

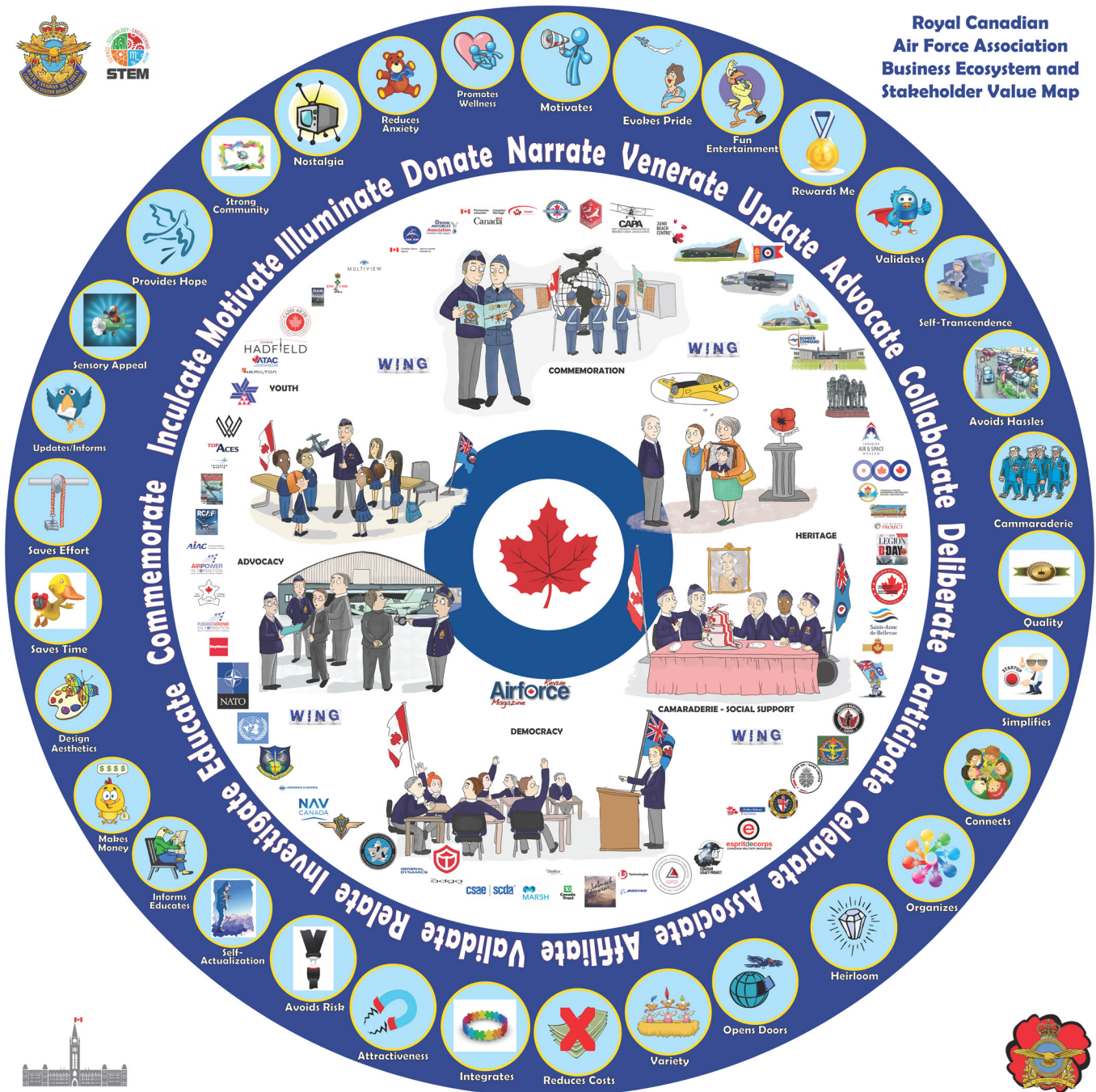
Revue
Airforce™
Magazine



Media Kit
2022-2024



Royal Canadian Air Force Association Business Ecosystem and Stakeholder Value Map



