



AIR CANADA
MEDIA

MEDIA KIT 2020

PREPARE FOR TAKEOFF



CONTENTS

WELCOME ABOARD

Thank you for considering Air Canada Media. We welcome you to explore our media kit and learn how our unique and diverse offering can help you reach your marketing objectives.

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ABOUT AIR CANADA

VOTED BEST AIRLINE IN NORTH AMERICA, **AGAIN**

Air Canada is Canada's largest airline and the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market and in the international market to and from Canada. In addition, Air Canada is the largest foreign carrier into the U.S. In 2019, Air Canada, together with its Air Canada Express regional partners, carried over 51 million passengers, offering direct passenger service to more than 220 destinations on six continents, Air Canada is a founding member of Star Alliance™, providing the world's most comprehensive air transportation network.

As Air Canada's leisure airline, Air Canada Rouge provides value and choice to those who love to travel. With flights to over 90 destinations around the world, Air Canada Rouge's team of 1,500 employees and 64 aircraft have served more than 30 million customers since its launch six years ago.



+51M PASSENGERS ANNUALLY

+220 DESTINATIONS



**Voted Best Airline
in North America**





WE'RE GOING PLACES

Air Canada's extensive global network provides scheduled passenger service directly to

62

Canadian destinations

101

destinations in Europe, Africa, the Middle East, Asia, Australia, the Caribbean, Mexico, Central America and South America.

1.2M

monthly passengers between Canada and the U.S.

53

US Destinations

Air Canada, Air Canada Rouge and its Air Canada Express regional partners operate on average

1,550

flights per day.

BASED ON A 30 DAY MONTH:



CUSTOMERS

- ▶ INTERNATIONAL 1,242,000
- ▶ TRANSBORDER 1,222,000
- ▶ DOMESTIC 2,083,000



FLIGHTS

- ▶ INTERNATIONAL 5,300
- ▶ TRANSBORDER 14,300
- ▶ DOMESTIC 26,800



ABOUT AIR CANADA MEDIA

WHY AIR CANADA MEDIA?

We bring the same level of engineering, innovation and precision to our media offering as you would expect from a world-class airline.



PREMIUM DEMOGRAPHIC

Air Canada's business travellers are key decision-makers, managers, owners, professionals and executives. This upscale group of frequent flyers have disposable incomes far above the national average.



MASSIVE REACH

Air Canada, Air Canada Rouge and its Air Canada Express regional partners fly over 81 million customers every year. 1 out of 4 Canadians travel with Air Canada at least once per year.



CAPTIVE AUDIENCE

Air Canada's unique media environment provides brands with access to a truly captive and engaged audience.



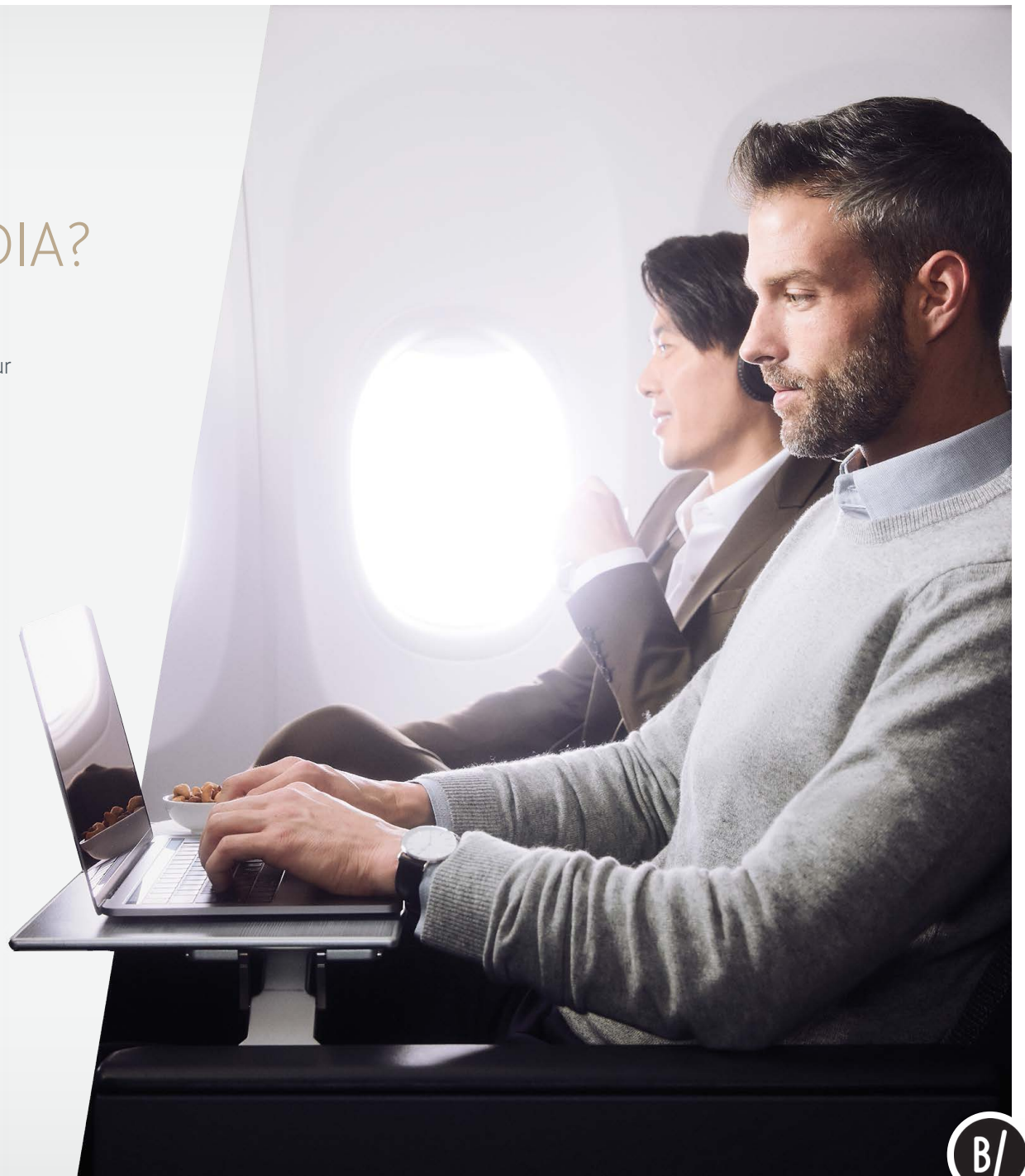
MULTI-CHANNEL TOUCHPOINTS

Upon booking their trip, at the airport, on board and when planning future trips – you can influence this exclusive demographic through our robust media selection.



