

AIR CANADA 

enRoute



2010 **Media Sales Kit**



Your Target Audience

Reach influential decision-makers and affluent consumers. Air Canada carries more than 33 million business travellers and affluent consumers annually. Approximately 171 destinations on five continents are served by a fleet of more than 335 aircraft.

Air Canada's business travellers are key decision-makers – managers, owners, professionals and executives. They primarily represent an upscale group of frequent flyers with disposable incomes far above the national average.

Air Canada is Canada's number 1 airline with a 60% share of domestic travel and a 40% share of international and trans-border travel.

Advertise with Air Canada and effectively and creatively reach this key audience through a variety of media options including print, TV, digital, broadcast, product sampling and sponsorship opportunities.

Influence this elusive demographic at every step of their travel experience - from the moment they go online to book their trip, at the airport, onboard, and finally, arriving at their destination.

Reach Them

At Home

- aircanada.com
- Air Canada onAir monthly e-zine
- Air Canada webSaver weekly e-newsletter
- enroute.aircanada.com

At the Airport

- Maple Leaf™ Lounges

Inflight and Arrival

- enRoute Magazine
- AVOD TV and Movies
- Safety Video
- Boarding Video
- Moving Map (coming soon)
- Daily Newspaper Tip-ons
- Meal Tray Tent Cards
- Inflight Sampling and Product Distribution



enRoute Magazine

Basic Demographics

	enRoute readers	Index
Male	61%	124
Female	39%	77
Average Age	44	-

Education and Employment

	enRoute readers	Index
University or Better	75%	168
Managers, Owners, Professionals, Executives	47%	215

Affluence

	enRoute readers	Index
Average Household Income	\$108,561	-
HHI \$150,000+	29%	302
Average Personal Income	\$69,416	-
PI \$100,000+	21%	393
\$10,000+ Remodelling of Principal Residence	20%	171
Average Value of Securities and Savings	\$126,704	-
\$250,000+ Value of Securities and Savings	10%	262

Lifestyle

	enRoute readers	Index
Spent \$2,501+ on Men's Clothing	3%	406
Spent \$2,501+ on Women's Clothing	3%	272
Spent \$501+ on Footwear	8%	302
Spent \$40,000+ on Most Recent Auto	12%	232

Travel

	enRoute readers	Index
Taken Personal Trip Outside of Canada	65%	156
9+ Business Trips Last Year	11%	385
Took a Business Trip by Air Last Year	36%	480
Stayed at a Luxury Hotel while on a Business Trip Last Year	11%	334

Source: PMB, Fall 2009, Adults 18+



Rates

Frequency	1x	3x	6x	12x
IFC Spread	45,120	43,405	42,590	40,605
IBC	23,030	22,150	21,735	20,725
OBC	25,215	24,260	23,805	22,695
Spread	37,510	36,085	35,410	33,760
Full Page	19,900	19,150	18,785	17,910
Half-page Spread	23,950	23,035	22,605	21,555
Half-page	13,436	12,925	12,680	12,095
Third-page	9,535	9,175	9,005	8,580
Sixth-page	5,960	5,730	5,625	5,365

Black & White: 20% discount on four-colour process rate (not available on covers)

Inserts: Please contact us for information at 416.350.2425.

Guaranteed Positioning: 15% premium

The above rates include a 15% advertising-agency commission.

Rates subject to change.

Closing Dates

enRoute Magazine is a monthly publication, loaded onto all Air Canada aircraft on the first of the month.

Issue Date	Partial / DPS Closing Date	Full Page Closing Date	Material Deadline
January	October 29, 2009	November 16, 2009	November 20, 2009
February	November 30, 2009	December 14, 2009	December 21, 2009
March	January 4, 2010	January 18, 2010	January 22, 2010
April	January 21, 2010	February 17, 2010	February 22, 2010
May	March 1, 2010	March 22, 2010	March 26, 2010
June	March 31, 2010	April 19, 2010	April 23, 2010
July	April 30, 2010	May 20, 2010	May 26, 2010
August	May 31, 2010	June 18, 2010	June 25, 2010
September	June 30, 2010	July 21, 2010	July 28, 2010
October	July 30, 2010	August 20, 2010	August 27, 2010
November	August 31, 2010	September 20, 2010	September 24, 2010
December	September 30, 2010	October 19, 2010	October 27, 2010

Editorial line-up 2010

January

Travel: Finding adventure (of the cave-spelunking, hiking-and-bird-watching kind) in **Cuba's** tobacco heartland.

Plus: Our favourite hotel breakfasts across the country, the world's best private museums, Svalbard's eco-industry and couples therapy goes to Bermuda, umbrella drinks in hand.

Canadian weekend: Muskoka Lakes, ON.

February

Olympics special: From the best seats in the house at the sports venues to a trial-run on the bobsled track, we go behind the scenes at the 2010 Winter Games.

Plus: Fashion that adapts from Vancouver to Whistler with a single zip.

