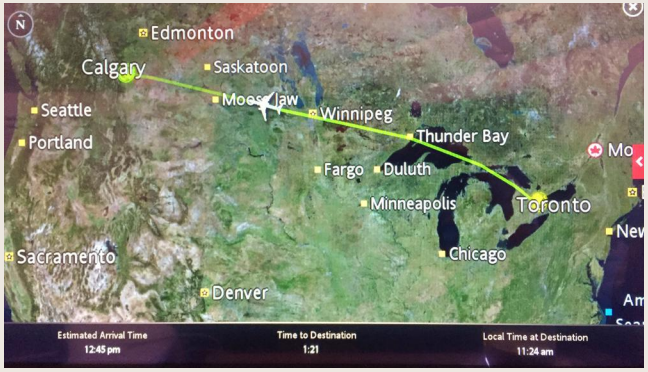
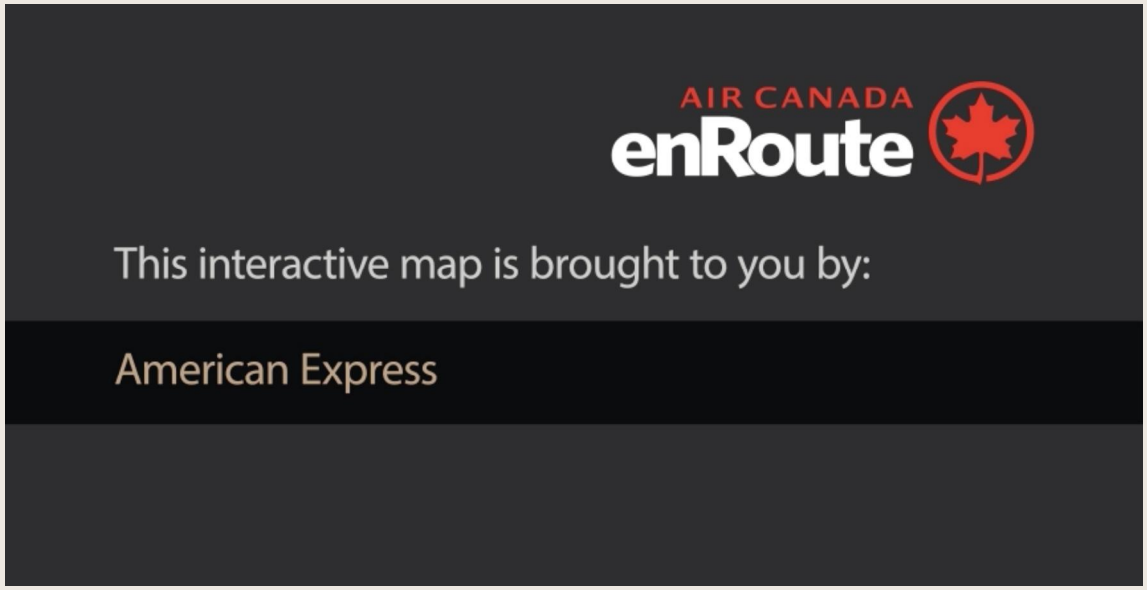
MOVING MAPS SPONSORSHIP

The Moving Map option on the inflight entertainment system outlines a customer's flight journey. It's the one thing that is relevant to 100% of the people on the plane. And it's constantly changing, which encourages repeat visits. According to Air Canada's research, the vast majority of respondents (68%) enjoy watching the moving map onboard. Sponsors receive a :05s slate prior to the first time a passenger interacts with the moving map.





Cycle	Monthly
AVG Passengers	1,609,000/Month
Rate (NET)	$10,000/month
Media	:05 second slate

