

AIR CANADA  **enRoute**

2009 MEDIA KIT

AIR CANADA  **enRoute**



Toasts of the Town

Drinking it all in at Canada's top hotel bars

PLUS Taking it easy in the Swiss Alps

Villes enivrantes

Les meilleurs bars d'hôtels nous font boire du pays

PLUS La grosse vie dans les

spafax



... Your Target Audience

Reach influential decision-makers and affluent consumers. Air Canada carries more than 32 million business travellers and affluent consumers annually. Approximately 170 destinations on five continents are served by a fleet of more than 337 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 42% share of international 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
- enrout.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 | PRINT ADVERTISING – OVERVIEW



enRoute is an award-winning travel lifestyle publication that speaks directly to its on-the-go readership. Featuring internationally recognized writers and the work of renowned photographers and illustrators, *enRoute* continues to win major awards for its editorial and design in Canada, the U.S. and internationally. The magazine is a major point of reference and influence in the Canadian market, read by the country's top business decision-makers and influencers, and is a showcase for the best of what Canada has to offer the world.

enRoute is considered a benchmark among inflight publications, featuring current, newsworthy and useful sections including Travel, Passport and Altitude. The magazine also introduces some one million readers monthly to a host of international writers and illustrators with diverse backgrounds and expertise.

enRoute is a strong supporter of the prestigious CBC Literary Awards, and itself is the winner of more than 400 major awards for editorial, photography and design from international competitions.

enRoute is a monthly publication with a circulation of more than 155,000 copies per month (BPA, September 2008). The magazine has a monthly readership of more than 1,078,000 (PMB, 2009) – an increase of 12% over 2008.

enRoute Awards

North American Travel Journalists Association Awards

A new record of ten nods in 2009, including Grand Prize for International Destination Travel Writing and First Place for Personality Profile Writing

Magnum Opus Awards (United States)

Grand Prize Magazine, 2008
Gold for Best Overall Editorial, 2007

National Magazine Awards (Canada)

Gold for Still Photography, 2008

Pearl Awards (Custom Publishing Council, United States)

Bronze awards for Best Use of Photography and Best Overall Editorial, 2007

Magazines du Québec

Grand Prize for Art Direction and four Honourable Mentions, 2008

Canadian Society of Magazine Editors Magazine of the Year, 2008





enRoute Magazine

Basic Demographics	enRoute readers	Index
Male	62%	126
Female	38%	75
Average Age	43	-
Education and Employment	enRoute readers	Index
University or Better	53%	209
Managers, Owners, Professionals, Executives	47%	221
Affluence	enRoute readers	Index
Average Household Income	\$108,173	-
HHI \$150,000+	29%	308
Average Personal Income	\$70,212	-
PI \$100,000+	21%	417
\$10,000+ Remodelling of Principal Residence	22%	178
Average Value of Securities and Savings	\$127,149	-
\$250,000+ Value of Securities and Savings	10%	281
Lifestyle	enRoute readers	Index
Spent \$2,501+ on Men's Clothing	2%	342
Spent \$2,501+ on Women's Clothing	3%	218
Spent \$501+ on Footwear	9%	314
Spent \$40,000+ on Most Recent Auto	9%	100
Travel	enRoute readers	Index
Taken Personal Trip Outside of Canada	67%	162
9+ Business Trips Last Year	13%	424
Took a Business Trip by Air Last Year	34%	441
Stayed at a Luxury Hotel while on a Business Trip Last Year	11%	332

Source: PMB 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 31, 2008	November 17, 2008	November 21, 2008
February	November 28, 2008	December 15, 2008	December 19, 2008
March	January 5, 2009	January 19, 2009	January 23, 2009
April	January 30, 2009	February 16, 2009	February 20, 2009
May	February 27, 2009	March 19, 2009	March 24, 2009
June	March 31, 2009	April 20, 2009	April 24, 2009
July	April 30, 2009	May 20, 2009	May 26, 2009
August	May 29, 2009	June 19, 2009	June 25, 2009
September	June 30, 2009	July 20, 2009	July 24, 2009
October	July 31, 2009	August 18, 2009	August 25, 2009
November	August 31, 2009	September 21, 2009	September 25, 2009
December	September 30, 2009	October 19, 2009	October 23, 2009





Highlights

Great Canadian weekends featured in every issue

Fashion to appear twice, April and October

Style spreads to appear in Passport in other key fashion months (accessories, bags, shoes)

January

Travel: The Double Life of Hawaii – on two different islands, one couple finds adventure and R&R. Plus: Treasure-hunting in the British Virgin Islands, training hotels, a cat-skiing trip in British Columbia, and a tour through Uruguay's wine country. Canadian weekend: Montérégie, Quebec.