Our Value Proposition - wouldn't it be great if someone took the time to advocate for a well-equipped, well-trained, well-prepared air force, for our country? Wouldn't it be great if someone helped families, survivors, dependants and descendants understand the context surrounding the contributions of their beloved veteran relatives? Wouldn't it be great if someone helped Canadians understand the pivotal role played by Canada's aerospace industries? Wouldn't it be great if someone was there for every single veteran from retirement to well into old age to see to their important needs? Wouldn't it be great if someone were there to help Canadians remember and mark through events the important sacrifices made by so many who went before them? Wouldn't it be great if someone were there to help Canadians apply the principles of democracy to help strengthen the social fabric of Canada? Well, that's what we do. All of that and more is depicted in the diagram above. We do this every day, day after day. And, we have been doing it for more than 70 years. Thank you for joining us, in our important mission.

"The purpose of the RCAF Association is to publicly stress the importance of Canada's military air power, its heritage, and its role."

Lieutenant-General (Ret'd) William Keir "Bill" Carr,
CMM, DFC, OStJ, CD, 29 November 2007

Sponsoring & Advertising with the Royal Canadian Air Force Association

Consistent with its advocacy role, each year the RCAF Association provides venues at which key air power stakeholders help shape the future of Canada's aerospace capability.

In the late Spring, Air Force Day on Parliament Hill brings parliamentarians, air force decision makers and participating aerospace industry representatives together in a non-partisan collegial atmosphere. Earlier in the year, the Association's Dawn Patrol Breakfast does the same, in concert with the annual Conference of Defence Association Institute's (CDAI) annual conference. In the Fall, the RCAF

Association holds its Annual Awards Banquet at which air force personnel and association members who have distinguished themselves are formally acknowledged by the national air power community. Corporate sponsors enjoy places reserved for them.

Our corporate sponsors have made clear their preference for sponsorship packages that provide them the flexibility to subscribe to advertising opportunities in combination with these select advocacy events. **Therefore, we offer the following packages:**

Platinum* (\$7,500)

- Four invitations to Air Force Day on Parliament Hill
- One corporate 8-place table at the Dawn Patrol Breakfast, which includes 2 invitations per table for your corporation
- One 10-place corporate table at the Awards Banquet, for your corporation
- Three pages reserved for you in two issues of Airforce magazine, for your own editorial content
- One year (Four-issue) full-page advertisements in Airforce magazine
- Ten copies of Airforce magazine
- Four "named" complementary subscriptions to Airforce magazine
- Formal public acknowledgement in event-supporting speeches and remarks, printed and electronic programs, displays and invitations
- A corporate page and your logo with hyperlink placed on the RCAF Association web-site for one year
- *For an additional \$500 a fifth-issue full-page ad can be included. For an additional \$1,500 (total) secure the inside cover for your ads for the entire year plus one issue.*

Gold* (\$5,500)

- Two invitations to Air Force Day on Parliament Hill
- One corporate 8-place table at the Dawn Patrol Breakfast, which includes 2 invitations
- One 10-place corporate table at the Awards Banquet
- Three-issue full-page advertisements in Airforce magazine*
- Two-year Corporate membership in the RCAF Association which includes ten copies of the Airforce magazine
- Two 3-year "named" complementary subscriptions to Airforce magazine (confirmatory request must be received each year)
- Formal public acknowledgement in event-supporting speeches and remarks, printed and electronic programs, displays and invitations
- A corporate page and a logo with hyperlink placed on the RCAF Association web-site for one year
- *For an additional \$750 one more separate issue full-page ad can be included. Add only \$1,000 (total) to secure your three full-page ads on the inside cover*

Silver* (\$3,000)

- An invitation to Air Force Day on Parliament Hill
- A corporate 8-place table at the Dawn Patrol Breakfast, which includes 2 invitations per table
- Two full-page advertisements in Airforce magazine
- One-year corporate membership in the RCAF Association which includes four copies of the Airforce magazine
- Formal public acknowledgement in event-supporting speeches and remarks, printed and electronic programs, displays and invitations
- Corporate logo with hyperlink placed on the RCAF Association web-site