Canadian weekend: Squamish, BC.

March

Travel: **Spain's** best wine region (hint: it's not Rioja).

Plus: Canada's young classical musicians strike a chord, dinner (and a show) in Palm Beach and the best hotel freebies.

Canadian weekend: Killarney, ON.

April

Travel: The island idyll of **Tasmania**.

Plus: A tour of the Languedoc's maverick winemakers and Timothy Taylor's look at Santiago de Compostela, the original tourist destination.

Canadian weekend: Grand Manan Island, NB.

May

Travel: In the international city of **Brussels**, we find the local creative scene.

Plus: The latest in our dinner party series – a beach cookout with Vancouver Island's best chefs and Macau beyond the casinos.

Canadian weekend: Baddeck, Cape Breton Island, NS.

June

Travel: **Montreal**.

Plus: Israel's Galilee gourmets, Florence's second renaissance and we hit our sweet spot at tennis school.

Canadian weekend: Whiteshell Provincial Park, AB.

July

Travel: **Shanghai** rethinks the modern city.

Canadian weekend: Conception Bay, NL.

August

Travel: **Toronto's** icons.

Canadian weekend: Waterton Lakes National Park, AB.

September

Travel: A laid-back family vacation in the **Bahamas**.

Plus: A philanthropic cooking course in Thailand.

Canadian weekend: Ucluelet, BC.

Plus: Fashion.

October

Travel: In **Rio**, life's a beach: We visit a city lived outdoors.

Canadian weekend: tbc

November

The food issue: Our survey of Canada's best new restaurants, new trends in the restaurant world and more.

Travel: Food writer Alan Richman does **Athens**.

Canadian weekend: tbc

December

Travel: **Acapulco** gets its groove back.

Plus: A thermal-spa circuit in the French alps.

Canadian weekend: Wendake, QC.

Line-up is subject to change.

Highlights

- **Great Canadian weekends featured in every issue**
- **Fashion to appear twice, Spring and September**
- **Style spreads to appear in Passport in other key fashion months (accessories, bags, shoes)**



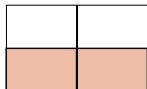
Double-Page Spread*

Ad Size: 18 x 10.875
 With Bleed: 18.25 x 11.125
 Type Safety Area: 17.5 x 10.375
 Non-Bleed Ad Size: 17.5 x 10.375



Full Page

Ad Size: 9 x 10.875
 With Bleed: 9.25 x 11.125
 Type Safety Area: 8.5 x 10.375
 Non-bleed Ad Size: 8.5 x 10.375



1/2 Page Spread*

Ad Size: 18 x 5.375
 With Bleed: 18.25 x 5.625
 Type Safety Area: 17.5 x 4.875
 Non-bleed Ad Size: 17.5 x 4.875



1/2 Page Horizontal

Ad Size: 9 x 5.375
 With Bleed: 9.25 x 5.625
 Type Safety Area: 8.5 x 4.875
 Non-bleed Ad Size: 8.5 x 4.875



1/2 Page Vertical

Ad Size: 4.375 x 10.875
 With Bleed: 4.625 x 11.125
 Type Safety Area: 3.875 x 10.375
 Non-bleed Ad Size: 3.875 x 10.375



1/3 Page Horizontal

Ad Size: 9 x 3.5
 With Bleed: 9.25 x 3.75
 Type Safety Area: 8.5 x 3
 Non-bleed Ad Size: 8.5 x 3



1/3 Page Vertical

Ad Size: 3.111 x 10.875
 With Bleed: 3.361 x 11.125
 Type Safety Area: 2.611 x 10.375
 Non-bleed Ad Size: 2.611 x 10.375



1/6 Page Horizontal

Ad Size: 9 x 2.25
 With Bleed: 9.25 x 2.5
 Type Safety Area: 8.5 x 1.75
 Non-bleed Ad Size: 8.5 x 1.75

File Requirements:

PDF/X1 with fonts embedded, all images saved in CMYK.

Ad File Details:

Font: Minimum 6 pt type font, Minimum 8 pt reverse type font.

Rules: Do not use any hairline rules.

Black Rules: 1/4 point minimum.

Colour Rules: 1/2 point minimum.

Photos: 300 dpi, CMYK mode. Maximum density should not exceed 300.

Colours: CMYK colours only. NO PANTONE COLOURS!

Rich Blacks: Use 100K combined with 40C to provide rich black.

Trapping: Do not perform trapping. Printer will perform trapping.

Proof: Specifications for Web Offset Publications (SWOP) certified colour proof is required. Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Proofs should be at 100% size of file submitted, and include bleeds and trims.

Spafax Canada will not be responsible for colour or any other deviation from original file without a SWOP colour proof supplied by advertiser.

Delivery Procedures:

All advertising material is coordinated through our National Sales office and should be delivered to:

Spafax Canada
 1179 King Street West, Suite 101
 Toronto, ON M6K 3C5
 Phone: 416.350.2432
 Attention: Mary Shaw, Production Manager

Files can be delivered electronically to our pre-press FTP site. When an ad file is transmitted electronically, a high-quality colour proof is still required. Proof to be delivered to address above. Please compress all files prior to transmission to minimize potential corruption errors.

