



COPA Flight 2012 Media kit

***A monthly general aviation
newspaper published by the
Canadian Owners and Pilots
Association***



Benefits of advertising in the COPA Flight

- We are the largest Aviation Newspaper with the most up to date Aviation News in Canada
- Best advertising prices in North America
- Readership across Canada, US and Europe
- Discounts for Corporate Members

PLEASE NOTE: Effective January 2012 a late payment charge of 2% per month will apply after the 30th day, calculated and compounded monthly on the delinquent amount (26.82% per year) from the date of the first invoice on which the delinquent amount appears until the date we receive such amount in full. If payment is not received within 60 days of the invoice date new ads placed by a defaulting advertiser will be withheld until the delinquent amount is paid in full.

71 Bank Street, 7th Floor, Ottawa, ON, K1P 5N2, Canada • Tel: (613) 236-4901 • Fax: (613) 236-8646
E-mail: advertising@copanational.org Web site: <http://www.copanational.org>



COPA Flight circulation statement

Published since 1964, COPA Flight reaches a wide range of aviation businesses and enthusiasts including private and commercial pilots, aircraft owners and aviation suppliers, fixed-base operators, flying schools, air cadets, medical examiners and government officials. CPT (Canadian Plane Trade) copies are sent out separately to all FBO's and Canadian Flight School.

Circulation/Membership Statistics Last Update – November 2007

Location	COPA Flight	Canadian Plane Trade¹
Alberta	2339	481
BC	2794	762
Manitoba	776	230
NB	275	90
Newfoundland	173	100
Northwest Territories	76	80
Nova Scotia	303	70
Nunavut	15	0
Ontario	7005	1542
Prince Edward Island	58	20
Quebec	2900	802
Saskatchewan	718	230
Yukon Territories	128	20
United States	114	0
International	59	0
Total	17733	4427



COPA Membership Demographics

COPA Flight is mailed monthly to the members of the Canadian Owners and Pilots Association, all flying schools in Canada, Royal Canadian Air Cadet League squadrons, selected aviation government offices and Canada's Civil Aviation Medical Examiners.

The following aviation demographics are the average or percentage of the COPA members who responded to the 2007 membership survey:

Average Age – 53

Pilot License or permit held:

Private Pilot Licence holders	53%
Student Pilot	22%
Commercial Pilot License or Airline Transport Pilot Licence holders	17%
Ultra light Permit	8%
Glider	4%
Recreational Pilot Permit	4%
Gyroplane	1%

Own all or part of an aircraft **79%**

Categories of aircraft being flown:

Light certified aircraft	84%
Ultra lights	21%
Amateur-built	20%
Floatplanes	19%
Transport category	12%
Aerobatic	9%
Owner maintenance	5%
Helicopters	8%
Other	7%
Gliders/Sailplanes	5%
Jets	5%
TurboProps	4%

2012 Display Advertising Rates

Space	1month X Rate	3month X Rate	6month X Rate	9month X Rate	12month X Rate
Full Page	\$1,320.19	\$1,254.17	\$1,188.17	\$1,122.14	\$1,056.28
3/4 Page	\$1,122.14	\$1,066.05	\$1,009.94	\$953.84	\$902.88
2/3 Page	\$990.14	\$940.63	\$891.13	\$841.61	\$792.11
1/2 Page	\$759.11	\$721.13	\$683.19	\$645.23	\$607.28
1/3 Page	\$528.08	\$501.66	\$471.85	\$448.85	\$422.29
1/4 Page	\$396.06	\$376.25	\$356.45	\$336.66	\$317.54
1/5 Page	\$330.37	\$313.54	\$297.04	\$281.30	\$264.07
1/6 Page	\$297.02	\$282.18	\$267.33	\$252.47	\$237.32

*Business Card Size Ad (3 1/2" x 2"): \$122.74 per insertion

*For smaller ads, you can advertise columns x inches: \$32.61 per column inch

EXTRA CHARGES APPLY FOR COLOUR

Spot Colour \$100.00 /colour Process 4-Colour \$280.00

Subject to availability – Not all sections or pages have colour. Applicable taxes extra on all prices listed above.

AD DIMENSIONS (width x length)

1/6 page	a) 1 3/4" x 12"	b) 3 3/4" x 6"	c) 5 3/4" x 4"	d) 7 3/4" x 3"	e) 9 3/4" x 2 1/4"
1/5 page	a) 1 3/4" x 15"	b) 3 3/4" x 7 1/2"	c) 5 3/4" x 5"	d) 7 3/4" x 3 3/4"	e) 9 3/4" x 3"
1/4 page	a) 3 3/4" x 9 1/2"	b) 5 3/4" x 6 1/4"	c) 7 3/4" x 5"	d) 9 3/4" x 4"	
1/3 page	a) 3 3/4" x 12 1/2"	b) 5 3/4" x 8 1/2"	c) 7 3/4" x 6 1/4"	d) 9 3/4" x 5"	
1/2 page	a) 5 3/4" x 12"	b) 7 3/4" x 9"	c) 9 3/4" x 7 1/2"		
2/3 page	a) 5 3/4" x 15"	b) 7 3/4" x 12"	c) 9 3/4" x 10 1/4"		
3/4 page	a) 7 3/4" x 15"	b) 9 3/4" x 12"			
Full Page	9 3/4" x 15 1/4"				



Display Advertising Deadlines

PLEASE NOTE: We will only accept the renewal of an ad or changes via email, mail or fax. Due to our increased work load your first draft will be due on the dates listed below. No major changes will be done once your first proof has been received. Only small corrections will be made. Thank you for your co-operation.