POWERFUL TARGETING

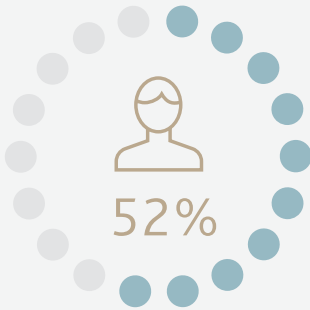
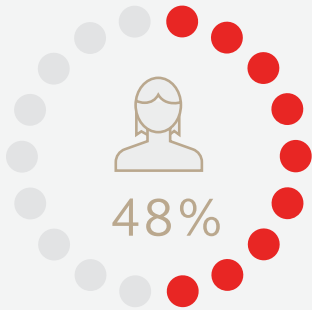
Our first-party data enables your brand to reach its target audience at the right place, at the right time during the travel journey.





OUR AUDIENCE

MEET OUR **JET SETTERS**



73%

have taken a vacation outside Canada in the past 12 months

MILLENNIALS

1982 - 2001



26%

GEN-X

1965 - 1981



30%

BABY BOOMERS

1945 - 1965



38%



33% are either managers, business owners or professionals



72% of have a university degree or higher



47% have taken at least two vacation trips within Canada in the past 12 months



26% have taken at least one business trip in the past 12 months

SOURCE: Vividata Fall 2019 Survey of the Canadian Consumer





OUR AUDIENCE

THEY'VE GOT **SPENDING POWER**

In total, Air Canada customers have spent -



\$339M

on perfume and cologne in the **past 12 months.**



\$93M

on skincare in the **past 30 days**



\$53M

on cosmetics in the **past 30 days**



\$657M

on jewellery in the **past 12 months**



\$188B

on their most recent car purchase.



