



CANADIAN OWNERS AND PILOTS ASSOCIATION

COPA *Flights*

2009 Media Kit

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



Dear Advertiser,

Our circulation has over 18,000 copies with members in Canada, Europe and the United States. Furthermore, we have an added readership of over 50,000 aviation enthusiasts as *COPA Flight* is also distributed to flying schools, aviation medical examiners, air cadet squadrons and selected government officials. As such, we remain with the best and lowest advertising prices in the aviation industry.

You hold in your hands COPA's 2009 Media Kit. Included are circulation information, electronic submission guidelines and deadlines and insertion order form that must be filled along with a return envelop.

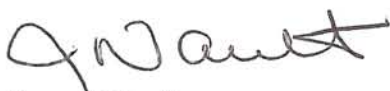
Most importantly are prices will remain the same for the upcoming year.

COPA also offers a corporate membership program to companies and organizations interested in supporting general aviation issues and promoting air safety. Becoming a corporate member has its benefits, including a 10% discount on all advertising. Information on this program is also included in this package.

Don't miss this opportunity to reach Canada's largest general aviation market by placing an ad in COPA Flight! Please be sure to reserve quickly by completing the insertion order form and returning it to my attention. Choice ad placements will be going fast.

If you have any questions, please do not hesitate to contact me by phone at (613) 236-4901 ext.106, by fax at (613) 236-8646 or by e-mail at advertising@copanational.org.

Thank you for your support!



Joanne Nault
Advertising Sales & Administration



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.

COPA Flight features:

General Aviation News | Business Aviation News | Seaplane News | Aviation Features
Flight Training | Homebuilt Aircraft News | Ultralight News | Canadian Plane Trade

Circulation/Membership Statistics

Last Update – November 2007

Location	COPA Flight	Canadian Plane Trade ¹
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

¹ CPT (Canadian Plane Trade) copies are being sent out separately to all FBO's and Canadian Flight schools.

COPA



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%

COPA

Flights

2009

Display Advertising

Space	1month X Rate	3month X Rate	6month X Rate	9month X Rate	12month X Rate
Full Page	\$1,281.74	\$1,217.64	\$1,153.56	\$1,089.46	\$1,025.51
3/4 Page	\$1,089.46	\$1,035.00	\$980.52	\$926.06	\$876.58
2/3 Page	\$961.30	\$913.23	\$865.17	\$817.10	\$769.04
1/2 Page	\$737.00	\$700.13	\$663.29	\$626.44	\$589.59
1/3 Page	\$512.70	\$487.05	\$458.11	\$435.78	\$409.99
1/4 Page	\$384.52	\$365.29	\$346.07	\$326.85	\$308.29
1/5 Page	\$320.75	\$304.41	\$288.39	\$273.11	\$256.38
1/6 Page	\$288.37	\$273.96	\$259.54	\$245.12	\$230.41
*Business Card Size Ad (3 1/2" x 2"):				\$119.16 per insertion	
*For smaller ads, you can advertise columns x inches:				\$31.66 per column inch	

EXTRA CHARGES APPLY FOR COLOUR

Spot Colour*

\$80.00 /colour

* Applicable taxes extra on all prices listed above.

Process 4-Colour*

\$240.00

*Subject to availability – Not all sections or pages have colour

COPA CORPORATE MEMBERS:

Corporate Members receive a 10% discount on all display advertising.

MECHANICAL REQUIREMENTS

Paper: White newsprint

Format: Tabloid

Printed Offset 300 dpi / 150 dpi

*No bleeds or trim sizes available

*Email:

advertising@copanational.org

Columns per page:

5

Column Width:

11 picas – 1 pica space

Image Size:

9 3/4" w x 15 1/4" h

*Please see Electronic Submissions sheet for guidelines and accepted file formats

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"

INSERTS: \$150 per 1,000 (avg. mailing 18,000) – Min.Charge \$600 – Max.Size 8 1/2" x 11"

– Surcharge will be applied for inserts over 70grams–

Joanne Nault • COPA • 71 Bank Street, 7th Floor • Ottawa, ON K1P 5N2
• Tel. (613) 236-4901 x.106 • Fax: (613) 236-8646 • Email: advertising@copanational.org

COPA



INSERTION ORDER — DISPLAY ADVERTISING

Please Note: Insertion sheet must be filled out and returned.

INSERTION MONTH(S)	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC

AD SIZE	Business Card []	1/6 []	1/5 []	1/4 []	1/3 []	1/2 []	2/3 []	3/4 []	Full Page []

COST PER INSERTION	AD RATE	Colour (if applicable)	Discount (if applicable)	GST/HST (CDN only)	TOTAL

IF YOU CHOOSE COLUMNS BY INCHES FORMAT

Column(s)	x	X Inch(es)	x \$31.66	Sub-Total	GST/HST(CDN only)	TOTAL

PUBLICATION	PAYMENT
<i>Please check the section of your ad placement preference</i> <input type="checkbox"/> COPA Flight Section A <input type="checkbox"/> COPA Flight Section B <input type="checkbox"/> Canadian Plane Trade	<i>Please check your method of payment</i> <input type="checkbox"/> Visa/Mastercard/Amex _____ exp. ____ / ____ <input type="checkbox"/> Invoice (payment due upon receipt)

If applicable, please check below.

- We are Corporate COPA Members
- We are interested in becoming COPA Corporate members to qualify for the 10% discount on advertising.

