

enRoute

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MEDIA KIT

2012

ENROUTE.AIRCANADA.COM



spafax



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
- AVOD System Sponsorship
- Daily Newspaper Tip-ons
- Meal Tray Tent Cards
- Inflight Sampling and Product Distribution





Air Canada's **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 an average circulation of over 120,000 copies (BPA Circulation Statement 6-month period ending September 2011). The magazine has a monthly readership of more than 942,000 (PMB, Fall 2011).¹⁷

SUNSHINE STATE C'EST LE PÉROU!

BY JILL SUSAN MERRICK. PHOTOS BY JI BRANT HANSEN

IN PARACAS, ON THE SOUTH COAST OF PERU, DESERTED BEACHES ARE AS COMMON AS PINK FLAMINGOS. ADD SANDBOARDING, PISCO SOURS AND BLUE SKIES, AND YOU'VE GOT THE ULTIMATE GETAWAY.

À PARACAS, SUR LA CÔTE SUD DU PÉROU, LES PLAGES DÉSERTES SONT AUSSI NOMBREUSES QUE LES FLAMANTS ROSES. ESCAPEZ-VOUS SUR FOND DE PISCO SOUR, DE SURF DES SABLES ET DE MÉTÉO PARFAITE.

THE RACE IS ON: SAND BELTS MY GOGGLES, AND THE DESERT wind whips my hair into wild abandon. I squint into the sun as the driver peels up speed and steers our four-wheeled buggy toward another dune. It's the star of Parliament Hill's Centre Block, climbing up. I worry we'll flip backward. When we reach the crest, I lean over nothing but sky ahead. Then the buggy's front wheels crash down on the other side of the ridge, and we career diagonally down a bank so steep, it would be labelled a double-black diamond at a ski resort. I start laughing uncontrollably. This must be what it's like when there's risk in a car with the windows rolled down.

It's the second time in as many days that I'm riding this roller coaster on the desert of Paracas, 200 kilometers south of Lima. The sliding dunes—a region less famous for its wine than for its apparently cool a little farther up the coast. The magic is enhanced when I find out that the dunes are all the result of a tiny trickle of gold by the ancient Paracas people. But their allure could also have something to do with adventure. Conquering the summit of another giant sand dune, we stop. The driver shows off the engine and takes down a sandboard prepared for the buggy's tubular sandboarders. He tells the board's underside with a can of "Pura Peruvianidad" (Pura means pure, he explains) and tells me to a pro tip: "You know what to do, you're Canadian."

He says with a grin: "I've never ridden on the board. I place myself on my stomach. I lower my goggles and push off with my arms like a sled runner. My board goes in eight, nine, and for a moment I forget that the rest of the world exists."

The driver and sandboarder Perla is a disarming smile. She has her arms crossed and her feet tucked under her. She and the rest of the crew are dressed in white, and they're ready to take us to the next dune. They tell me they always come here, especially on weekends, for the guaranteed perfect weather and good wine. Indeed, through of Lanchero—including 85 percent of the grapes at my hotel—dominated on the desert of Paracas (page 120) is to be found and

CEST PARTI. DES TORRENTS DE SABLE S'ABATTENT sur mes lunettes, et le vent du désert hérisse ma chevelure. Je me penche en avant alors que le chauffeur dirige notre buggy quatre places vers une dune grosse comme l'édifice central de la Colline du Parlement. Je m'inquiète que le buggy se retourne en arrière. Au sommet, j'ai du ciel devant les yeux. Enfin, les roues avant touchent l'autre versant. Nous dévalons de biais, le bord de route à vertigineux qu'en vus, ce serait une piste double-noir. Faut-il d'arrêter de rire? C'est certain, car quand les choses dérivent, ce n'est qu'une question de secondes avant que les vitres soient brisées.