\$16.5B

on vacations outside of Canada in the **past 12 months.**



\$5.5B

on vacations within Canada in the **past 12 months.**



\$1.9B

on home electronics and entertainment products in the **past 2 years.**



\$11.3B

on their credit cards **every month.**



\$2.9B

on furniture in the **past 12 months.**



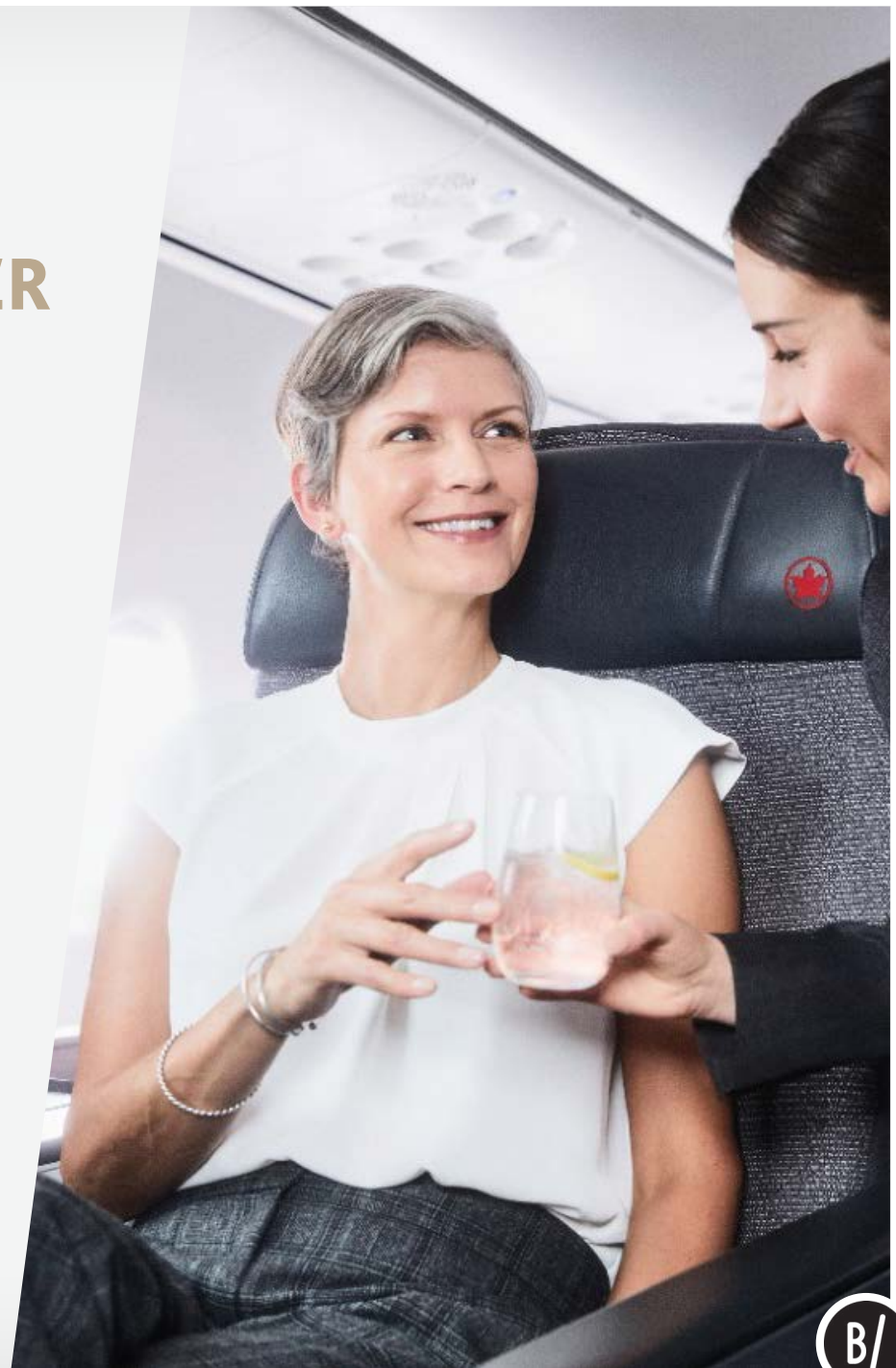
\$1.4B

in online purchases in the **past 30 days.**



\$1.6B

on women's apparel in the **past 12 months.**



SOURCE: Vividata Fall 2019 Survey of the Canadian Consumer



MEDIA CHANNELS

MULTI-CHANNEL TOUCHPOINTS



IN-FLIGHT



PRINT



DIGITAL



INTEGRATED



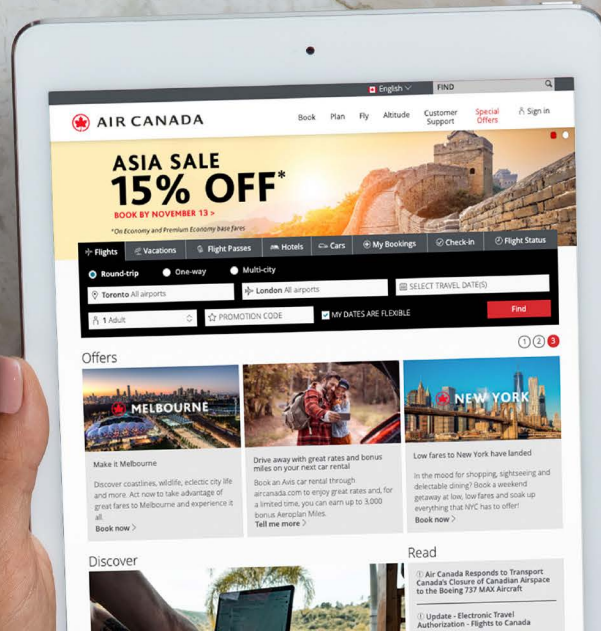
EXPERIENTIAL



BRAND PARTNERSHIPS

DIGITAL

REDEFINING AIRPLANE MODE






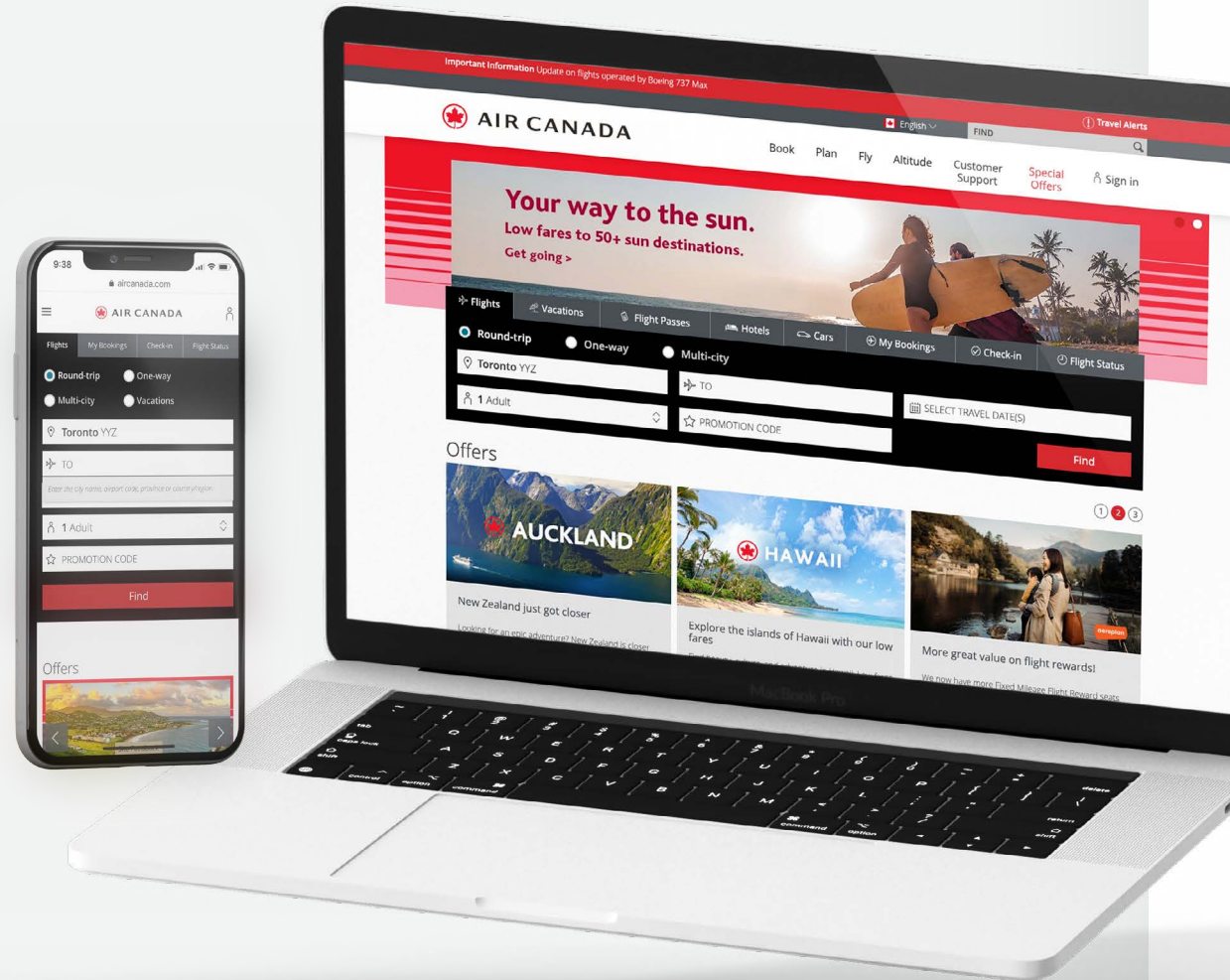
DIGITAL | DISPLAY ADVERTISING

AIRCANADA.COM

Among the leading Canadian travel sites online, aircanada.com provides news, information and specials to Canadians. This is the place for everything Air Canada. Campaigns rotate on over 20 select high-traffic pages. Influence and engage our travel oriented customers as they navigate their way across the site through responsive ad placements that adapt to all devices.