Address: 198.235.57.16
 User Name: spafaxads
 Password: rds031
 Folder: En_Route_Magazine_Ads

Upon posting ad file to FTP site, please e-mail the file name and low-res PDF (for placement only) to mshaw@spafax.com.

If you have any problems or questions, please contact:
 Mary Shaw, 416.350.2426, mshaw@spafax.com

Note: All measurements are in inches.

*For advertising spreads, please leave 0.375" type safety on either side of the gutter.

Executive First Menu

Passengers in Air Canada's Executive First® Class experience the maximum level of comfort, privacy and space in terms of travel. They are an extremely affluent group that is very hard to target. With Air Canada's Executive First Menu, marketers now have the opportunity to stand out with this audience through this highly exclusive ad position.



- Exclusive opportunity to reach Air Canada's Executive First passengers (average fare price: \$10,000!)
- 250,000 copies of the menu distributed per quarter
- Exclusive opportunity for one advertiser only per menu

Cycle	Quarterly
Position	FP4C - Inside Back Cover
Rate	\$19,900 gross

Rate subject to change.

Specifications

Ad Size:	5.25 x 10
With Bleed:	5.5 x 10.25
Type Safety Area:	4.75 x 9.5
Non-bleed Ad Size:	4.75 x 9.5

Note: All measurements are in inches.

Please see **Print Advertising Technical Specifications (page 8)** for additional requirements and delivery procedures.



enRoute on Demand Television and Movies

Air Canada's seatback AVOD system offers a wide variety of television and movie programming: 100 hours of television content and up to 48 movies every month.

Television Channels Include*:

CBC/Radio Canada, Tech Report, HBO, Comedy, Drama, W Network, Health & Wellness, Travel, Science & Nature, Classic TV, Music, Kids, History and Sports

Movie Channels Include*:

Hollywood, Family, Silver Screen Classics, Avant-Garde, Canadian, Contemporary, World and Franco Cinema

Cycle	Calendar month
:60 Rate	\$18,000 gross, per bundle
:30 Rate	\$9,500 gross, per bundle
:15 Rate	\$7,000 gross, per bundle

Rates subject to change.

Bundles are comprised of commercials scheduled in front of approximately 10 television programs and 4 movies. Each bundle represents approximately 10% of the broadcast inventory.

Material Due Dates

Month	Ad Closing	Material Deadline
January	November 4, 2009	November 10, 2009
February	December 4, 2009	December 9, 2009
March	January 6, 2010	January 8, 2010
April	February 4, 2010	February 8, 2010
May	March 4, 2010	March 10, 2010
June	April 6, 2010	April 9, 2010
July	May 4, 2010	May 10, 2010
August	June 4, 2010	June 10, 2010
September	July 5, 2010	July 9, 2010
October	August 4, 2010	August 10, 2010
November	September 3, 2010	September 10, 2010
December	October 4, 2010	October 8, 2010

*Subject to change

enRoute on Demand Television and Movies System Sponsorship

In addition to advertising opportunities with television and movie programming, reach this audience of influential decision-makers and affluent consumers prior to each flight as presenting sponsor of the enRoute on Demand network.

- A :30 commercial spot plus :10 slate to be forced through the AVOD system to all passengers at the beginning of each Air Canada Flight
- No earphones are required to hear the spot – connect with every passenger!
- Over 2.5 million passengers per month – exclusive opportunity for one advertiser

Cycle	Quarterly
:30	Ad
:10	Sponsorship Billboard

Please contact your Spafax National Account Manager for more details.

enRoute on Demand Channel Sponsorships

- Television and movie channels available
- Logo appears on channel button, in enRoute, and on enroute.aircanada.com
- :5 tag prior to each program on channel included

Cycle	Quarterly
Rate	\$50,000 gross, per quarter

Rate subject to change.

Please contact your Spafax National Account Manager for more details.

Channel and System Sponsorship Due Dates

Period (Start)	Ad Closing	Material Deadline
Q1 (January)	October 20, 2009	October 27, 2009
Q2 (April)	January 15, 2010	January 22, 2010
Q3 (July)	April 14, 2010	April 21, 2010
Q4 (October)	July 16, 2010	July 23, 2010

Inflight Broadcast Technical Specifications

Beta SP Tape with DVD Screener
 4 : 3 Aspect Ratio
 Anamorphic Compression

Deliver to:
 Spafax Canada
 1179 King Street West, Suite 101
 Toronto, ON M6K 3C5
 Attention: Mary Shaw, Production Manager
 416.350.2426
 mshaw@spafax.com

Safety Video

The Safety Video is broadcast prior to takeoff on all video-equipped planes, airing on over 68,000 flights per quarter. Sponsors receive a 30-second commercial spot immediately following the program, reaching more than 7,800,000 passengers each cycle.