C'est la deuxième fois en deux jours que je suis sur ces montagnes russes dans le désert de Paracas, à 200 km au sud de Lima. Il faut croire que les dunes sont moins célèbres pour leur vin que pour leur apparence cool un peu plus haut sur la côte. La magie est encore plus quand j'apprends qu'elles sont le résultat d'un mince filet d'or pré-colombien. La montée d'adrenaline, propulsée par le moteur de la buggy, est un plaisir de plus en plus grand. À l'arrêt, le conducteur nous présente un sandboard préparé pour le buggy. Il nous explique que le dessous du sandboard est en bois et qu'il faut le pousser avec ses bras, comme si on était un traîneau. Il me dit de me mettre sur mon ventre, de baisser mes lunettes et de pousser avec mes bras. Pendant quelques secondes, j'oublie que je suis dans un véhicule, et pour un moment, j'oublie que le reste du monde existe.

Cette région de sable est du Pérou au cœur du désert. Elle est connue pour son vin et son soleil, mais surtout pour son ciel bleu et ses dunes d'or. Les dunes sont le résultat d'un mince filet d'or pré-colombien. Ici, surtout les fins de semaine, pour le beau et le bon temps qu'il y a présent. Des tonnes de raisins, 85 % des cépages de mon hôtel dominent à Paracas (120) pour leur bon vin et leur douceur. On les trouve, à la capitale péruuvienne en fin



enRoute Magazine

Basic Demographics

	enRoute readers	Index
Male	58%	119
Female	41%	81
Average Age	45	-

Education and Employment

	enRoute readers	Index
University or Better	72%	163
Managers, Owners, Professionals, Executives	40%	193

Affluence

	enRoute readers	Index
Average Household Income	\$113,538	-
HHI \$150,000+	25%	278
Average Personal Income	\$68,981	-
PI \$100,000+	18%	377
\$10,000+ Remodelling of Principal Residence	19%	146
Average Value of Securities and Savings	\$148,866	-
\$250,000+ Value of Securities and Savings	9%	214

Lifestyle

	enRoute readers	Index
Spent \$2,501+ on Men's Clothing	2%	329
Spent \$2,501+ on Women's Clothing	3%	278
Spent \$501+ on Footwear	8%	246
Spent \$40,000+ on Most Recent Auto	13%	196

Travel

	enRoute readers	Index
Taken Personal Trip Outside of Canada	61%	142
9+ Business Trips Last Year	12%	440
Took a Business Trip by Air Last Year	25%	408
Stayed at a Luxury Hotel while on a Business Trip Last Year	9%	352

Source: PMB, Fall 2011, 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	13,435	12,925	12,680	12,095
Third-page	9,535	9,175	9,005	8,580
Fifth-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 28, 2011	November 18, 2011	November 21, 2011
February	November 29, 2011	December 14, 2011	December 20, 2011
March	December 22, 2011	January 19, 2012	January 25, 2012
April	January 27, 2012	February 17, 2012	February 21, 2012
May	February 27, 2012	March 21, 2012	March 26, 2012
June	March 29, 2012	April 18, 2012	April 24, 2012
July	April 27, 2012	May 22, 2012	May 28, 2012
August	May 29, 2012	June 15, 2012	June 22, 2012
September	June 29, 2012	July 23, 2012	July 30, 2012
October	July 30, 2012	August 20, 2012	August 24, 2012
November	August 29, 2012	September 18, 2012	September 25, 2012
December	September 28, 2012	October 19, 2012	October 24, 2012

Editorial line-up 2012

January

Travel: Healthy Houston, Jonathan Adler's travel tips and an exclusive look at life on the road with Arcade Fire.

Plus: Take our quiz to find the perfect Caribbean getaway, from family-friendly Bermuda to eco-friendly St. John.

Weekend: Yosemite, California.

February

Travel: Favourite Canadian hotel bars, Brazil's Bahian coast and why Calgary's music scene hits all the right notes.

Plus: Tony Hawk shares his business travel tips.

Weekend: Key West, Florida.

March

Travel: The secret ingredient of Newfoundland's best chefs, our favourite travel gear and why it takes a village to build a hotel.

Plus: Three cheers for Portland, Oregon's bar scene.

Weekend: Port Hope, Ontario.

April

Travel: Hiking the Swiss Alps, cruising the Rhine River and Michael Bubl 's Buenos Aires.