COORDINATES (PLEASE PRINT CLEARLY)

COMPANY NAME:		
ADDRESS:		
CITY:	PROV./STATE:	POSTAL/ZIP CODE:
TELEPHONE #:	FAX #:	
EMAIL:		
WEB SITE:		
NAME & TITLE:		
SIGNATURE		



2009

Classified Advertising Rates

MEMBERS

<u>STANDARD CLASSIFIED AD</u>	<u>B&W PHOTO CLASSIFIED</u>	<u>COLOUR PHOTO CLASSIFIED</u>	<u>FRONT PAGE COLOUR PHOTO CLASSIFIED</u>
\$30.00+ GST (up to 30 words) Add \$0.85 + GST per extra word	\$45.00 + GST (up to 30 words) Add \$0.85 + GST per extra word (max 60 words)	\$65.00 + GST (max. 30 words) Limited spacing available	\$80.00 + GST (max. 30 words) Front page of the Canadian Plane Trade ONLY

NON- MEMBERS

<u>STANDARD CLASSIFIED AD</u>	<u>B&W PHOTO CLASSIFIED</u>	<u>COLOUR PHOTO CLASSIFIED</u>	<u>FRONT PAGE COLOUR PHOTO CLASSIFIED</u>
\$ 30.00 + GST (up to 25 words) Add \$1.00 + GST per extra word	\$ 60.00 + GST (up to 30 words) Add \$.1.00 + GST per extra word (max 60 words)	\$80.00 + GST (max. 30 words) Limited spacing available	\$95.00 + GST (max. 30 words) Front page of the Canadian Plane Trade ONLY

JANUARY EDITION	December 8 th , 2008	Last Minute	December 11 th , 2008
FEBRUARY EDITION	January 12 th	Last Minute	January 15 th
MARCH EDITION	February 9 th	Last Minute	February 12 th
APRIL EDITION	March 16 th	Last Minute	March 19 th
MAY EDITION	April 14 th	Last Minute	April 16 th
JUNE EDITION	May 11 th	Last Minute	May 14 th
JULY EDITION	June 15 th	Last Minute	June 18 th
AUGUST EDITION	July 13 th	Last Minute	July 16 th
SEPTEMBER EDITION	August 10 th	Last Minute	August 13 th
OCTOBER EDITION	September 14 th	Last Minute	September 17 th
NOVEMBER EDITION	October 13 th	Last Minute	October 15 th
DECEMBER EDITION	November 16 th	Last Minute	November 19 th
JANUARY 2009 EDITION	December 14 th	Last Minute	December 17 th

Stephanie Psutka • COPA • 71 Bank Street, 7th Floor • Ottawa, ON K1P 5N2
 • Tel. (613) 236-4901 x.101 • Fax: (613) 236-8646 • Email: classified@copanational.org

2009 EDITORIAL CALENDAR

January						
Su	M	Tu	W	Th	F	Sa
	✈	30	31	*1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
Su	M	Tu	W	Th	F	Sa
	✈	31	1	2	3	4
5	6	7	8	9	*10	11
12	*13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
Su	M	Tu	W	Th	F	Sa
		28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	*18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
Su	M	Tu	W	Th	F	Sa
	✈	30	*1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
Su	M	Tu	W	Th	F	Sa
		28	29	30	31	1
2	*3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	*7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
Su	M	Tu	W	Th	F	Sa
	✈	29	30	1	2	3
4	5	6	7	8	9	10
11	*12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	*11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	*25	26
27	*28	29	30	31		

COPY DEADLINE	DISPLAY DEADLINE	CLASSIFIED DEADLINE	PROOFS/LAST MINUTES	PAPER CIRCULATION	✈ FLIGHTLINE DEADLINE	* HOLIDAY
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CORPORATE MEMBERSHIP

The Canadian Owners and Pilots Association's corporate membership program is available to any company interested in supporting COPA's efforts to solve the issues facing the aviation community, to promote air safety through education, and to lower the cost of flying.

COPA corporate members are listed in the association's monthly newspaper, COPA Flight, along with a short description of their activities.

COPA member companies are welcome to designate an individual for a regular personal membership to the association. This is an indirect method of providing the company with the regular voting and membership privileges.

Corporate members of COPA are entitled to a 10 per cent discount on advertising in the association's publication and free preferred advertisement placement.

Member companies of the association are authorized to display the COPA Corporate logo on their advertising and promotional material.

COPA does not provide special editorial privileges for corporate members. The association seeks news from all companies involved in aviation for coverage in its publications.

COPA's general membership mailing list is not available to corporate members or anyone else, according to the association's policy. Monthly contact with members is provided through advertising and insertions in COPA's publications.

For more information, contact:

Membership Administrator

Ghislaine Desjardins
71 Bank Street, 7th Floor
Ottawa, ON K1P 5N2
Tel.: (613) 236-4901 Ext. 105
Fax: (613) 236-8646
E-mail: membership@copanational.org

Advertising Sales & Administration

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

The Corporate Membership Program application can be found on the following page.



CORPORATE MEMBERSHIP PROGRAM APPLICATION

Company Information

Company Name _____
Address _____

Tel _____
Fax _____
E-mail _____
Web Site _____

Designated Member

Your company can designate one person to receive all membership privileges.
Please list membership number if they are already or have been a member

Membership Number _____
Name _____
Address _____
City/Prov/Postal Code _____
Tel _____

Corporate membership fee: \$260 + applicable tax

Company Products and/or Services

Please provide a description of your company's aviation-related products and/or services in 25 words or less for complimentary inclusion in the *COPA Flight* newspaper.

COPA



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.