- Cycle** Quarterly
- :30 Rate** \$75,000 gross, per quarter
- Note 1:** Creative cannot be changed or removed once duplicated for the Safety Video cycle due to extremely high production costs.
- Note 2:** Due to governmental safety regulations, only instrumental music can be used as part of the creative (i.e., no spoken words).
- Note 3:** Audio playback of Safety Video is broadcast throughout the cabin via the personal address system, thus passengers do not require the use of headsets in order to hear the program.

Rate subject to change.

Safety Video Due Dates

Period (Start)	Ad Closing	Material Deadline
Q1 (January)	October 20, 2009	October 27, 2009
Q2 (April)	January 15, 2010	January 22, 2010
Q3 (July)	April 14, 2010	April 21, 2010
Q4 (October)	July 16, 2010	July 23, 2010

Technical Specifications

Beta SP Tape with DVD Screener
 4 : 3 Aspect Ratio
 Anamorphic Compression

Deliver to:
 Spafax Canada
 1179 King Street West, Suite 101
 Toronto, ON M6K 3C5

Attention: Mary Shaw,
 Production Manager
 416.350.2426
 mshaw@spafax.com





enroute.aircanada.com

A one-stop shop for travellers in the know. With exclusive web content, a searchable database of award-winning enRoute magazine content, travel essentials from retail partners and much more, this site is destined to be the go-to source for all that is required to make the most of every trip, big or small. enroute.aircanada.com can be accessed directly from aircanada.com—one of Canada’s biggest retail sites.

The addition of enRoute online to Air Canada’s media offerings will give advertisers another opportunity to reach a motivated, upscale and affluent audience.

- Home page (leaderboard and big box)
- Magazine and Entertainment Hub pages (leaderboard and big box)
- Article pages (leaderboard and big box or skyscraper)

Leader Board	\$24/CPM (Gross)
Big Box	\$35/CPM (Gross)
Skyscraper	\$24/CPM (Gross)
Targeting	Add 15% premium

Rate subject to change.

enroute.aircanada.com Due Dates

Ad Closing	2 weeks prior to start of campaign
Material Due	7 days prior to start of campaign

enroute.aircanada.com Specifications

	Standard (in page)	Rich Media (in page)	Expandable Ads*
Leader Board (728x90)	20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG must also be supplied)	Expand down 728x180
Big Box (300x250)	20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG must also be supplied)	Expand to left 600x250
Skyscraper (160x600)	20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG must also be supplied)	Expand to left 320x600

*Expandable only on user interaction. If expanding on roll-over, retract on roll-off. If expanding on click, retract by using 'close x' box.

Please contact your Spafax National Account Manager for information on unique creative executions.

- Animation has a 15 second limit, at an 18 fps frame rate.
- Audio must be user-initiated.
- Please include destination URL with ad material; URL must be active by material submission date and may not be part of the creative.
- 3rd-party tags or clickTAGs are permitted.
- Ads may not employ persistent rapid “blinking” animation effects.
- Alt text is to be supplied with creative.

Note: All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to: digital@spafax.com (Mary Shaw, Production Manager, 416.350.2426)

aircanada.com

Among the leading Canadian travel sites on the Internet, the aircanada.com website provides news, information and specials to the airline's frequent flyers. Aircanada.com is the website for everything Air Canada – and the best place for Aeroplan members to conduct business online with the airline. Campaigns can travel in rotation on five high-volume pages with over nine million page views per month.

- Homepage (Half Banner)
- Information and Services Page (Button, Skyscraper)
- Special Offers Page (Skyscraper, 2 Buttons, 2 Special Features)
- Flight Status Page (Banner)
- Manage My Bookings Page (Banner)

Special Feature	\$80/CPM (Gross)
Banner	\$40/CPM (Gross)
Skyscraper	\$40/CPM (Gross)
Half Banner	\$40/CPM (Gross)
Button	\$20/CPM (Gross)
Targeting	Add 15% premium
Minimum Buy	100,000 impressions

Rate subject to change.

aircanada.com Due Dates

Ad Closing	2 weeks prior to start of campaign
Material Due	7 days prior to start of campaign



aircanada.com Specifications

Special Feature

Headline:	32 characters max
Copy:	36 characters per line including spaces, 5 lines max
Image or logo:	125x125, 10K max, GIF or JPEG, no looping

	Standard	Rich Media
Button	125x125, 15K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
Banner	468x60, 15K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
Half Banner	234x60, 15K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
Skyscraper	160x600, 20K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)

- Animation has a 15 second limit, at an 18 fps frame rate.
- Audio must be user-initiated.
- Please include destination URL with ad material; URL must be active by material submission date and may not be part of the creative.
- 3rd-party tags or clickTAGs are permitted.
- Ads may not employ persistent rapid "blinking" animation effects.
- Alt text is to be supplied with creative.