Plus: Game-changing golf courses that bring First Nations to the fore.

Weekend:  le d'Orl ans, Quebec.

May

Travel: America's most unexpected food scene, Ireland's indigenous spas and Canada's next new neighbourhoods.

Plus: An insider's guide to Les  les-de-la-Madeleine.

Weekend: Nantucket, Massachusetts.

June

Travel: Favourite American coastal getaways, from Chesapeake Bay to the Provincetown.

Plus: Remaking Medell n, Colombia.

Weekend: Vail, Colorado.

July

The London issue: An Olympic-size guide to the city.

Plus: One-on-one with Gordon Ramsay.

Weekend: Dorset, UK

August

Travel: Saint-Tite's wild Western festival, Sydney's new nightlife and chef Chuck Hughes' Mexico .

Weekend: Catskills, New York.

September

Special: Celebrating Air Canada's 75th anniversary.

October

Travel: Nino Ricci's Italy.

Weekend: Half Moon Bay, California.

November

The food issue: Our Top 10 list of Canada's best new restaurants, trends in the restaurant world and more.

December

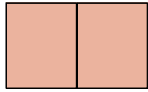
Travel: Curacao

Weekend: Marble Mountain, Newfoundland

Line-up is subject to change.

Highlights

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



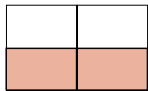
Double-Page Spread*

Ad Size: 17.375 x 10.875
 With Bleed: 17.625 x 11.125
 Type Safety Area: 16.625 x 10.125
 Non-Bleed Ad Size: 16.625 x 10.125



Full Page - OBC

Ad Size: 8.6875 x 10.875
 With Bleed: 8.9375 x 11.125
 Type Safety Area: 7.9375 x 10.125
 Non-bleed Ad Size: 7.9375 x 10.125



1/2 Page Spread*

Ad Size: 17.375 x 5.357
 With Bleed: 17.625 x 5.607
 Type Safety Area: 16.875 x 4.857
 Non-bleed Ad Size: 16.875 x 4.857



1/2 Page Horizontal

Ad Size: 8.6875 x 5.357
 With Bleed: 8.9375 x 5.607
 Type Safety Area: 8.1875 x 4.857
 Non-bleed Ad Size: 8.1875 x 4.857



1/2 Page Vertical

Ad Size: 4.26 x 10.875
 With Bleed: 4.51 x 11.125
 Type Safety Area: 3.76 x 10.375
 Non-bleed Ad Size: 3.76 x 10.375



1/3 Page Horizontal

Ad Size: 8.6875 x 3.52
 With Bleed: 8.9375 x 3.77
 Type Safety Area: 8.1875 x 3.02
 Non-bleed Ad Size: 8.1875 x 3.02



1/3 Page Vertical

Ad Size: 2.9514 x 10.875
 With Bleed: 3.2014 x 11.125
 Type Safety Area: 2.4514 x 10.375
 Non-bleed Ad Size: 2.4514 x 10.375



1/5 Page Horizontal

Ad Size: 8.6875 x 2.022
 With Bleed: 8.9375 x 2.272
 Type Safety Area: 8.1875 x 1.522
 Non-bleed Ad Size: 8.1875 x 1.522

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!

Crop Marks: Crop & registration marks and colour bars must be offset by .25".

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, HBO, Comedy, Drama, Health & Wellness, Business, Travel, Classic TV, Music, Family, NFB, Documentary, Food 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
:10 Rate	\$5,700 gross, per bundle

Rates subject to change.
*Channels subject to change

Bundles are comprised of commercials scheduled in front of approximately 10 television programs and 4 movies. Each bundle represents approximately 8% of the broadcast inventory.