 **7.3MM**
MONTHLY UNIQUE VISITORS

AD UNITS	Leaderboard (desktop, tablet) Big Box (mobile)
RATE (NET)	Starting at \$35/CPM
CLOSING DATES	
AD CLOSING	Two weeks prior to start of campaign
MATERIAL DUE	Seven business days prior to start of campaign

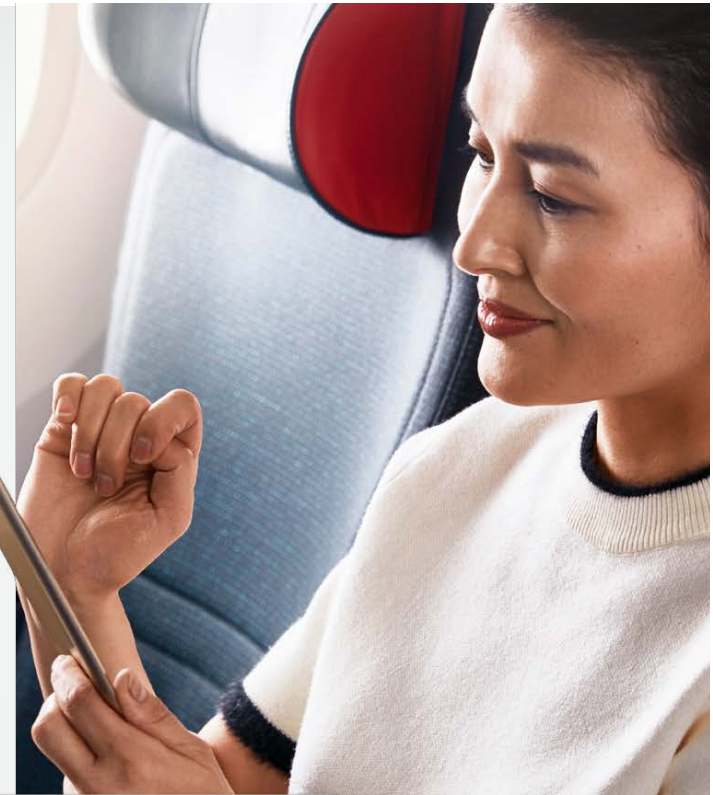




DIGITAL | DISPLAY ADVERTISING

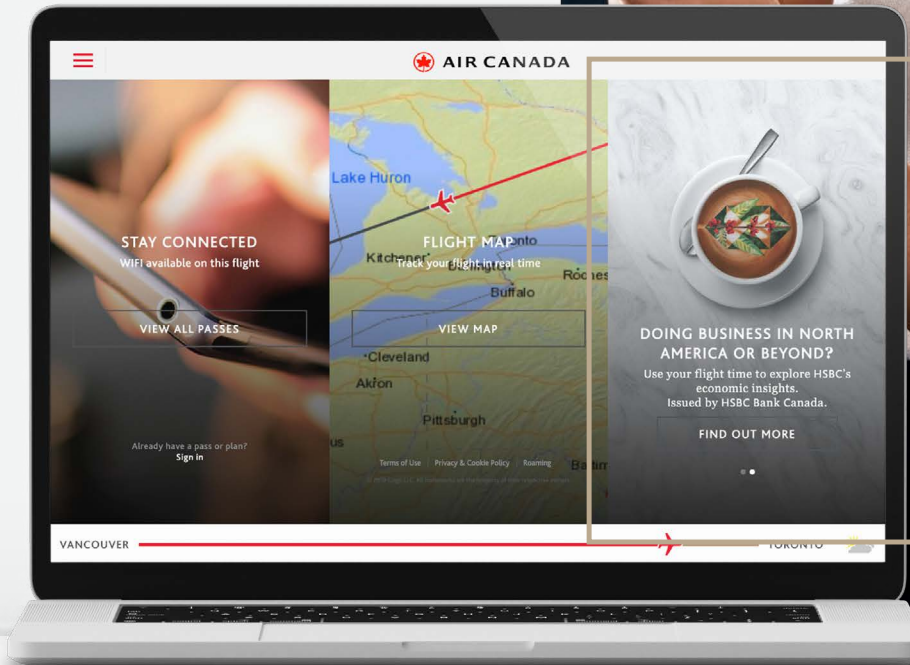
AIRPLANE WIFI

Now the world is at our customers' fingertips with onboard Wi-Fi, making it easy to stay on top of work or entertained with uninterrupted access to friends, family, colleagues and clients. To access in-flight Wi-Fi, customers are directed to purchase a package through the Wi-Fi portal on their personal device. The '3rd panel' (right-side) of the Wi-Fi portal landing page acts as a carousel of alternating banners, including advertising. The ad banner can be customized with an image, header, sub-header, and CTA button linked to the advertiser's website. The advertiser's website is whitelisted, which means customers can access the advertiser's website even if they have not purchased a Wi-Fi package.



UP TO
 **178K**
MONTHLY IMPRESSIONS

AD UNITS	Custom Panel
AVG IMPS	178,000/Month*
# OF AIRCRAFT	271
RATE (NET)	\$8,200/Month
CLOSING DATES	
AD CLOSING	One month prior to start of campaign
MATERIAL DUE	Whitelist and ad material due one month prior to start of campaign



*Monthly impressions based on a 12 month average. Impressions may vary.