<i>EDITION</i>	<i>DEADLINE</i>
February	December 19
March	January 16
April	February 27
May	March 26
June	April 30
July	May 28
August	June 25
September	July 23
October	August 27
November	September 24
December	October 22
January 2013	November 19
February 2013	December 12



Inserts Deadlines

Inserts: \$185 per 1,000 (avg. mailing 18,000) – Min.Charge \$700 – Max.Size 8 1/2"x11"
A surcharge based on weight will be applied for inserts over 70 grams.

EDITION	DEADLINE
January	December 6
February	January 17
March	February 14
April	March 13
May	April 17
June	May 15
July	June 12
August	July 10
September	August 14
October	September 11
November	October 9
December	November 6
January 2011	December 11

For more information on Advertising or Inserts please contact Joanne Nault.

*Advertising Sales & Administration
71 Bank Street, 7th Floor
Ottawa, ON K1P 5N2
Tel: (613) 236-4901 Ext. 106
Fax: (613) 236-8646
E-mail: advertising@copanational.org*

2012 Classified Advertising Rates and deadlines

MEMBERS			
CLASSIFIED AD	B&W PHOTO	COLOUR PHOTO	FRONT PAGE COLOUR
\$35.00+ APL Tax (up to 30 words)	\$50.00 + APL Tax (up to 30 words)	\$70.00 + APL Tax (max. 30 words)	\$85.00 + APL Tax (max. 30 words)
Add \$0.85 + APL Tax per extra word	Add \$0.85 + APL Tax per extra word (max 60 words)	Limited spacing available	Limited spacing available
NON- MEMBERS			
STANDARD	B&W PHOTO	COLOUR PHOTO	FRONT PAGE COLOUR
\$ 35.00 + APL Tax (up to 25 words)	\$ 65.00 + APL Tax (up to 30 words)	\$85.00 + APL Tax (max. 30 words)	\$100.00 + APL Tax (max. 30 words)
Add \$1.00 + APL Tax per extra word	Add \$.1.00 + APL Tax per extra word (max 60 words)	Limited spacing available	Front page of the Canadian Plane Trade ONLY

	DEADLINE	LAST MINUTES - cut off is at 1pm
JANUARY 2012	December 2 2011	December 8 2011
FEBRUARY	January 13	January 19
MARCH	February 10	February 16
APRIL	March 9	March 15
MAY	April 13	April 19
JUNE	May 11	May 17
JULY	June 8	June 14
AUGUST	July 6	July 12
SEPTEMBER	August 10	August 16
OCTOBER	September 7	September 13
NOVEMBER	October 5	October 11
DECEMBER	November 2	November 8
JANUARY 2013	November 29	December 6



Electronic submission guidelines

- WE ACCEPT FILES NO LARGER THAN 10 MEGS INCLUDING FULL PAGE, FULL COLOUR ADS.
- We accept the following formats:
 - PDF (Adobe Acrobat) (Fonts must be embedded! Be aware that some fonts WILL NOT embed)
 - Quark XPress (Mac or IBM)
 - Multi-Ad Creator (NOT Creator)
 - Adobe Photoshop
- GRAPHIC FILES
When scanning your own photos to send, please scan them at 200 to 300 resolution. We will be happy to scan from photos or graphics sent by regular mail or courier for you. If you are taking photographs for use in your ad with a digital camera, please use your *Best* setting. When sending only a logo or photo electronically, please send the file in a jpg or tiff format as an E-mail attachment. Photos and logos should be in a size suitable for reproduction. Small gif files from the Internet are not usually large enough for good reproduction. We do accept .eps format, but font problems can result if text is not outlined.
- TEXT FILES
If you are sending a small text message (business card size ad, for example) you may wish to compose your text directly into your E-mail instead of making an attachment (or alternatively, cut and paste your text from your file onto your E-mail.)

If you are working in Word or WordPerfect, we prefer that you send us text and photos separately, and do not embed graphics into your document. However if this is your preference, we will make every effort to extract the artwork from the file. If you are sending a large quantity of text only (aircraft listings, for example), please send in rtf format.
- COLOR
A spot colour ad means black plus one colour. If you are sending your ad as a completed PDF for a black and white ad, each logo and photo must be black and white. Similarly, we cannot make a spot colour ad from a completed pdf with full colour photos or logo as text quality will suffer.
- FONTS
Please note that IBM fonts are NOT compatible with Macs, so we may have to substitute. If you fax a copy of your ad as you would like to see it, we will choose fonts as close to your original as possible.
- **NOTE:** WE ARE ON A MACINTOSH 9.2 PLATFORM. ADS CREATED BY DESIGNERS ON HIGHER PLATFORMS WILL NEED TO BE OUTPUT FOR OS 9.