Material Due Dates

Month	Ad Closing	Material Deadline
January	October 28, 2011	November 8, 2011
February	November 29, 2011	December 8, 2011
March	December 22, 2011	January 9, 2012
April	January 30, 2012	February 7, 2012
May	February 28, 2012	March 7, 2012
June	March 30, 2012	April 5, 2012
July	April 30, 2012	May 7, 2012
August	May 31, 2012	June 7, 2012
September	June 29, 2012	July 6, 2012
October	July 30, 2012	August 8, 2012
November	August 31, 2012	September 7, 2012
December	September 28, 2012	October 9, 2012

enRoute on Demand Technical Specifications

Digital delivery specs
4 : 3 Aspect Ratio
Resolution: 720 x 486, 720 x 480 or 640 x 480
30 frames per second

Acceptable formats: .mov, .mpeg
For other formats please confirm in advance.

Upload files to:
Address: ftp2.spafax.com
Username: avod
Password: sf854bc

Upon posting ad file to FTP site, please e-mail the file name and location to mshaw@spafax.com.

If you have any problems or questions, please contact:

Steve Geraghty, 416.350.2435,
sgeraghty@spafax.com

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 Please contact your account manager for rates

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 28, 2011	November 8, 2011
Q2 (April)	January 30, 2012	February 7, 2012
Q3 (July)	April 30, 2012	May 7, 2012
Q4 (October)	July 30, 2012	August 8, 2012

Channel Sponsorship Technical Specifications

Digital delivery specs

4 : 3 Aspect Ratio
 Resolution: 720 x 486, 720 x 480 or 640 x 480
 30 frames per second

Acceptable formats: .mov, .mpeg
 For other formats please confirm in advance.

Upload files to:

Address: [ftp2.spafax.com](ftp://ftp2.spafax.com)
 Username: avod
 Password: sf854bc

Upon posting ad file to FTP site, please e-mail the file name and location to mshaw@spafax.com.

If you have any problems or questions, please contact:

Steve Geraghty, 416.350.2435,
sgeraghty@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	\$150,000 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.

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
Rate	\$250,000 gross, per quarter <small>Rate subject to change.</small>
:30	Ad
:05	Sponsorship Billboard

Please contact your Spafax National Account Manager for more details.

Safety Video/System Sponsorship Due Dates

Period (Start)	Ad Closing	Material Deadline
Q1 (January)	October 19, 2011	October 26, 2011
Q2 (April)	January 19, 2012	January 26, 2012
Q3 (July)	April 19, 2012	April 26, 2012
Q4 (October)	July 19, 2012	July 26, 2012

Safety Video and System Sponsorship Technical Specifications

Digital delivery specs
 16 : 9 Aspect Ratio
 Resolution: 1280 x 720 (Max) / 720 x 480 (Min)
 30 frames per second

Acceptable formats: .mov, .mpeg
 For other formats please confirm in advance.

Upload files to:
 Address: ftp2.spafax.com
 Username: avod
 Password: sf854bc

Upon posting ad file to FTP site, please e-mail the file name and location to mshaw@spafax.com.

If you have any problems or questions, please contact:

Steve Geraghty, 416.350.2435,
 sgeraghty@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.

Leaderboard	\$25/CPM (Gross)
Big Box	\$35/CPM (Gross)
Skyscraper	\$25/CPM (Gross)
Targeting	Add 15% premium
Sponsorship	Available on request

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*
Leaderboard (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 **ten million** page views per month.

Basic Demographics

Male	1,200,000
Female	1,256,000

aircanada.com monthly unique visitors

Education and Employment

University or Better	1,302,000
Managers, Owners, Professionals, Executives	668,000

aircanada.com monthly unique visitors

Affluence

Household Income \$150,000+	323,000
Personal Income \$100,000+	172,000
Household Income \$75,000+	1,173,000
\$250,000+ Value of Securities and Savings	121,000

aircanada.com monthly unique visitors

Travel

Taken Personal Trip Outside of Canada	1,152,000
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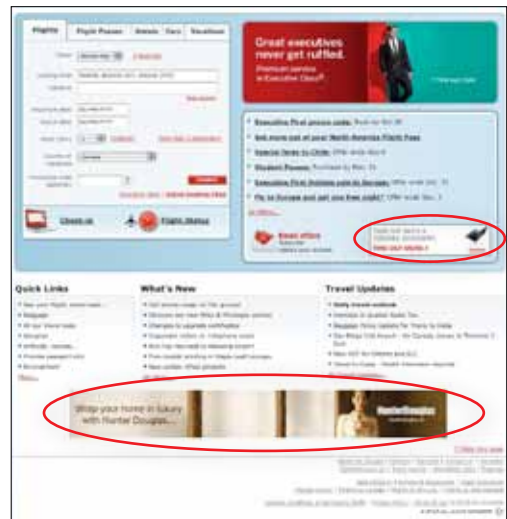
aircanada.com monthly unique visitors