Bronze* (\$1,800)

- An invitation to Air Force Day on Parliament Hill
- One corporate 8-place table at the Dawn Patrol Breakfast, which includes 2 invitations
- One half-page advertisement in Airforce magazine
- Corporate logo with hyperlink placed on the RCAF Association web-site for one year

If you and your corporation would like to sponsor an RCAF Association Memorial Trophy, the following trophies are in need of corporate sponsorship (5-year term for \$1,600), which will lead to presentation of the award with acknowledgement of your corporation: - Air Marshal William Avery "Billy" Bishop, VC Memorial Trophy; - F/Lt Andrew Mynsarski, VC Memorial Trophy; - Gordon R. MacGregor, DFC, Memorial Trophy; and, - F/Lt D.M. Grant, DFC Memorial Trophy. Your sponsorship of a trophy helps defray the cost of annual maintenance, engraving, shipping, storage, presentation and display. The 5-year term (\$1,600) fee is included in the Platinum fee.

***Package details may be tailored to your needs - please call Dean Black at 613-612-7223 for further details**

Airforce is a quarterly association publication, designed for an aviation-minded readership. Crafted primarily by the association's members, *Airforce* promotes the involvement of youth in aviation activities, the preservation of Canada's proud air force heritage, and the advocacy of topical issues, particularly those related to the Canadian Forces and Canada's air power, civilian and military. *Airforce* appeals to every generation, young and old, every aerospace community, civil and military, technician and crewmember, and touches every horizon - yesterday, today and tomorrow. *Airforce* is Canada's 'air power' heritage voice.

DISPLAY SIZE	BLACK & WHITE	FOUR-COLOUR	3-ISSUE DISCOUNT	4-ISSUE DISCOUNT
2-Page Spread	\$450	\$550	15 %	25 %
Full-Page	\$275	\$375	15 %	25 %
Two-thirds Page	\$250	\$295	15 %	20 %
Half-page	\$195	\$240	15 %	20 %
One-third Page	\$100	\$140	15 %	20 %
One-quarter Page	\$85	\$115	10 %	15 %
One-sixth Page	\$55	-	10 %	15 %
One-twelfth Page	\$45	-	10 %	15 %
Inside Front Cover	-	\$290	15 %	25 %
Inside Back Cover	-	\$290	15 %	25 %
Outside Back Cover	-	\$350	15 %	25 %
Fold-out (2-Page) Inside Cover	-	\$500	15 %	30 %
Fold-out (2-Page) Center-page Insert	\$550	\$650	15 %	25 %
INSERTS (The following costs do not reflect production, printing nor shipping costs. Call 613-612-7223)				
Gram Weight	1-10 grams	11-20 grams	21-30 grams	Above 30 grams
Cost per 1,000 inserts	\$80	\$140	\$200	\$300*

Extra postage, shipping and handling charges may apply. Some magazine issues may be produced with only one-half of the pages in 4-colour format. Paper costs are subject to change, therefore, actual advertising rates may differ slightly from those posted above. Contact advertising@airforce.ca or director@airforce.ca to confirm pricing. The Air Force Association of Canada is a not-for-profit aerospace-focused community-service association the mission of which in part is to help defence and security industry representatives promote their products and services to help sustain Canada's aerospace industry strengths

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MULTIVIEW

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A weekly e-newsletter reaching
more than 14,000 subscribers



Editorial Calendar 2022
RCAF Association de l'ARC

IMPORTANT CLOSING DATES:

Requests for advertising space in the magazine pages, stitched-in inserts and inserts into the polybag are required by:

1. 01 February;
2. 01 May;
3. 01 August; and
4. 01 January.

CIRCULATION:

Airforce magazine is shipped to over 4,500 members; 2,000 air power decision makers; 456 Air Cadet squadrons; and more than 60 communities (Wings) across Canada. We are also available (digitally) through the Apple Store and Googleplay.