

Hawkair northern ROUTES

Looking for Effective Advertising?

Look no further! Our in-flight magazine has always been well received with our customers and advertisers and we are making it better all the time.

The mix of interesting articles and entertainment make the magazine a hit with our customers and the number of readers is increasing! Included you will also find a sheet with the advertising rates for our Fall issue, to be available in Fall of 2011.

For advertising and exposure of your business on all our flights – this is your choice!

CIRCULATION:

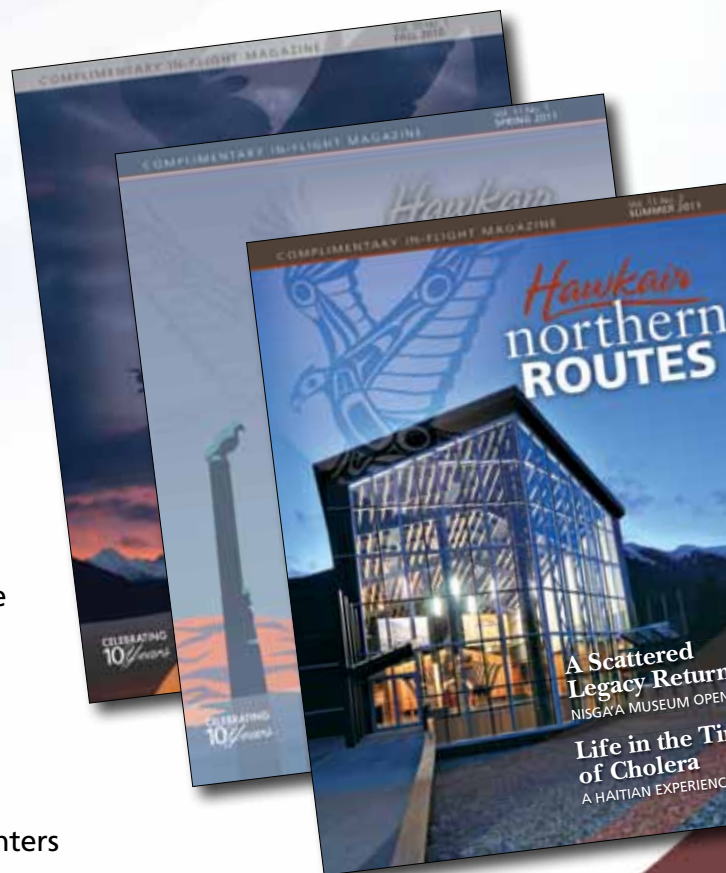
Approximately 6,500 Passengers will read this free magazine every month. The magazine is published three times a year.

DISTRIBUTION:

- The in-flight magazine will now reach all our following destinations: Vancouver, Prince Rupert, Terrace-Kitimat, Smithers.
- The magazine is displayed at all our customer service counters and available to the travelling public in each airport.
- We use the magazine in our information package on sales calls and at trades shows.
- Passengers take our magazine home and share it with friends and family.
- The latest edition can be viewed on the Hawkair website at www.hawkair.ca

PLEASE FEEL FREE TO CONTACT US ANYTIME WITH QUESTIONS OR ORDERS!

Liz Smaha: 1-800-487-1216 (ext.226) Direct: 250-641-4295
or email: lsmaha@hawkair.ca



**OUR NEW
IN-FLIGHT
MAGAZINE
STORIES OF OUR
NORTHERN ROOTS
AND MORE!**

BLACK & WHITE RATES

Inside	Width	Height	1x	2x	3x
Marketplace	2.40"	3.00"	\$ 265	\$ 240	\$ 225
1/4 vertical	3.50"	4.80"	\$ 395	\$ 355	\$ 335
1/4 horizontal	7.50"	2.50"	\$ 395	\$ 355	\$ 335
1/3 vertical	2.35"	10.00"	\$ 535	\$ 480	\$ 455
1/3 horizontal	7.50"	3.50"	\$ 535	\$ 480	\$ 455
1/2 vertical	3.50"	10.00"	\$ 715	\$ 645	\$ 605
1/2 horizontal	7.50"	4.50"	\$ 715	\$ 645	\$ 605
2/3 horizontal	7.50"	7.00"	\$ 895	\$ 805	\$ 760
Full page	8.25"	10.75"	\$ 1255	\$ 1130	\$ 1065

COLOUR RATES

Inside	Width	Height	1x	2x	3x
Marketplace	2.40"	3.00"	\$ 515	\$ 490	\$ 475
1/4 vertical	3.50"	4.80"	\$ 645	\$ 605	\$ 585
1/4 horizontal	7.50"	2.50"	\$ 645	\$ 605	\$ 585
1/3 vertical	2.35"	10.00"	\$ 785	\$ 730	\$ 705
1/3 horizontal	7.50"	3.50"	\$ 785	\$ 730	\$ 705
1/2 vertical	3.50"	10.00"	\$ 1115	\$ 1045	\$ 1005
1/2 horizontal	7.50"	4.50"	\$ 1115	\$ 1045	\$ 1005
2/3 horizontal	7.50"	7.00"	\$ 1295	\$ 1205	\$ 1160
Full page	8.25"	10.75"	\$ 1655	\$ 1530	\$ 1465

COVERS (includes colour)

			1x	3x
Inside*	8.25"	10.75"	\$ 1930	\$ 1640
Outside*	8.25"	10.75"	\$ 2390	\$ 2030

*Full bleed trim size at no additional cost. Add 1/8" for full bleed.

All rates are subject to GST and are based on digital artwork. Premium positioning add 15%. Insert rates are available upon request.

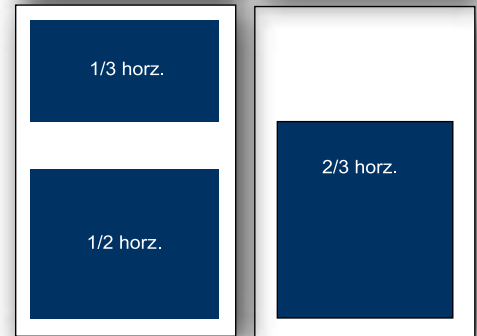
SPECIFICATIONS

Black and white ads must be a minimum of 1200 dpi, 150 line screen (175 lpi preferred). Photos should be half-tone in position. Colour ads must be a minimum of 300 dpi. Ads supplied as film will be charged for stripping and a colour laminate.

Electronic files must be supplied in the following formats or applications: High resolution PDFs or EPS files are preferred. Adobe Illustrator CS2, Adobe Photoshop CS2, Indesign CS2 for Mac and JPG files will also be accepted. Please send a hard copy of your ad, and ensure that all fonts are converted to curves, or are embedded in the file. Please put your company name in the subject line.

Files less than 3MB can be emailed to Ismaha@hawkair.ca. For files larger than 3 MB please call for instructions to upload the file over the Internet.

For more information call Liz Smaha: 1-800-487-1216 (ext.226)
Direct: 250-641-4295
or email: Ismaha@hawkair.ca



FALL 2011

**AVAILABLE ON BOARD
FALL 2011**

The *Hawkair Northern Routes* is Hawkair's own in-flight magazine, featuring local history, events and festivals, and profiles of northern places and people.

DEADLINE to BOOK space:

Friday, September 2, 2011

**DEADLINE to receive
electronic ad files:**

Friday, September 7, 2011