Source: PMB/comScore 2010 Fusion, Adults 18+

aircanada.com Rates

Special Feature	\$80/CPM (Gross)
Leaderboard	\$40/CPM (Gross)
Big Box	\$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)
Leaderboard	728x90, 20K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
Big Box	300x250, 20K 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)

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

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.
Creative files are to be submitted; third-party image tags will not be accepted.

Have your ad served exclusively with flight searches.



Air Canada Data Valet

Air Canada offers a free internet service to passengers in the exclusive Maple Leaf Lounges through Data Valet. This is an effective way to reach the highly affluent frequent traveler and business decision maker through an exclusive and growing platform. There are currently 350,000 impressions available monthly with 80,000 monthly users.



Cycle: Monthly

Rates: \$75 CPM

Data Valet Closing Dates:

Ad Closing 2 weeks prior to start of campaign

Material Due 7 days prior to start of campaign

Specifications:

Laptop Platform

Leaderboard 728x90, 20K max, GIF or JPEG 40K max, SWF (back-up GIF or JPEG must also be supplied)

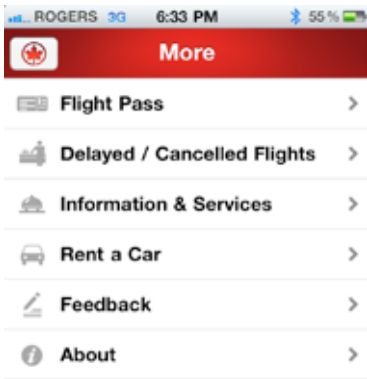
Mobile Platform 300x50, 15K max, PNG or GIF

- 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 (Attention: Mary Shaw, Production Manager, 416.350.2426)



iPhone App and mobile.aircanada.com

Target Canada's most "mobile" through Air Canada's iPhone App. Ad positions are available exclusively on four of the main pages which generate more than 1.2 million impressions monthly. Plus approximately 30,000 additional impressions on the Air Canada mobile site (added value). The Air Canada App is currently the "number 1" free travel on Canadian iTunes chart.

Cycle: Monthly
Rates: \$25 CPM

Closing Dates:

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

Specifications:

Platform	Ad Size	File size	File format
iPhone App	320 x 50	10K	PNG or GIF
	640 x 100	15K	PNG or GIF
Mobile Site	216 x 36	10K	PNG or GIF
	300 x 50	15K	PNG or GIF
	320 x 50	15K	PNG or GIF
	640 x 100	15K	PNG or GIF

- 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 (Attention: Mary Shaw, Production Manager, 416.350.2426)



Top Tier eNewsletter

Want to have your brand in front of Canada's C-suite and most frequent travelers? Air Canada delivers this audience 6 times a year through their semi-exclusive eNewsletter with two custom ad positions. It is delivered to 175,000 of Air Canada's Top Tier clients with an unprecedented 70% open rate.

Cycle: 6x/year
Rates: \$125 CPM

Top Tier Closing Dates:

Edition	Issue Date	Ad Closing	Material Deadline
February	February 9, 2012	January 12, 2012	January 19, 2012
March	March 15, 2012	February 16, 2012	February 23, 2012
April	April 26, 2012	March 29, 2012	April 5, 2012
June	June 14, 2012	May 17, 2012	May 24, 2012
September	September 13, 2012	August 16, 2012	August 23, 2012
November	November 29, 2012	November 1, 2012	November 8, 2012

Specifications:

- Top Ad** 515x130, 40K max, GIF or JPEG
 - Second Ad** 515x65, 40K max, GIF or JPEG
- This position also has a logo placement, logo to be supplied as jpeg or eps, final logo size is 37x37 pixels and a tag line with 30 characters per line (including spaces), two lines max.