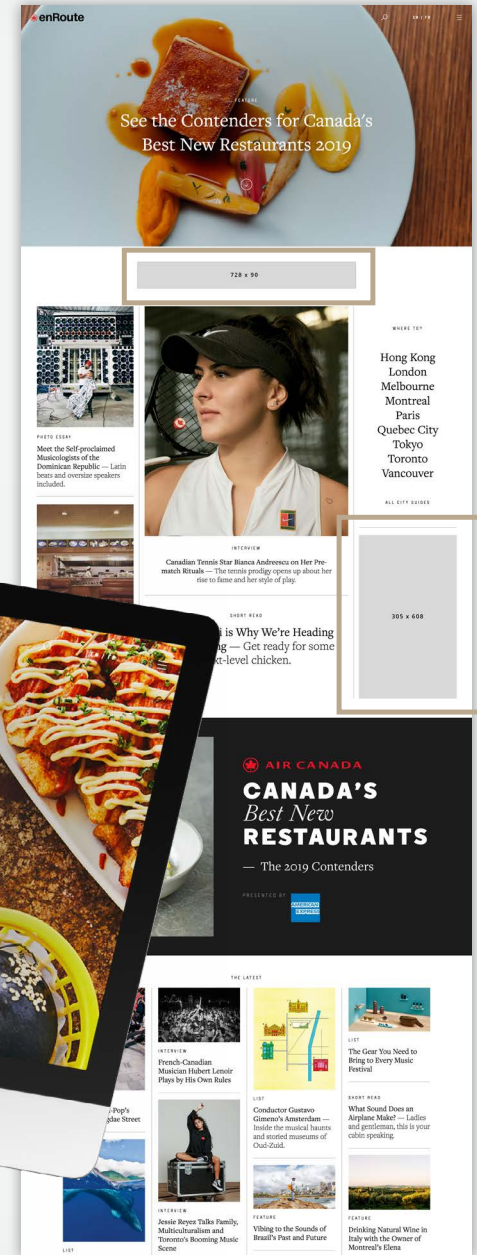




DIGITAL | DISPLAY ADVERTISING

ENROUTE.AIRCANADA.COM

With exclusive web content and award-winning stories from Air Canada enRoute magazine, enroute.aircanada.com is a one-stop shop for travellers in the know. Advertisers have the opportunity to deploy ROS digital campaigns or to create unique, effective branded content in collaboration with our editorial team.



AD UNITS	Leaderboard (desktop) Half Page (desktop/mobile) Big Box (desktop/mobile)
AVG UV	34,900/Month
RATE (NET)	Starting at \$18/CPM
CLOSING DATES	
AD CLOSING	Two weeks prior to start of campaign
MATERIAL DUE	Seven business days prior to start of campaign





DIGITAL | DISPLAY ADVERTISING

DEALS OF THE WEEK E-NEWSLETTER

Air Canada's weekly e-newsletter puts the latest hot offers on flights and hotels—not to mention your message—on the screens of 2,980,000 subscribers. In addition to a tremendous open rate, Air Canada Deals of the Week creates a direct and instant call to action delivered every week to affluent Air Canada customers.

 **2.9MM**
TOTAL SUBSCRIBERS

CYCLE	Weekly
SUBSCRIBERS*	2,980,000
OPEN RATE	20% -30%
AD UNITS	Big Box (2), Mobile Leaderboard (1)
RATE (NET)	\$7,800 (Mobile Leaderboard / All Canada List) \$15,600 (Bix Box/All Canada List)
CLOSING DATES	
AD CLOSING	Two weeks prior to start of campaign
MATERIAL DUE	Seven business days prior to start of campaign

*Subscribers and open rate may vary

2018 2018 2018 2018

To view booking and travel date restrictions, [click here](#). Fees for optional services are available on our [products and services page](#).

[More destinations >>](#)

Save. Earn. Discover!



Catch great **last-minute deals** on Flight and Hotel packages to **Puerto Plata** with Air Canada Vacations®. First come, first served!*

[Book now >>](#)



Book one sunny escape to **Grenada** by October 21, 2018 with Air Canada Vacations and get the 2nd **50% OFF**, for travel from February 2019 to April 2019.*

[Book now >>](#)



For a limited time, pay with Mastercard™ when booking your flight and get a \$50 statement credit.

[Learn more >>](#)

ADVERTISEMENT

YOUR RIDE AWAITS
Up to 25% off base rates* plus other exclusive offers.



Book through [aircanada.com >>](#)

AVIS **Budget** 

*Terms apply.



LAVAZZA
TORINO, ITALIA, 1895


BORN SOCIAL IN 1895.







[DISCOVER MORE](#)

ADVERTISEMENT


 **BOOK EARLY** 

A STAR ALLIANCE MEMBER 

 **AIR CANADA**

DEALS OF THE WEEK



THANKSGIVING SALE

Gobble up the savings with our worldwide seat sale! Save on flights within North America, to Europe, Asia, South America and sun destinations. Hurry, sale ends **October 9, 2018**.

[Book now](#)

Boston	Paris	Los Angeles	Victoria
From: Toronto Pearson Int'l	From: Toronto Pearson Int'l	From: Toronto Pearson Int'l	From: Toronto Pearson Int'l
\$171 One-way Economy	\$826 Roundtrip Economy	\$346 One-way Economy	\$283 One-way Economy
Book by: October 9, 2018	Book by: October 9, 2018	Book by: October 9, 2018	Book by: October 9, 2018

To view booking and travel date restrictions, [click here](#). Fees for optional services are available on our [products and services page](#).

GEOTARGETING SUBSCRIBERS*

Toronto	+766,000
Vancouver	+300,000
Montreal	+160,000
National (EN)	+2,600,000
National (FR)	+200,000
U.S.	+380,000



DIGITAL | DISPLAY ADVERTISING

ALTITUDE.AIRCANADA.COM

Air Canada Altitude members include the world's most frequent flyers. They are key decision-makers, C-suite, owners, professionals and executives. They primarily represent an upscale group with disposable incomes far above the national average.

The Altitude portal allows members to access their flight status updates, travel perks and special offers online.