February

Cover: We toast Canada's best hotel bars. Travel: We visit the (newly) swish Alps. Plus: The eco-foodie scene in... Iceland. Canadian weekend: Thunder Bay, Ontario.

March

Travel: Art meets industry in Germany's other capital of cool, Munich. Plus: Backstage with Canadian musicians, Czech beers to check out, and Mexico's indie art scene. Canadian weekend: Twenty Valley, Ontario.

April

Cover: Our sports issue. Travel: Johannesburg, where the sporting life is lived. Plus: Racing through the itinerary at destination marathons, and a look inside the world's greatest sporting venues. Fashion: Athletic wear gets a workout. Canadian weekend: Golf in Thompson, British Columbia.

May

Travel: We take a wellness trip to New York City (really) to test the world's best spas. Plus: The food and wine scene in Baja, Mexico. Canadian weekend: Stanhope, Prince Edward Island.

June

Travel: Pittsburgh, the birthplace of American pop. Plus: Airports go green, and the rise of aboriginal tourism. Canadian weekend: Gananoque, Ontario.

July

Travel: In Rome, ancient monuments share the arena with modern architecture. Plus: Company towns that manufacture experiences, not just products. Canadian weekend: the Sunshine Coast, British Columbia.

August

Travel: We discover spiritual Seoul on a temple-stay tour. Plus: Innovative Canadian wineries, and the ultimate river-fishing trip in Kenora. Canadian weekend: Acadian Peninsula, New Brunswick.

September

Travel: From hiking the Grouse Grind to indulging in the best food and drink, we explore Vancouver's virtues and vices. Plus: new condotel communities, a heritage trip from Scotland to Syria with Colin Angus, and Tim Taylor's latest essay series begins – this time, in Japan. Canadian weekend: St. Donat, Quebec.

October

Travel: What do ballroom dancing and sweeping architecture have in common? We find out in Sydney, Australia. Fashion: our editors put the best travel gear to the test. Plus: sand, sun and...couple's therapy in Bermuda, why brain fitness, the latest spa trend, is all in your head, and children's lit, Canada's other literary scene. Canadian weekend: Fishing in the Gulf Islands, British Columbia.

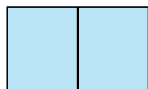
November

The food issue – our survey of Canada's best new restaurants, trends in the restaurant world and more. Plus: Israel's Middle Eastern fusion, Texas BBQ etiquette and catch-your-own crab. Travel: The new chefs of Santiago, Chile. Canadian weekend: Goderich, Ontario.

December

Travel: The insider's guide to the Caribbean. Plus: From the beach to the rainforest in Puerto Rico, and Buenos Aires' best-loved bars. Canadian weekend: Elk Ridge, Saskatchewan.

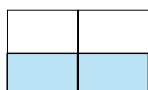
Line-up is subject to change.



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.

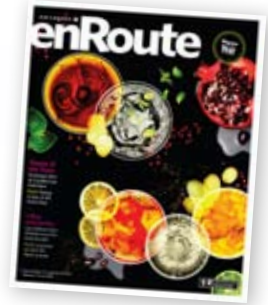
Address: 198.235.57.16
User Name: spafaxads
Password: rds031
Folder: En_Route_Magazine_Ads

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

Please 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.

- New in 2009!
- 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.



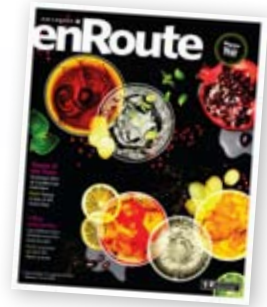
Specifications

Ad Size: 8 x 8
 With Bleed: 8.25 x 8.25
 Type Safety Area: 7.5 x 7.5
 Non-bleed Ad Size: 7.5 x 7.5

Please note: All measurements are in inches.

Please see Print Advertising Technical Specifications (page 6) 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, Business, Tech, HBO, Comedy, Drama, W Network, Health & Wellness, Travel, Science & Nature, and Sports

Movie Channels Include*:

Hollywood, Silver Screen Classics, Avant-Garde, Canadian, Contemporary Classics, 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.

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.

*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.

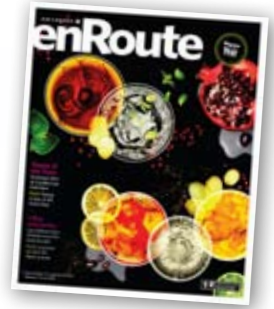
- New in 2009!
- A :30 commercial spot plus :15 slate to be forced through the AVOD system to all passengers at the beginning of each Air Canada Flight
- No earphones are required to hear the spot – connect with every passenger!
- Over 2.5 million passengers per month – exclusive opportunity for one advertiser

Cycle Quarterly

:30 Ad plus :15 Sponsorship Billboard

Please contact your Spafax National Account Manager for more details.