- Creative files are to be submitted; 3rd party image tags will not be accepted.
- Please include destination URL with ad material; URL must be active by material submission date and may not be part of the creative.
- 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.
- Alt text is to be supplied with creative.

Note: The Newsletter is published both in English and French, creative must be supplied in both languages.

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)

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 1,200,000 impressions monthly

Cycle Monthly

Rate \$50,000

Rates subject to change.

Web Check-In Specifications

Web Check-in Welcome page

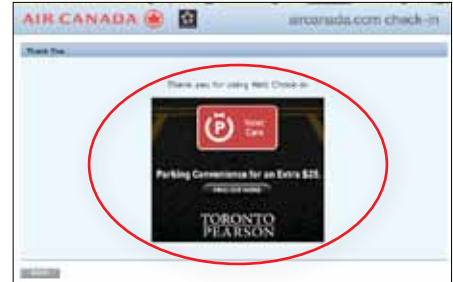
Ad placement - 728x60, non-clickable banner with a travel tip. Please supply:

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.



Digital 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 Weekly
Rate \$15,000 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 Monday of every month
Subscribers	3,800,000 delivered e-mails per month
East:	1,200,000
West:	967,000
National:	700,000
French:	290,000
U.S.:	245,000

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 2012 Closing Dates

Issue Date	Ad Closing	Ad and Advertorial Materials Due
January 9, 2012	December 12, 2011	December 19, 2011
February 6, 2012	January 16, 2012	January 23, 2012
March 5, 2012	February 13, 2012	February 17, 2012
April 2, 2012	March 12, 2012	March 19, 2012
May 7, 2012	April 16, 2012	April 23, 2012
June 4, 2012	May 14, 2012	May 18, 2012
July 9, 2012	June 18, 2012	June 25, 2012
August 13, 2012	July 23, 2012	July 30, 2012
September 10, 2012	August 20, 2012	August 27, 2012
October 1, 2012	September 10, 2012	September 17, 2012
November 5, 2012	October 15, 2012	October 22, 2012
December 3, 2012	November 12, 2012	November 19, 2012

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 25) 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 3,000,000 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	3,000,000 delivered emails per week
	Toronto: 713,000
	Vancouver: 300,000
	Montreal: 140,000
	National: 1,400,000
	French: 260,000
	U.S.: 245,000

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 choice of daily newspapers; The Globe and Mail or The National Post. French-language dailies Le Devoir and La Presse are also available from the Montreal airport. 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	77,700 (all papers, all markets)*
Rate	\$450/CPM (gross) + \$0.15 (net) per unit production
Newspapers	The Globe and Mail, The National Post, Le Devoir, La Presse

English*

	The Globe and Mail	The National Post
Vancouver	9,800	9,800
Calgary	2,000	2,000
Edmonton	1,250	1,250
Halifax	2,600	--
Montreal	5,550	5,550
Ottawa	1,400	1,400
Toronto	14,000	14,000
Winnipeg	1,500	--
Total/Paper	38,100	34,000
Total English	72,100	

* Quantities subject to change.
Numbers reflect current winter schedule, in effect October 30, 2011 to April 30, 2012.

French*

	La Presse/Le Devoir
Vancouver	--
Calgary	--
Edmonton	--
Halifax	--
Montreal	5,600
Ottawa	--
Toronto	--
Winnipeg	--
Total/Paper	5,600
Total French	5,600

* Quantities subject to change.
Numbers reflect current winter schedule, in effect October 30, 2011 to April 30, 2012.



Technical Specifications

Newspaper Tip-ons:

- Positioning:** Glued to front page of newspaper above the fold
- Paper Stock:** Max: 80 lbs coated, min: 50 lbs coated
- Size:** Max: 8.5" x 10" folded,
8.5" x 20" flat
Min: 4" x 5"
- 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:** Max: 8.5" x 11" (folded),
four pages
Min: 4" x 5"
- Weight:** Max: 80 grams
- Material Due Date:** Please check with your National Account Manager. Materials due at distribution centers approx 1 week prior to start of campaign.