UP TO
430K
MONTHLY IMPRESSIONS

CYCLE	Monthly
AD UNITS	Leaderboard
AVG IMPS	430,000/Month
RATE (NET)	\$25,750/Month
CLOSING DATES	
AD CLOSING	One month prior to start of campaign
MATERIAL DUE	Ten business days prior to start of campaign

*Monthly impressions based on a 12 month average. Impressions may vary.

The screenshot displays the Air Canada Altitude member dashboard. At the top, the member's status is 'SUPER ELITE 100K'. The dashboard includes sections for 'Messages', 'News and Updates', 'Air Canada' services (Book Flights, Use eUpgrades, Replace a lost card), 'Aeroplan' (Redeem Rewards, Request Mileage Credit), and 'My Recent Altitude Activity'. A central section shows 'Your Progress' with three progress indicators for AQM (0/100,000), AQS (0/95), and AQD (0/10,000). Below this, there are 'Threshold eUpgrades' and 'Threshold Gifts' sections. A 'Priority Rewards available' bar is shown at the bottom. A large advertisement for Aeroplan miles is highlighted with a red box, offering 50,000 Bonus Aeroplan Miles for \$25.

AIR CANADA ALTITUDE

Altitude is designed to enhance the travel experiences of our most frequent flyers. Open to world travellers, business people, adventurers, dreamers, doers and curious people like you, Altitude is your ticket to an ever-growing world of experiences.

REFERENCE

2017 Program Info
2016 Program Info
2015 Program Info

TOOLS

eUpgrades
Flight Passes
Altitude & Aeroplan

FOLLOW

Find us on Facebook
Follow @ACAAltitude on Twitter





DIGITAL | DISPLAY ADVERTISING

ALTITUDE REPORT ENEWSLETTER

Air Canada brings its audience of frequent flyers to you on a monthly basis through its e-newsletter, which is segmented by tier and incorporates two custom ad positions. Delivered to over 174K top-tier Altitude members, the report achieves an outstanding open rate of 82%.

 **174K**
TOTAL SUBSCRIBERS

CYCLE	Monthly
SUBSCRIBERS*	174,220
AD UNITS	Big Box (2)
AVG OPEN RATE*	82%
RATE (NET)	English \$25,375/Month French \$2,450/Month
CLOSING DATES	
AD CLOSING	One month prior to start of campaign
MATERIAL DUE	Ten business days prior to start of campaign

*Subscribers and open rate may vary

Get ready to experience the Air Canada Café – the first of its kind in North America. This premium new space is perfect for travellers on the go at Toronto Pearson International Airport and is conveniently located steps away from Air Canada's domestic gates.

The new café is reserved exclusively for those departing on a domestic flight flying in Business Class or Premium Rouge as well as Air Canada VIP, Altitude Super Elite® 100K, Altitude Elite® 75K and 50K, and Star Alliance® Gold members.

[Learn more >>](#)



WHAT TO WATCH ON BOARD IN OCTOBER

Air Canada brings you the second season of HBO's brilliant *Big Little Lies*, NFL Films' ranking of the top 10 quarterback-coach duos of all time and Jordan Peele's hilarious and horrifying *Get Out* on your seatback screen.

[Learn more >>](#)



THE BEST CANADIAN RESTAURANTS FOR YOUR NEXT BUSINESS DINNER

Six places to impress a colleague or client, from Canada's Best New Restaurants 2019 writer Nancy Matsumoto.

[Learn more >>](#)

ADVERTISEMENT

Earn up to **40,000** miles
+ get a 1st year Annual Fee Rebate for the primary cardholder.¹
* Conditions apply. Offer ends December 1, 2019.

behind your plan there's **aeroplan** [Learn more](#)

Reserve your car with Avis and Budget through **aircanada.com** when you book your flight and take advantage of private exclusive savings.



Exclusive Car Rental Partner of Air Canada

 **AIR CANADA**

ALTITUDE REPORT
SEPTEMBER 2019

VIP

925 025 207
[GO TO MY DASHBOARD >](#)

YOUR PROGRESS:
4 282* | **18*** | **0***
AQM | AQS | AQD
* As of September 12, 2019



EARN YOUR WINGS 2019

Aim sky high and earn Bonus Aeroplan® Miles when you fly with Earn Your Wings™. All eligible travel activity as of September 9, 2019, will be credited and 500 Wings are yours just for registering! So what are you waiting for? [Get on board now!](#)



**FLIGHT PATH FEATURE:
ALL ABOARD FOR ANCHORAGE**

 **82%**
AVERAGE OPEN RATE

B/



DIGITAL | DISPLAY ADVERTISING

PROGRAMMATIC

Follow the exclusive Air Canada audience with a targeted programmatic campaign. This provides you with the opportunity to tap into First Party Data and reach your target market across millions of websites using the segmented Air Canada audience.

HOW IT WORKS

Visitors to Air Canada's websites are tagged with a piece of code (aka cookie). As the web user leaves the Air Canada domain and visits other sites, we target them with your ads. Layer in one or more of the target segments listed below with the Air Canada audience.

TARGET SEGMENTS

- Booked Flights by:
 - Booking & Return Date
 - Origin & Destination
- Origin Search
- Destination Search
- Seat Class
- Payment Method
- Site Edition
- Language
- Altitude Status
- enRoute.AirCanada.com

MEDIA Display, Mobile, Video, Native & Audio

RATE (NET) Available Upon Request

CLOSING DATES

AD CLOSING Three weeks prior to start of campaign

MATERIAL DUE Seven business days prior to start of campaign

IN-FLIGHT ENTERTAINMENT

ENTERTAIN, ENGAGE, & INSPIRE





IN-FLIGHT ENTERTAINMENT

MEET OUR SYSTEMS

From Hollywood to Bollywood, TV shows to games and music to podcasts, the Air Canada in-flight entertainment system provides the best-in-class customer experience with the most hours of in-flight entertainment in the Americas. Engage with our captive audience through commercial advertising, banners and branded channels positioned throughout the in-flight entertainment system

UP TO
9MM
MONTHLY IN-FLIGHT
BROADCAST IMPRESSIONS*

90%
WATCH THE IN-FLIGHT
ENTERTAINMENT SYSTEM ON
FLIGHTS OF 3 HOURS OR MORE

OVER
1,000
HOURS OF CONTENT.
MORE THAN ANY OTHER
AIRLINE IN THE AMERICAS

Our goal is to make it as easy as possible for advertisers to navigate our in-flight entertainment media offering. Below you'll find a breakdown of each in-flight entertainment system, and how it relates to our fleet. To help you identify which media placement belongs on which system, look for the "System" indicator accompanied with each in-flight entertainment media description.