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E-mail creative to: digital@spafax.com (Mary Shaw, Production Manager, 416.350.2426)

aircanada.com Processing Pages

In addition to standard display opportunities on one of Canada's largest traffic-generating sites, aircanada.com now offers a very targeted and exclusive advertising position tied to flight searches. Processing page ads are served exclusively with every flight search while the system processes each consumer's flight search.

- Over 7 million flight searches per month on aircanada.com
- Have your ad served in this unique full screen "takeover" position with each flight search
- 1.4 million processing pages max per advertiser (per month)

Rate \$75/CPM (Gross)

Rates subject to change.

aircanada.com Processing Pages Specifications

Specifications 552x393, 40K max, GIF or JPEG. Image will not be clickable.

Have your ad served exclusively with flight searches.



Web Check-In

With Web Check-In, marketers have the exclusive opportunity to connect with each and every passenger 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.

- Exclusive opportunity - 1 advertiser per quarter / 3-month block
- 500,000 Web Check-Ins per month and growing
- More than 1,000,000 impressions monthly

Cycle Quarterly
Rate \$126,000 gross (3 months)

Rates subject to change.

Web Check-In Specifications

Web Check-in Welcome page

Ad placement - 468x60, non-clickable banner with a travel tip. Please supply:

Logo: max size: 3" x 2" @72 DPI; gif or jpeg on a transparent background

Copy (tagline): maximum of 75 characters (with spaces), English and French

Note: The logo and tagline will be placed under a travel tip. There are several stock travel tips that are available. However, if you wish to provide your own, they must be generic and not destination-specific. The tips must be no longer in length than 105 characters including spaces. All travel tips must be approved by Air Canada prior to the start of the campaign.

Web Check-in Thank-you page

Ad placement - 300x250, clickable big box. Please supply:

Big Box creative: 300x250 as gif or jpeg (flv or swf are not permitted), 40K max size. English and French to be supplied

- Creative files are to be submitted; third-party image tags will not be accepted.
- Animation has a 15 sec limit, 3 loops max.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.
- Alt text is to be supplied with creative.

OR if you choose, big-box creative can be produced for you. Please supply:

Logo: max size: 3" x 2" @72 DPI; gif or jpeg on a transparent background

Copy (tagline): maximum of 75 characters (with spaces), English and French

Note: The logo and tagline will appear under a travel tip. There are several stock travel tips that are available. However, if you wish to provide your own, they must be generic and not destination-specific. The tips must be no longer in length than 105 characters including spaces. All travel tips must be approved by Air Canada prior to the start of the campaign.





Web Check-in Reminder Email

24 hrs prior to a flight, Air Canada passengers are prompted to use Web Check-in via a personalized email. With highly visible ad position, advertisers can have their message adjacent to the passenger's critical flight information. The WCI Reminder Email is deployed to more than 220,000 Air Canada travellers weekly and with an average open rate of 70% your ad will impact a significant number of consumers.

Cycle Weekly
Rate \$13,125 gross*

*Based on a minimum of 175,000 emails.
 Rate subject to change.

Reminder Email Specifications

Skyscraper: 160x600 as gif or jpeg 20K max size.

- Creative files are to be submitted; third-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- Animated GIFs are to have no more than 3 loops.
- Flash creative will not be accepted.
- Ads may not employ persistent rapid "blinking" animation effects.



Printed Boarding Pass

Once an Air Canada passenger has completed the Web Check-in process from their computer they are prompted to either choose a mobile boarding pass or a printed boarding pass.

More than 1,000,000 impressions every month!

Now your message can travel with them for the duration of their flight cycle.

Cycle Monthly
Rate \$60,000 gross

Rate subject to change.

Boarding Pass Specifications

Ad placement: 650x90 as gif or jpeg 20K max size.

- Creative files are to be submitted; third-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.



onAir - Air Canada's Monthly E-zine

onAir is a monthly e-zine delivered electronically to Air Canada passengers in Canada and the U.S. We highlight unique destinations and experiences, active lifestyles, the glamour of travel, and we constantly strive to bring fresh travel ideas to our savvy readers.

In 2006, onAir won six Magnum Opus awards in addition to winning Silver in the Travel category at the W3 Awards. In 2005, onAir was named the Best New Publication in the Web category at the Custom Publishing Council's Pearl Awards.

Advertising with onAir creates an instant and direct "Call to Action" every month.

Cycle	Monthly, 1 st Thursday of every month
Subscribers	2,800,000 delivered e-mails per month
Advertorial (2 available)	\$25/CPM (Gross)
Banner (1 available)	\$5/CPM (Gross)
Square Button (2 available)	\$5/CPM (Gross)
Skyscraper (2 available)	\$15/CPM (Gross)
Big Box (2 available)	\$15/CPM (Gross)

Rates subject to change.