CLOSING DATES

Month	Ad Closing	Material deadline
January	October 29, 2018	November 5, 2018
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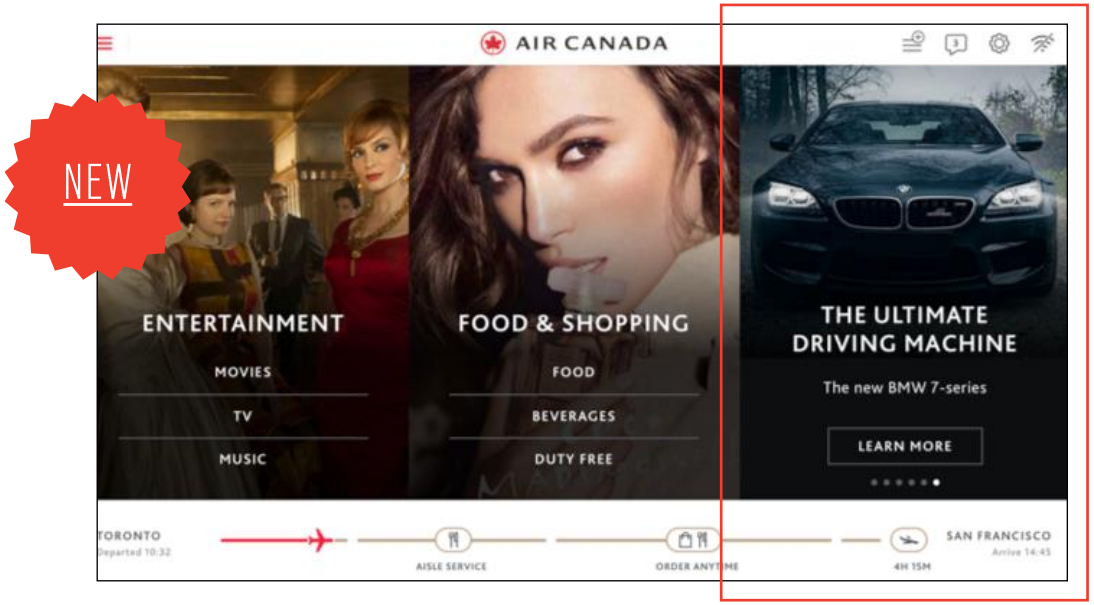
November	August 29, 2019	September 5, 2019
December	September 27, 2019	October 4, 2019

System	Thales

NOTE: Advertising plays only the first time a passenger interacts with the Moving Map page each flight and is Non-FFWD.

HOMEPAGE CAROUSEL



CLOSING DATES

Month	Ad Closing	Material deadline
January	October 29, 2018	November 5, 2018
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August	May 29, 2019	June 5, 2019
September	June 28, 2019	July 5, 2019
October	July 29, 2019	August 5, 2019
November	August 29, 2019	September 5, 2019
December	September 27, 2019	October 4, 2019

The homepage of the Avant inflight entertainment system is comprised of 3 interactive panels. The '3rd panel' (right-side) acts as a carousel of alternating content, including advertising. Advertiser panels can be customized with their own image, header, sub-header, and CTA button. The CTA button can click-through to a video, poster image, or product page. Target your ads by route and class. Only available to three advertisers per month.

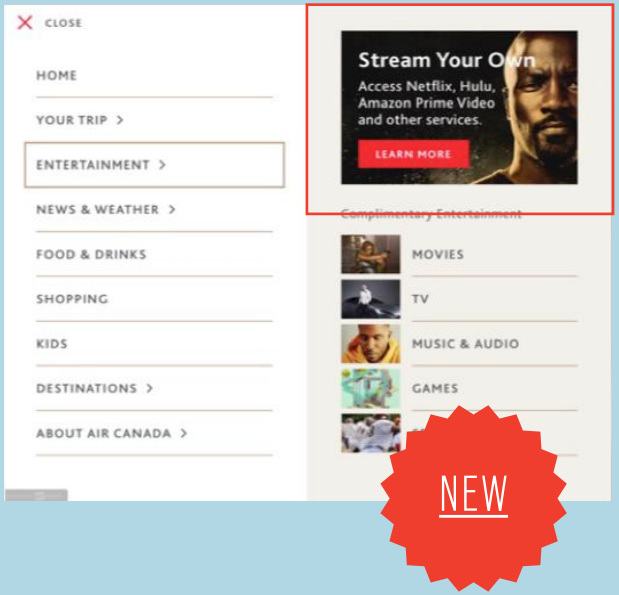
Cycle	Monthly
Ad units	Custom Panel + Video or Poster Image
Rate (NET)	$15,500

Note: Rates subject to change.

System	Avant

SUB-MENU HEADER IMAGE

Customers can access the full range of categories available on the Avant inflight entertainment system through the expanding menu. The 'Entertainment' sub-menu contains an advertiser 'Header Image'. This can be customized with the advertiser's own image, header, sub-header, and CTA button. The CTA button can click through to a video, poster image, or product page. Target your ads by route and class. Only one advertiser per month.