SYSTEM	AIRCRAFT	% OF ANNUAL PASSENGERS
THALES	319, 320, 321, 333, 763, E90, E75, CR9	51%
KIT 5	220, 333, 778, 789, 77L, 77H, 77W	33%
AVANT	737	10%
KIT 3	333, 77H	4%
ROUGE	763, 321, 320, 319	2%

*Estimated impressions based on forecasted passenger numbers during peak travel months.



IN-FLIGHT ENTERTAINMENT

PRE-ROLL COMMERCIAL

Air Canada customers have access to 340+ movies (with complete collections of top movie franchises), a selection of short films and 500+ TV programs each month through the in-flight entertainment system - the most hours of in-flight entertainment in the Americas. Brands have the opportunity to position themselves directly prior to hundreds of hours of quality content through pre-roll advertising. With up to 9 Million monthly in-flight impressions, this captive placement delivers mass reach and high impact for your brand.

UP TO
 **9MM**
 MONTHLY IMPRESSIONS

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 29, 2019	Nov 5, 2019
FEB	Nov 29, 2019	Dec 6, 2019
MAR	Dec 18, 2019	Jan 3, 2020
APR	Jan 24, 2020	Feb 3, 2020
MAY	Feb 26, 2020	Mar 5, 2020
JUN	Mar 30, 2020	Apr 6, 2020
JUL	Apr 27, 2020	May 4, 2020
AUG	May 29, 2020	Jun 5, 2020
SEP	Jun 29, 2020	Jul 6, 2020
OCT	Jul 29, 2020	Aug 5, 2020
NOV	Aug 28, 2020	Sep 3, 2020
DEC	Sep 28, 2020	Oct 5, 2020

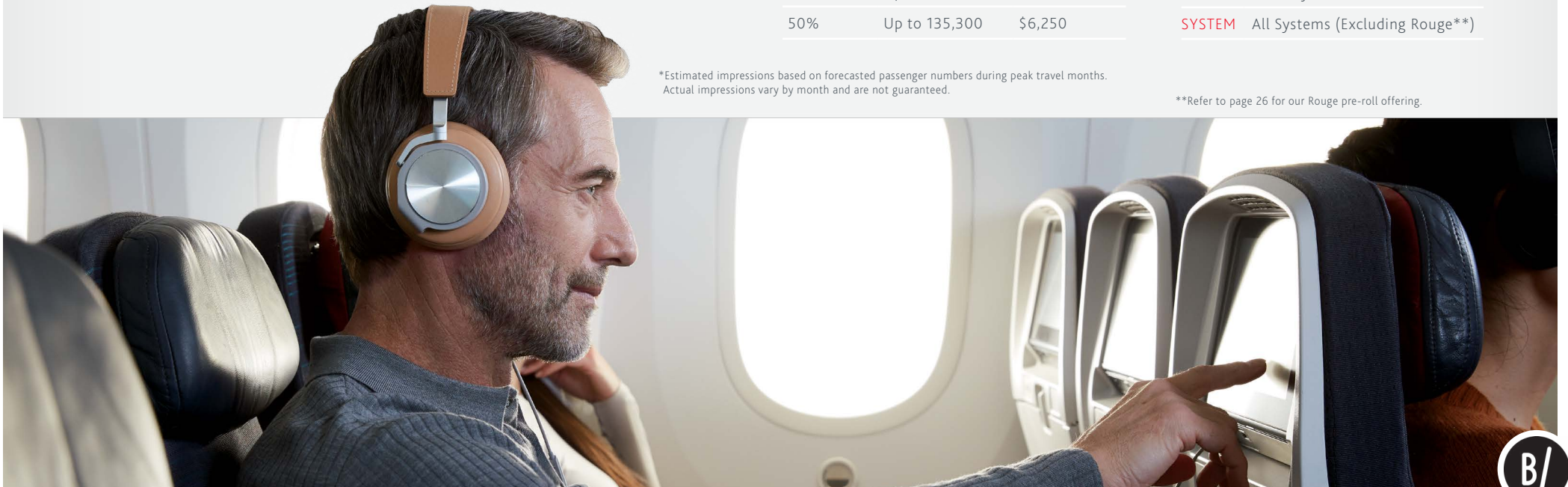
SHARE OF BUNDLES	ENGLISH IMPRESSIONS*	RATE (NET) :30s
100%	Up to 8,752,000	\$257,600
75%	Up to 6,560,000	\$193,200
50%	Up to 4,376,000	\$128,800
25%	Up to 2,188,000	\$64,400

SHARE OF BUNDLES	FRENCH IMPRESSIONS*	RATE (NET) :30s
100%	Up to 270,600	\$12,500
50%	Up to 135,300	\$6,250

CYCLE	Monthly
SYSTEM	All Systems (Excluding Rouge**)

*Estimated impressions based on forecasted passenger numbers during peak travel months. Actual impressions vary by month and are not guaranteed.

**Refer to page 26 for our Rouge pre-roll offering.





IN-FLIGHT ENTERTAINMENT

ROAD BLOCK SPONSORSHIP

Introduce your brand to **every single customer** prior to take off on all seatback screen equipped flights. Road Block sponsors receive one of two 30s commercial spots that play immediately following the Air Canada Safety Video. The commercials are broadcast throughout the entire cabin via the personal address system and all seatback screens, which means customers do not require the use of headphones in order to hear the ad.