Geo-targeting available. Contact your National Account Manager for details.

onAir E-zine 2010 Closing Dates

Issue Date	Ad Closing	Advertorial Materials	Ad Material Due
January 4, 2010	November 30, 2009	December 3, 2009	December 4, 2009
February 1, 2010	January 4, 2010	January 7, 2010	January 12, 2010
March 1, 2010	February 1, 2010	February 4, 2010	February 9, 2010
April 5, 2010	March 8, 2010	March 11, 2010	March 16, 2010
May 3, 2010	April 6, 2010	April 8, 2010	April 13, 2010
June 7, 2010	May 10, 2010	May 13, 2010	May 18, 2010
July 5, 2010	June 7, 2010	June 10, 2010	June 15, 2010
August 2, 2010	July 5, 2010	July 8, 2010	July 13, 2010
September 6, 2010	August 9, 2010	August 12, 2010	August 17, 2010
October 4, 2010	September 3, 2010	September 9, 2010	September 14, 2010
November 1, 2010	October 4, 2010	October 7, 2010	October 12, 2010
December 6, 2010	November 8, 2010	November 11, 2010	November 16, 2010

onAir Specifications**Advertorial**

Headline:	18 characters per line, 2 lines max
Body copy:	200 characters max (inc. spaces), in English & French as a Word doc
Logo:	115x100, 7K max, GIF or JPEG
Image:	170x140, 10K max, GIF or JPEG

Banner	468x60, 15K max, GIF or JPEG
Square Button	125x125, 15K max, GIF or JPEG
Skyscraper	160x600, 20K max, GIF or JPEG
Big Box	300x250, 20K max, GIF or JPEG

- Creative files are to be submitted; 3rd-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.
- Animated GIFs are to have no more than 3 loops.
- Flash creative will not be accepted.
- Ads may not employ persistent rapid “blinking” animation effects.
- Alt text is to be supplied with creative.

Note: onAir and webSaver (see page 20) are distributed in three versions: English Canada, French Canada and English USA.

Note: All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to:

digital@spafax.com (Attention: Mary Shaw, Production Manager, 416.350.2426)



webSaver - Air Canada's Weekly E-newsletter

Air Canada's weekly e-bulletin puts the latest hot offers on flights and hotels - not to mention your message - on the screens of over 2,800,000 subscribers.

In addition to a tremendous click-through rate, webSaver creates a direct and instant "Call to Action" delivered every week to affluent Air Canada customers.

Cycle	Weekly, every Wednesday
Subscribers	2,800,000 delivered emails per week
Skyscraper	\$15/CPM (Gross)
Big Box	\$15/CPM (Gross)
Half Banner (2 available)	\$5/CPM (Gross)

Rates subject to change.

Geo-targeting available. Contact your National Account Manager for details.

webSaver Closing Dates

Published	Weekly, every Wednesday
Ad Closing (Booking)	2 weeks prior
Material Due	7 days prior

webSaver Specifications

Skyscraper	160x600, 20K max, GIF or JPEG
Big Box	300x250, 20K max, GIF or JPEG
Half Banner	234x60, 15K max, GIF or JPEG

- Creative files are to be submitted; 3rd-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.
- Animated GIFs are to have no more than 3 loops.
- Flash creative will not be accepted.
- Ads may not employ persistent rapid "blinking" animation effects.
- Alt text is to be supplied with creative.

Note: onAir and webSaver are distributed in three versions: English Canada, French Canada and English USA. All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to:
 digital@spafax.com (Attention: Mary Shaw, Production Manager, 416.350.2426)

Newspaper Tip-ons and Inserts

Passengers in Air Canada’s Executive Class® and Executive First® receive a range of daily newspapers, from national publications (The Globe and Mail, National Post) to local CanWest papers and French-language dailies (Le Devoir, La Presse). Tip-ons and inserts put you directly in the hands of these travellers. Distribution is executed on a weekly basis and by newspaper title, affording you creative latitude and timing flexibility.

Cycle	1 week
Circulation	86,873 (all papers, all markets)
Rate	\$450/CPM (gross) + \$0.08 (net) per unit production
Newspapers	The Globe and Mail, National Post, Le Devoir, La Presse, Le Droit, Ottawa Citizen, Calgary Herald, Edmonton Journal, The Vancouver Sun, The Province, Winnipeg Free Press

English

	The Globe and Mail	National Post	CanWest Papers	WinnipegFree Press
Vancouver	5,004	5,004	5,004	--
Calgary	1,982	1,982	1,982	--
Edmonton	608	608	608	--
Halifax	2,800	--	--	--
Montreal	5,239	5,239	--	--
Ottawa	1,125	1,125	1,125	--
Toronto	13,400	13,400	--	--
Winnipeg	416	--	--	236
Total/Paper	30,574	27,358	8,936	236
Total English	67,104			

Note: Quantities subject to change.