TV and Movie Due Dates

Month	Ad Closing	Material Deadline
January	November 4, 2008	November 10, 2008
February	December 3, 2008	December 9, 2008
March	January 5, 2009	January 8, 2009
April	February 3, 2008	February 9, 2009
May	March 4, 2009	March 10, 2009
June	April 6, 2009	April 10, 2009
July	May 5, 2009	May 11, 2009
August	June 4, 2009	June 10, 2009
September	July 6, 2009	July 10, 2009
October	August 4, 2009	August 10, 2009
November	September 4, 2009	September 10, 2009
December	October 6, 2009	October 10, 2009

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, 2008	October 27, 2008
Q2 (April)	January 15, 2009	January 22, 2009
Q3 (July)	April 14, 2009	April 21, 2009
Q4 (October)	July 14, 2008	July 21, 2009

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

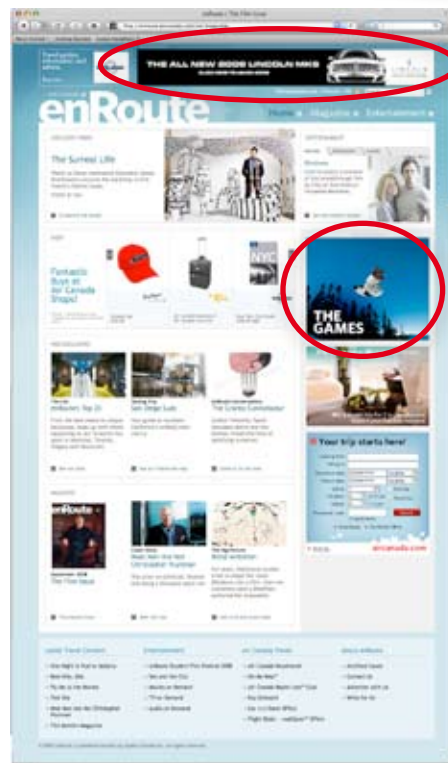
A one-stop shop for travellers in the know. With exclusive web content, a searchable database of award-winning *enRoute* magazine content, travel essentials from retail partners and much more, this site is destined to be the go-to source for all that is required to make the most of every trip, big or 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

Rates 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

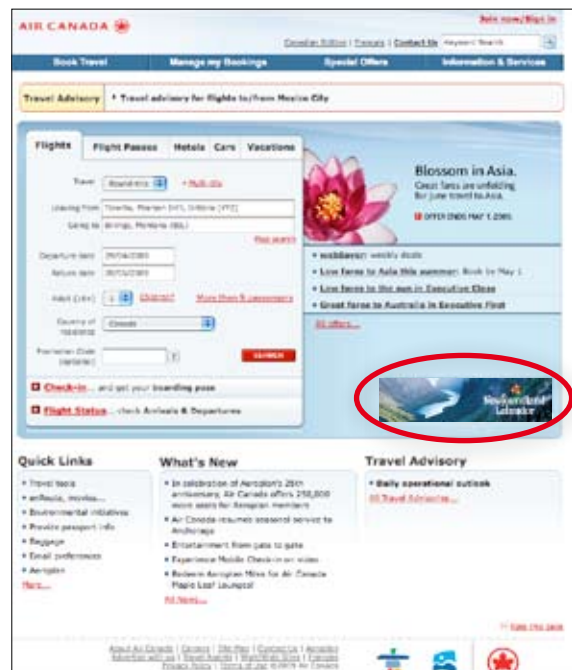
Among the leading Canadian travel sites on the Internet, the aircanada.com website provides news, information and specials to the airline’s frequent flyers. Aircanada.com is the website for everything Air Canada – and the best place for Aeroplan members to conduct business online with the airline. Campaigns 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

Rates 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.

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)



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.

- New in 2009!
- Exclusive opportunity – 1 advertiser per quarter / 3-month block
- 500,000 Web Check-Ins per month and growing
- 1,000,000+ monthly impressions

Cycle Quarterly

Rate \$126,000 gross (3 months)

Rate 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

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.

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

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

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.



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.

- New in 2009!
- 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)

Cycle Monthly

Rate \$75/CPM (Gross)

Rate subject to change.

aircanada.com Processing Pages Specifications

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

The diagram illustrates the user journey from a flight search to a processing page. On the left, a flight search form is shown with fields for 'Travel' (Round-trip), 'Leaving from' (Toronto, Pearson Int'l, Ontario (YYZ)), 'Going to' (Savannah, Georgia (SAV)), 'Departure date' (29/04/2009), 'Return date' (06/05/2009), 'Adult (16+)' (1), 'Country of residence' (Canada), and a 'SEARCH' button. A red arrow points from the 'SEARCH' button to the right, where a browser window displays a 'Processing...' page. In the center of the processing page is a large, rounded grey box containing the text 'Your Brand Here'. A red arrow points to this box, indicating the placement of an advertisement.