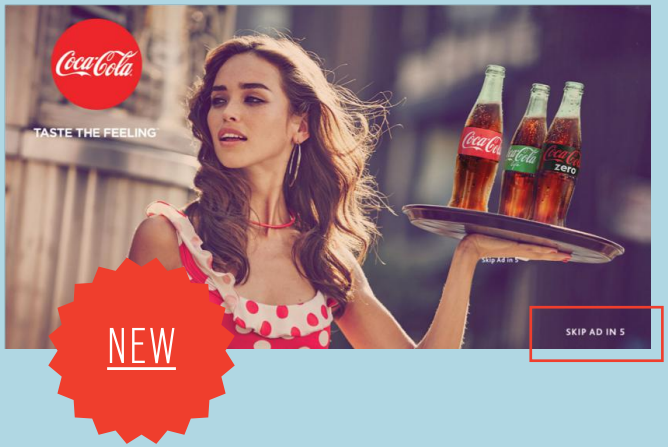
Cycle	Monthly
Ad units	Custom Panel + Video or Poster Image
Rate (NET)	$8,500

Note: Rates subject to change.

System	Avant

NON-SKIP PRE-ROLL UPGRADE

Advertisers can upgrade their pre-roll ads with a :15 second non-skippable feature. This ensures that passengers of the Avant inflight entertainment system will be required to watch up to 15 seconds of the ad before being allowed to skip. This premium upgrade is only available to one advertiser per month. .

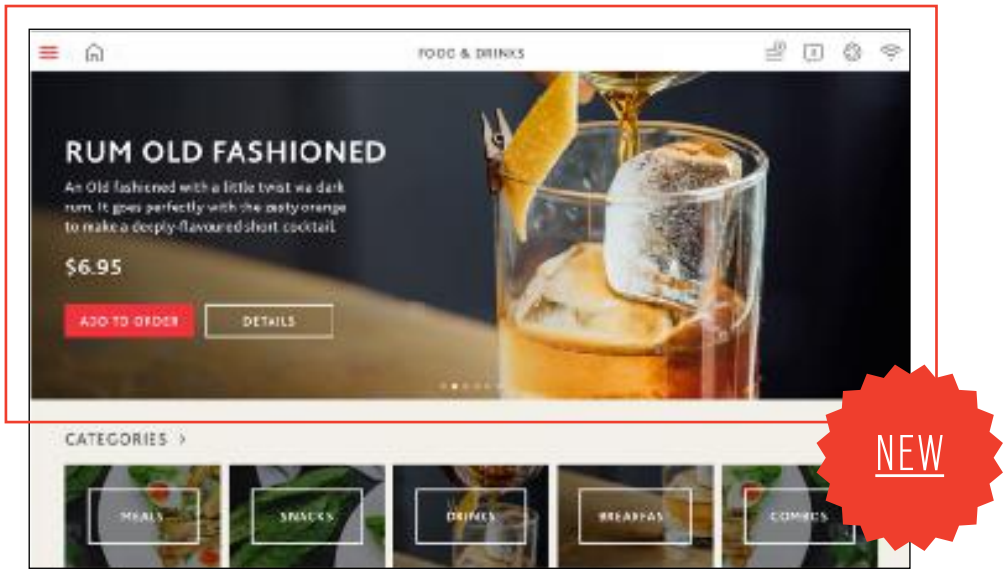


Cycle	Monthly
Media	:15s Non-Skip Feature
Rate (NET)	$20,500

Note: Rates subject to change.

System	Avant

FOOD & DRINK HERO BANNER



Customers can now browse all menu options through the 'Food & Drink' page of the inflight entertainment system. The 'Hero Banner' located at the top of the page acts as a carousel of alternating Food & Drink content, including advertising. Advertiser banners can be customized with their own image, header, body, and CTA button. The CTA button can click-through to the advertiser's product page. Only available to three advertisers per month.

Cycle	Monthly
Ad units	Custom Banner + Video or Poster Image
Rate (NET)	$6,500

Note: Rates subject to change.

System	Avant

CLOSING DATES

Month	Ad Closing	Material deadline
January	October 29, 2018	November 5, 2018
February	November 29, 2018	December 6, 2018
March	December 18, 2018	January 3, 2019
April	January 25, 2019	February 1, 2019
May	February 26, 2019	March 5, 2019
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AIR CANADA NEWSPAPER TIP-ONS & INSERTS

Want to see your brand on the cover of Canada's national newspapers? Customers in Air Canada Signature Class (International) and Business Class (North America), receive a choice of daily newspapers: The Globe and Mail or National Post. French-language daily Le Devoir is also available on flights departing from the Montreal airport. Tip-ons and inserts put your brand directly in the hands of these elite travellers. Distribution is weekly by newspaper title and outbound city, affording you creative latitude and timing flexibility. 100% of all newspapers are taken by passengers on every flight!