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

Please provide a PDF for approval three weeks before the start of the campaign to mshaw@spafax.com. Samples of final printed material should be sent to:

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

Attention: Mary Shaw, Production Manager, 416.350.2426

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

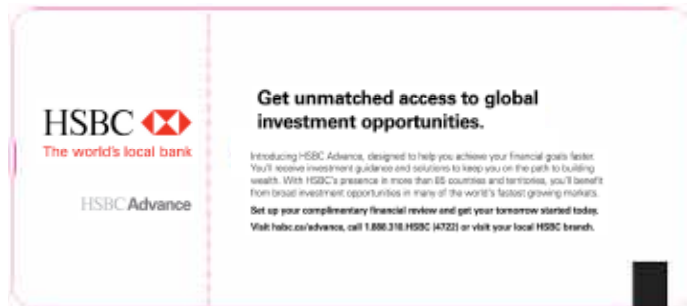


Printed Boarding Pass

Boarding Passes are issued at the airport check-in desk and are constantly referred to during a passenger's travels, making your message an integral part of the airport experience.

While we expect each print run to be depleted within a two to three month period, this medium is sold on a quantity basis. Exact start and stop dates may vary depending on the airline inventory. If an advertiser is interested in including an offer with an expiry date, please take this variable into consideration.

Cycle	2-3 months (dependent on consumption)
Circulation	Minimum 2,000,000 print run
Position	Back panel
Rate	Minimum \$50,000 (includes printing costs)



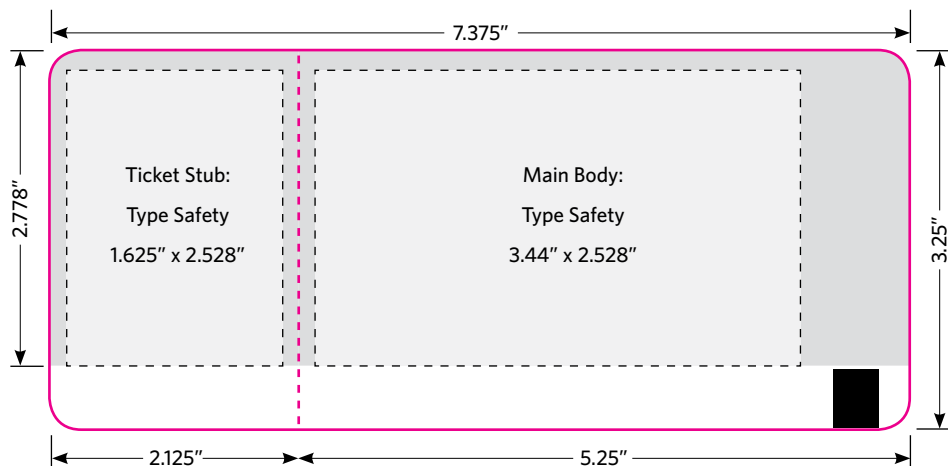
Example of printed pass

File Requirements

Collected files (InDesign or Illustrator, plus images and fonts as required)

Boarding Pass Specifications

- Size: Total Area: 7.375" x 3.25"
- Type Safety - Ticket Stub: 1.625" x 2.528"
- Type Safety - Main Body: 3.44" x 2.528"



Specs continued on next page

Colour: Option 1 - 4 colour process (CMYK), Option 2 - Black + PMS 1795 C

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

Rules: Do not use any hairline rules.

Black Rules: .6 point minimum.

Colour Rules: .6 point minimum.

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

Crop Marks: Crop & registration marks and colour bars must be offset by .25".

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

Proof: 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.

Note: All materials must be approved by Air Canada.

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

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

Tracy Domitrovic, Director of Sales
416.350.2429 | tdomitrovic@spafax.com

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

Lori Fitzgerald, Sales Manager, Marketing Solutions
416.350.2449 | lfitzgerald@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

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

Leith Mason, Manager, International Sales
416.350.2438 | lmason@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

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