**Have your ad served
exclusively with flight searches.**



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.

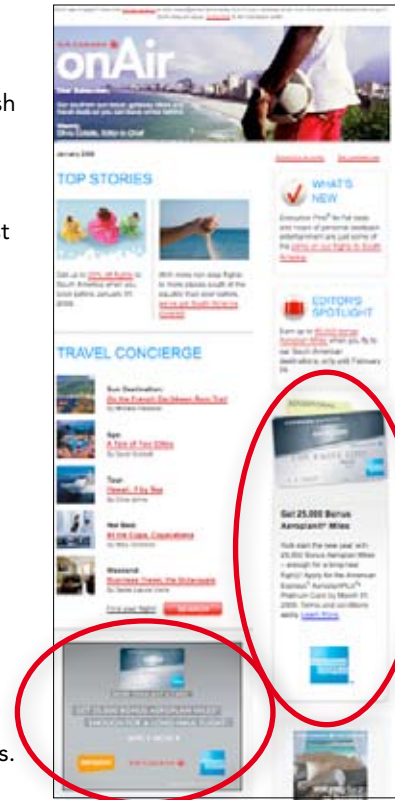
In 2006, onAir won six Magnum Opus awards in addition to winning Silver in the Travel category at the W3 Awards. In 2005, onAir was named the Best New Publication in the Web category at the Custom Publishing Council’s Pearl Awards.

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

Cycle	Monthly, 1st Thursday of every month
Subscribers	2,200,000 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 2009 Closing Dates

Issue Date	Ad Closing	Advertorial Materials	Ad Material Due
January 7, 2009	December 1, 2008	December 5, 2008	December 5, 2008
February 5, 2009	January 19, 2009	January 15, 2009	January 22, 2009
March 5, 2009	February 9, 2009	February 12, 2009	February 19, 2009
April 2, 2009	March 9, 2009	March 12, 2009	March 19, 2009
May 7, 2009	April 9, 2009	April 16, 2009	April 23, 2009
June 4, 2009	May 11, 2009	May 14, 2009	May 21, 2009
July 2, 2009	June 8, 2009	June 11, 2009	June 18, 2009
August 6, 2009	July 13, 2009	July 16, 2009	July 23, 2009
September 3, 2009	August 10, 2009	August 13, 2009	August 20, 2009
October 1, 2009	September 4, 2009	September 10, 2009	September 17, 2009
November 5, 2009	October 9, 2009	October 15, 2009	October 22, 2009
December 3, 2009	November 9, 2009	November 12, 2009	November 19, 2009



onAir Specifications

Advertorial

Headline:	18 characters per line, 2 lines max
Body:	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 18) 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 2,200,000 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	2,200,000 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.

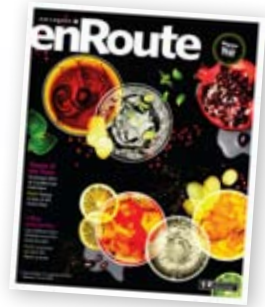
Ads may not employ persistent rapid “blinking” animation effects.

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** 76,152 (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*, *Ottawa Citizen*, *Calgary Herald*, *Edmonton Journal*, *The Vancouver Sun*, *The Province*

Rate subject to change.

English

	<i>The Globe and Mail</i>	<i>National Post</i>	CanWest Papers	Winnipeg Free Press
Vancouver	5,266	5,266	5,266	
Calgary	1,245	1,245	1,245	
Edmonton	765	765	765	
Halifax	2,800			
Montreal	5,239	5,239		
Ottawa	1,125	1,125	1,660	
Toronto	15,024	15,024		
Winnipeg	440			304
Total/Paper	31,904	28,664	8,936	304

Total English 69,808

Note: Quantities subject to change.

French

	<i>La Presse/Le Devoir</i>
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
Attention: Mary Shaw, Production Manager
416.350.2426, mshaw@spafax.com

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*TM 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.

enRoute | TERMS AND 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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Sponsorship and Content**
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Teresa Hobbs, Senior National Account Manager
416.350.2439 | thobbs@spafax.com

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416.350.2446 | amcilquham@spafax.com

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

QUEBEC AND EASTERN CANADA

MONTREAL
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

**Stark Media
Lydia Stark**
lstark@spafax.com | 604.538.0632

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