Cycle	Weekly
Circulation	44,037 (All papers, all markets)
Rate (NET)	$28,000/Week (All papers, all markets)
Newspapers	*The Globe and Mail, National Post, Le Devoir*

IN FLIGHT SEAT DROPS

Travel is full of unexpected surprises and memorable moments. Weave your brand into the travel journey with a surprise and delight seat drop customers will be sure to remember. Air Canada distributes your product, sample or marketing collateral to customer's seats pre-boarding to allow them the opportunity to engage with your gift for the full duration of the flight. Target your seat drops by class and/or route.

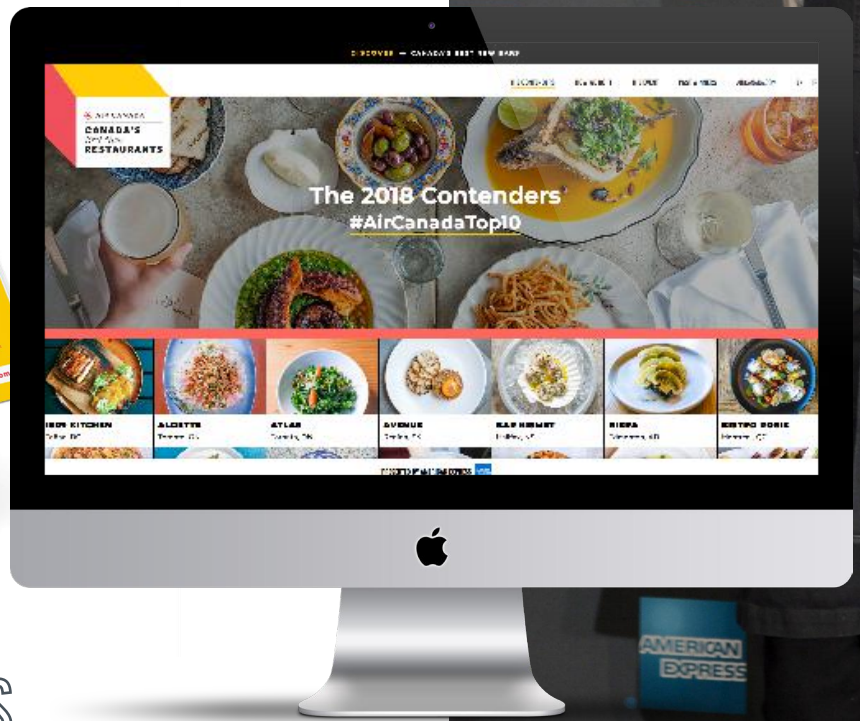
Rate (NET)	$250 | Administration Fee PLUS $4,500 Per Aircraft | Entire Plane $1,800 Per Aircraft | Business Class

Note: Rates subject to change.

INTEGRATED OPPORTUNITIES

For more than a decade, we've been creating advertiser compatible marketing programs that focus on distributing valuable, relevant and consistent content as a way to attract and retain clearly defined audiences. Our **360 °** approach results in multifaceted programs that extend into print, digital, broadcast, social, and experiential initiatives. Align your brand through a variety of custom curated media and sponsorship placements that seamlessly integrate you into the program narrative.

One of our most notable programs is '**Canada's Best New Restaurants**'. Celebrating its 17th year, this annual staple has earned authority among the Canadian culinary industry, foodie elites and advertisers, generating +171 media stories and over 77.4MM impressions in 2018.



CANADA'S BEST NEW RESTAURANTS 2018

77.4MM IMPRESSIONS

AIR CANADA MAPLE LEAF LOUNGES

Time is a rare luxury, especially for the busy and sophisticated traveller. Air Canada Maple Leaf Lounges are a premium environment where Air Canada's most valued customers go to escape the bustling airport activity. This exclusive, serene retreat is the perfect opportunity to reach and interact with this affluent audience.

Our 23 award-winning Air Canada Maple Leaf Lounges cater to every need of the affluent traveller, through an unrivalled level of service, luxury, style, quality entertainment and world-class amenities. These exclusive lounges see more than 4.2 million visitors annually.

Locations include Vancouver, Calgary, Edmonton, Regina, Winnipeg, Toronto, Ottawa, Montreal, Halifax, Saskatoon, St. John's, New York (LaGuardia), New Jersey (Newark), Los Angeles, London (Heathrow), Paris and Frankfurt.