French

	La Presse/Le Devoir/Le Droit
Vancouver	--
Calgary	--
Edmonton	--
Halifax	--
Montreal	6,344
Ottawa	--
Toronto	--
Winnipeg	--
Total/Paper	6,344
Total French	6,344



Technical Specifications

Newspaper Tip-ons:

- Positioning:** Glued to front page of newspaper above the fold
- Paper Stock:** 80 lbs coated, min: 50 lbs coated
- Size:** 8.5" x 10" folded
- Weight:** Max: 30 grams
- Glue:** Pre-glued with repositionable (low-tack) adhesive

Newspaper Inserts:

- Positioning:** Inserted within the newspaper between sections
- Paper Stock:** Max: 80 lbs coated
- Size:** 8.5" x 11", four pages (folded)
- Weight:** Max: 80 grams
- Material Due Date:** Please check with your National Account Manager. Materials due two weeks prior to distribution.

Note: All insert materials must be approved by Air Canada before insertion.

For approval, please send a mock-up on final stock plus PDF of artwork to:

Spafax Canada
 1179 King Street West, Suite 101
 Toronto, ON M6K 3C5

E-mail creative to:
 digital@spafax.com (Attention: Mary Shaw, Production Manager, 416.350.2426)

For delivery addresses and procedures, please contact your National Account Manager.



Meal-Tray Tent Cards

Meal-tray tent cards can target a specific destination city or departure location. Meal-tray tent cards can be directed to Executive Class on most flights, while Economy Class distribution is only available on international flights.

Cycle:	Calendar month
Reach:	Route-specific (call for details)
Rate:	\$450/CPM (gross) + \$0.08 (net) per unit production

Rates subject to change.

Note: Spafax does not produce tent cards. Tent cards must be provided pre-folded to specifications. Air Canada meal-tray tent card advertising must be bilingual (English/French).

Meal-Tray Tent Cards Technical Specifications

Dimensions Flat:	3.5" W x 4" H
Dimensions Folded:	3.5" W x 2" H - MUST BE SUPPLIED FOLDED
Colour:	Four-colour process

Note: Air Canada approval required. Artwork (printed proof or PDF) must be provided to Spafax eight weeks prior to execution date to obtain Air Canada approval. For delivery addresses, please contact your National Account Manager.

Additional Opportunities

Sampling

Product sampling is available inflight or in the Maple Leaf™ Lounges and must be part of an integrated multimedia campaign. Samples can be either handed out by flight attendants or distributed on meal trays, subject to Air Canada approval.

Maple Leaf Lounges

With a minimum media spend, advertisers may schedule a presence in the lounges where they can benefit from product sampling and brand awareness promotions.

Title sponsorship opportunities are available, similar to the Hewlett Packard Business Centres, the Sony Entertainment Area or the BMW Lounge.

Locations include Vancouver, Calgary, Edmonton, Regina, Winnipeg, Toronto, Ottawa, Montreal, Quebec City, Halifax, St. John's, Los Angeles and London (Heathrow).

More than 2.5 million affluent and influential passengers visit the lounges annually.

Custom Opportunities

Spafax has the capability of sourcing and producing custom-designed programming to complement your campaign. Contact your National Account Manager for details.

TERMS & CONDITIONS

1.1 Application

- (a) Every Agreement shall be subject to the following Terms & Conditions.
- (b) Spafax is not bound by any condition, printed or otherwise, appearing on contracts, Insertion Orders or copy instructions that are in conflict with the Terms & Conditions set out herein.

1.2 Definitions and Interpretations

- (a) "Advertisement" – includes any commercial, ad, flyer, poster, insertion, announcement picture, photograph, digital media, product sample, recording, pamphlet, printed material or other promotional material referred to in the Insertion Order.
- (b) "Advertisement Materials" – includes all videos, photographs, recordings, product samples, printed and other promotional materials required by Spafax to Exhibit Advertisements.
- (c) "Advertiser" – includes any person, company, corporation, partnership or other business entity entering into an Insertion Order with Spafax.
- (d) "Agreement" – means the Insertion Order executed by Spafax and an Advertiser including the Terms & Conditions set out herein.
- (e) "Campaign Dates" – means the period of Exhibition of the Advertisement(s).
- (f) "Exhibit" – means the placement, publication, printing, showing, broadcasting, insertion or distribution of any or all of the Advertisers' advertisement(s) in accordance with the Insertion Order.
- (g) "Material Due Date" – means the date upon which all Advertising materials must be submitted to Spafax in accordance with the Insertion Order.
- (h) "Rate Card" – means the Advertisement pricing list published by Spafax.
- (i) "Spafax" – means Spafax Canada Inc.

1.3 Spafax shall Exhibit Advertisement(s) in accordance with the terms and provisions of this Agreement.

1.4 There are not and will not be any verbal statements, representations, warranties, undertakings or agreements between the parties with respect to this Agreement.

1.5 This Agreement may not be amended or modified by the Advertiser in any respect except by written instrument signed by the Advertiser and Spafax.

1.6 No waiver or modification of any of the terms of this Agreement shall be valid unless the same is reduced to writing and signed by the parties hereto.