STANDARD AREA SPONSORSHIP

Integrate your product or service into the Air Canada Maple Leaf Lounge by sponsoring a zone. Whether it's a private area, gallery or business centre, this is an opportunity to gain maximum exposure with our audience.

Rate (NET)	Starting at $10,000/Month

ACTIVATIONS/SAMPLING/DEMO DAYS

Bring your brand to life and let our customers experience it in an interactive and engaging way, through sampling or demonstration.

Rate (NET)	Starting At $2,500/Day

MAGAZINE DISTRIBUTION

Extend your circulation and put your collateral in their hands while they have the time to enjoy it. A variety of brands have taken advantage of this unique distribution opportunity, including Amex, Hermes, Women of Influence, Birks and Institute of Corporate Directors.

Rate (NET)	Starting at $500/Week

AIR CANADA MAPLE LEAF LOUNGE VIDEO NETWORK

The Video Network consists of three captivating 4K televisions screens in our highest traffic Maple Leaf Lounges. Positioned in the most prominent areas, lounge patrons can enjoy a 60 minute loop of Air Canada editorial content, partner content, and advertising. Ads can be targeted by lounge.

- **Toronto Domestic** Located facing the entrance of the dining area, thereby reaching all guests accessing the food & beverage area.
- **Toronto Trans-Border (Canada - US)** Located across from the Business Centre and highly visible to main lounge patrons.
- **Vancouver Domestic** Located next to the dining area thereby highly visible to guests accessing the food and beverage area and main lounge seating area.

Cycle	Monthly
Ad units	:15s, 30s & :60s video (No Sound)
AVG Visitors	130,000/Month
Rate (NET)	$10,600/Month (All 3 Lounges| :30s)

CLOSING DATES

Month	Ad Closing	Material deadline
January	November 27, 2018	December 4, 2018
February	December 21, 2018	January 4, 2019
March	January 25, 2019	February 1, 2019
April	February 25, 2019	March 4, 2019
May	March 27, 2019	April 3, 2019
June	April 26, 2019	May 3, 2019
July	May 27, 2019	June 3, 2019
August	June 28, 2019	July 5, 2019
September	July 27, 2019	August 3, 2019
October	August 27, 2019	September 3, 2019
November	September 27, 2019	October 4, 2019
December	October 28, 2019	November 4, 2019

AIR CANADA ENROUTE MAGAZINE

Air Canada *enRoute* is an award-winning travel lifestyle publication that speaks directly to its on-the-go readership.

Featuring prominent Canadian as well as internationally recognized writers, photographers and illustrators, the magazine is a point of reference in the Canadian market. Read by the country's top business decision-makers and influencers, Air Canada *enRoute* is considered a benchmark among inflight publications, featuring ahead-of-trend practical stories within the Passport section, along with engaging and thought-provoking features that showcase the best of Canada and the world.

Cycle	Monthly
Circulation	120,375 copies
Readership	1,684,000
Readers per copy	14.1

Sources: BPA Circulation Statement. Six Month Period Ending March 2018, Vividata Fall 2018 Study, Adults 18+

AIR CANADA ENROUTE MAGAZINE DEMOGRAPHICS

Source: Source to Vividata Fall 2018 Study, Adults 18+

BASIC DEMOGRAPHICS:

58%

42%

48 YEARS
is the average age of our readers

EDUCATION & EMPLOYMENT:

78%
University or higher

44%
Managers, owners, professionals, executives

AFFLUENCE:

$72,015
is the Average Personal Income

$115,340
is the Average Household Income

TRAVEL:

48%
Vacation trip inside Canada

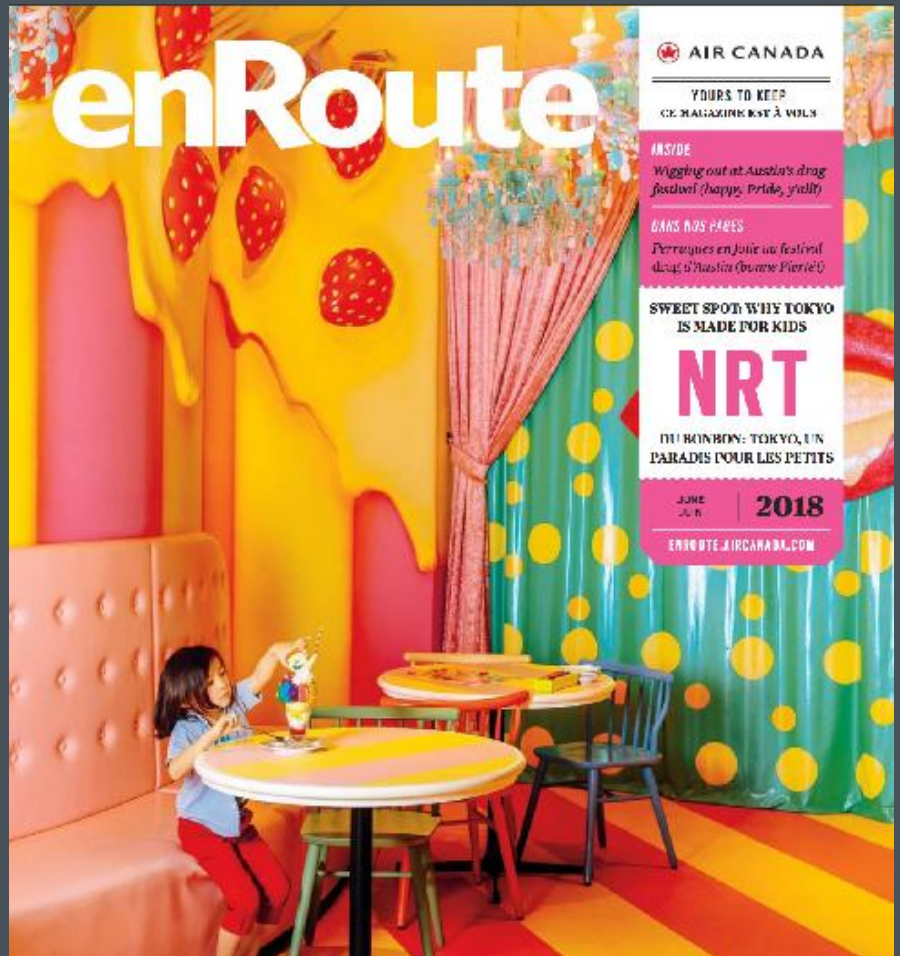
47%
Vacation trip outside Canada

19%
Business trips (once/past 12 months)

AIR CANADA MEDIA

AIR CANADA ENROUTE MAGAZINE

Frequency	1x	3x	6x	12x
IFC Spread	$43,980	$42,310	$41,515	$39,580
IBC	$22,445	$21,595	$21,180	$19,330
OBC	$24,580	$23,650	$23,205	$22,070
Spread	$36,565	$35,180	$34,515	$32,905
Full Page	$19,390	$18,665	$18,310	$17,460



CLOSING DATES*

Issue	Partial / DPS Closing	AD Closing /Material due
January 2019	October 26, 2018	November 22, 2018
February	November 27, 2018	January 3, 2019
March	December 21, 2018	January 29, 2019
April	January 31, 2019	February 28, 2019
May	March 1, 2019	March 28, 2019
June	April 3, 2019	May 2, 2019
July	May 2, 2019	May 30, 2019
August	June 3, 2019	July 2, 2019
September	July 3, 2019	July 30, 2019
October	July 31, 2019	August 28, 2019
November	September 4, 2019	October 1, 2019
December	October 3, 2019	October 31, 2019

AIR CANADA BISTRO & ROUGE MENU

Customers on most Air Canada flights over 90 minutes within North America and to/from sun destinations receive Air Canada Bistro—a popular go-to item for all inflight meals and snacks. This is an exclusive opportunity for four advertisers per month, including one ad placement on the outside back cover (Air Canada flights) and for two advertisers per month (Rouge fleet).

Cycle	Monthly
Circulation	85,000 (Air Canada flights) 35,000 (Rouge flights)
Ad units	Four full page positions available monthly (Air Canada flights) Two full page positions available monthly (Rouge flights)
Rate (NET)*	$16,995 (Air Canada flights) $4,719 (Rouge flights)

*Rates subject to change.

CLOSING DATES

Month	Ad closing / material due
January	November 19, 2018
February	December 12, 2018
March	January 18, 2019
April	February 15, 2019
May	March 19, 2019
June	April 18, 2019
July	May 19, 2019
August	June 17, 2019
September	July 19, 2019
October	August 19, 2019
November	September 17, 2019
December	October 12, 2019

Air Canada
MEDIA KIT 2020

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DUBAI SINGAPORE MALAYSIA COLOMBO INDIA