1.7 The Advertiser shall, prior to the Material Due Date stipulated in the Insertion Order, deliver all Advertisement materials to the following address:
Spafax Canada Inc.
1179 King Street West, Suite 101
Toronto, ON M6K 3C5
Attention: Production Manager

1.8 Spafax cannot guarantee priority positioning or quality-control checking for any Advertisement materials received after the Material Due Date stipulated in the Insertion Order.

1.9 All Advertisement materials shall be submitted to Spafax in a form specified by Spafax from time to time.

1.10 All Advertisements must be delivered to Spafax free and clear of all charges, including courier, delivery and shipping fees.

1.11 The Advertiser warrants that the Advertiser has the right and is authorized by law to Exhibit all Advertisement(s) contracted for in the Insertion Order.

1.12 Advertisers and advertising representatives are wholly responsible for content materials contained in Advertisement. The Advertiser agrees to reimburse and compensate Spafax for any legal and court costs incurred in the event of a lawsuit or proceeding that may result due to the content of aforementioned Advertisement(s).

1.13 The Advertiser warrants that the Advertisement(s) are not obscene, libellous, blasphemous or

offensive to any religion or culture. The Advertiser warrants that all commercial materials meet the Television and Broadcasting Associations standards and adhere to their code of practice.

1.14 Spafax reserves the right to refuse or delay any advertisement for any reason, and/or to make any necessary corrections and/or revisions without notice to the Advertiser. Spafax will not be held responsible for content of any advertisement received that requires translation.

1.15 The Advertiser has the right to replace and/or change any Advertisement referred to in the Insertion Order prior to the Material Due Date.

1.16 Spafax reserves the right to add the word(s) "advertisement" or "Advertising supplement" to the top or bottom of Advertisements, paid or sponsored content, that could be confused with Spafax's editorial content or programming.

1.17 Advertisements published in editorial form will be clearly noted as a paid advertisement.

1.18 The Advertiser acknowledges and agrees that Advertisements may be Exhibited on alternative dates and times than those set out in the Insertion Order.

1.19 Spafax will not keep or store any original advertising material after one month of the last date of Exhibition.

1.20 No discount will be given in the event of an error in Advertisement that does not affect or influence the content of the Advertisement. In the event that Spafax is responsible for an error in the Exhibition of an Advertisement, the Advertiser will be eligible to have the aforementioned Advertisement Exhibited again, in accordance with the original Insertion Order at a new time to be determined by Spafax.

1.21 All information contained within is subject to change without notice. Please contact your National Account Manager for the most current information.

1.22 All payments are to be made payable to the office of publication, as set out in the Insertion Order, in Canadian funds.

1.23 The Advertiser agrees to pay all invoices within thirty (30) days of issue. If invoices are not paid within thirty (30) days, Advertisers will be charged 2.5% interest per month thereafter. Spafax reserves the right to terminate the Agreement at any time upon default by the Advertiser in the payment of any amounts due or owing under the Agreement.

1.24 In the event that the Advertisement materials are not delivered to Spafax in accordance with the Agreement, the Advertiser will remain liable for all amounts due and owing under the terms of the Insertion Order.

1.25 Notwithstanding any contract or arrangement between the Advertiser and any third party, the Advertiser is deemed to enter into the Insertion Order as a principal and shall be liable to Spafax for the performance of all obligations set out in this Agreement including, without any limitation, the payment of all sums of money incurred, due and owing by the Advertiser pursuant to this Agreement.

1.26 This Agreement may be terminated by either party by giving 2 months notice in writing prior to the first Campaign Date as set out in the Insertion Order. No cancellations will be accepted after the ad space closing date.

1.27 Insertion Orders contracting space for covers and special positions are non-cancellable.

1.28 This Agreement shall be governed, construed and enforced exclusively in accordance with the laws of the Province of Ontario. The parties hereto hereby irrevocably attorn to the jurisdiction of the Courts of the said province.

Contacts

Spafax Canada Inc.

TORONTO
1179 King Street West, Suite 101
Toronto, ON M6K 3C5
Telephone: 416.350.2425 | Fax: 416.350.2440

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Jason Clark, National Sales Manager
416.350.2434 | jclark@spafax.com

Rysia Adam, Senior National Account Manager
416.350.2448 | radam@spafax.com

Teresa Hobbs, Senior National Account Manager
416.350.2439 | thobbs@spafax.com

Abigail McIlquham, National Account Manager
416.350.2446 | amcilquham@spafax.com

Boyd Mickle, National Account Manager
416.350.2437 | bmickle@spafax.com

QUEBEC AND EASTERN CANADA

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4200 Saint-Laurent Blvd., Suite 707
Montreal, QC H2W 2R2
Telephone: 514.844.2001 | Fax: 514.844.6001

Lysanne Boileau, Sales Manager,
Quebec and Eastern Canada
514.844.2001, ext. 217 | lboileau@spafax.com

WESTERN CANADA

2533 152nd Street, Suite 4
Surrey, BC V4P 1N4
Telephone: 604.538.0632 | Fax: 604.538.0674

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