UP TO
 **3.6MM**
MONTHLY IMPRESSIONS

CYCLE	Monthly
AD UNIT	30s Video
IMPRESSIONS*	Up to 3,600,000
SYSTEM	All Systems (Excluding Rouge)
RATE (NET)	\$195,000

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 17, 2019	Oct 24, 2019
FEB	Nov 18, 2019	Nov 23, 2019
MAR	Dec 7, 2019	Dec 14, 2019
APR	Jan 16, 2020	Jan 23, 2020
MAY	Feb 14, 2020	Feb 21, 2020
JUN	Mar 17, 2020	Mar 24, 2020
JUL	Apr 16, 2020	Apr 23, 2020
AUG	May 17, 2020	May 24, 2020
SEP	Jun 17, 2020	Jun 24, 2020
OCT	Jul 17, 2020	Jul 24, 2020
NOV	Aug 17, 2020	Aug 24, 2020
DEC	Sep 16, 2020	Sep 23, 2020

*Estimated impressions based on forecasted passenger numbers during peak travel months. Actual impressions vary by month and are not guaranteed.





IN-FLIGHT ENTERTAINMENT

CHANNEL SPONSORSHIP

A channel sponsorship allows advertisers to target their pre-roll commercials to specific TV and movie categories on select in-flight entertainment systems. Channel sponsors receive a 30s pre-roll spot which plays immediately prior to TV and movie content in one of the following categories - New Releases, Comedy, Drama, Action, Documentary, Food, and Sports.

CATEGORIES	IMPRESSIONS*	RATE (NET)
New Releases (Movies)	Up to 800,000	\$35,000
Comedy (Movies & TV)	Up to 380,000	\$20,000
Action (Movies & TV)	Up to 120,000	\$10,000
Drama (Movies & TV)	Up to 100,000	\$10,000
Documentry (Movies & TV)	Up to 40,000	\$5,000
Food (TV)	Up to 10,000	\$5,000
Sports (TV)	Up to 8,000	\$5,000

CYCLE	Monthly
AD UNIT	30s Pre-Roll
SYSTEM	Kit 3 & Kit 5

*Estimated impressions based on forecasted passenger numbers during peak travel months. Actual impressions vary by month and are not guaranteed.

Refer to page 18 (Pre-Roll Commercial) for closing dates

BRANDED CHANNEL



Make your long-form video content available on the in-flight entertainment system through your very own branded channel. As part of a branded channel, advertisers receive a channel dedicated to their video content, an exclusive 30s pre-roll advertisement which plays immediately prior to their content, and a logo channel button (on select systems). Content restrictions apply.

CYCLE	Monthly
AD UNIT	Dedicated Channel + 30s Pre-Roll
SYSTEM	All Systems (Excluding Rouge)
RATE (NET)	\$10,000

CLOSING DATES

MONTH	AD CLOSING*/ TEXTUAL META DATA DUE	IMAGE/VIDEO MATERIAL DUE
JAN	Oct 11, 2019	Oct 25, 2019
FEB	Nov 11, 2019	Nov 27, 2019
MAR	Dec 11, 2019	Dec 27, 2019
APR	Jan 10, 2020	Jan 27, 2020
MAY	Feb 11, 2020	Feb 27, 2020
JUN	Mar 11, 2020	Mar 27, 2020
JUL	Apr 10, 2020	Apr 27, 2020
AUG	May 11, 2020	May 27, 2020
SEP	Jun 11, 2020	Jun 26, 2020
OCT	Jul 10, 2020	Jul 27, 2020
NOV	Aug 11, 2020	Aug 27, 2020
DEC	Sep 11, 2020	Sep 25, 2020

*Air Canada approval required prior to ad closing.



IN-FLIGHT ENTERTAINMENT

HOMEPAGE BANNER

The Kit 3 in-flight entertainment system features a variety of menu categories (zones) made up of interactive banners for customers to explore. Advertisers have the opportunity to engage with customers through their very own custom banner in select zones. These banners can click-through to the advertiser's video or custom microsite, and can be targeted by route and class. Only available to three advertisers per month.

CYCLE	Monthly
AD UNIT	Custom Banner + Video or Custom Microsite
CATEGORIES	Main Menu (Zone 2), Watch & Listen, Shop, Travel
SYSTEM	Kit 3
RATE (NET)	Available Upon Request

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 29, 2019	Nov 5, 2019
FEB	Nov 29, 2019	Dec 6, 2019
MAR	Dec 18, 2019	Jan 3, 2020
APR	Jan 24, 2020	Feb 3, 2020
MAY	Feb 26, 2020	Mar 5, 2020
JUN	Mar 30, 2020	Apr 6, 2020
JUL	Apr 27, 2020	May 4, 2020
AUG	May 29, 2020	Jun 5, 2020
SEP	Jun 29, 2020	Jul 6, 2020
OCT	Jul 29, 2020	Aug 5, 2020
NOV	Aug 28, 2020	Sep 3, 2020
DEC	Sep 28, 2020	Oct 5, 2020





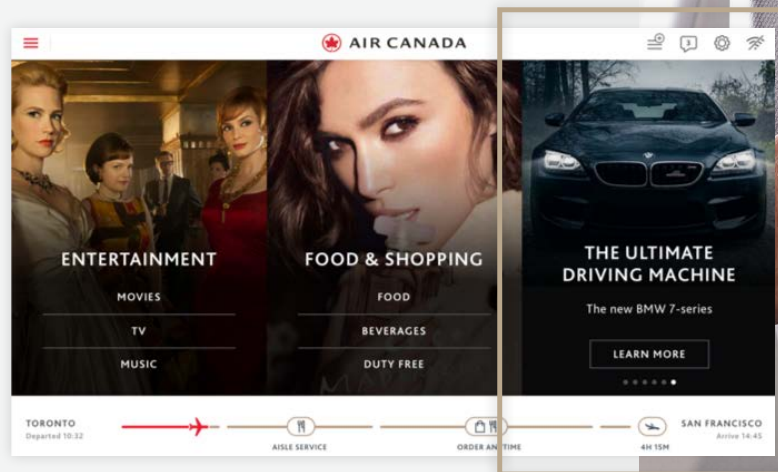
IN-FLIGHT ENTERTAINMENT

HOMEPAGE CAROUSEL

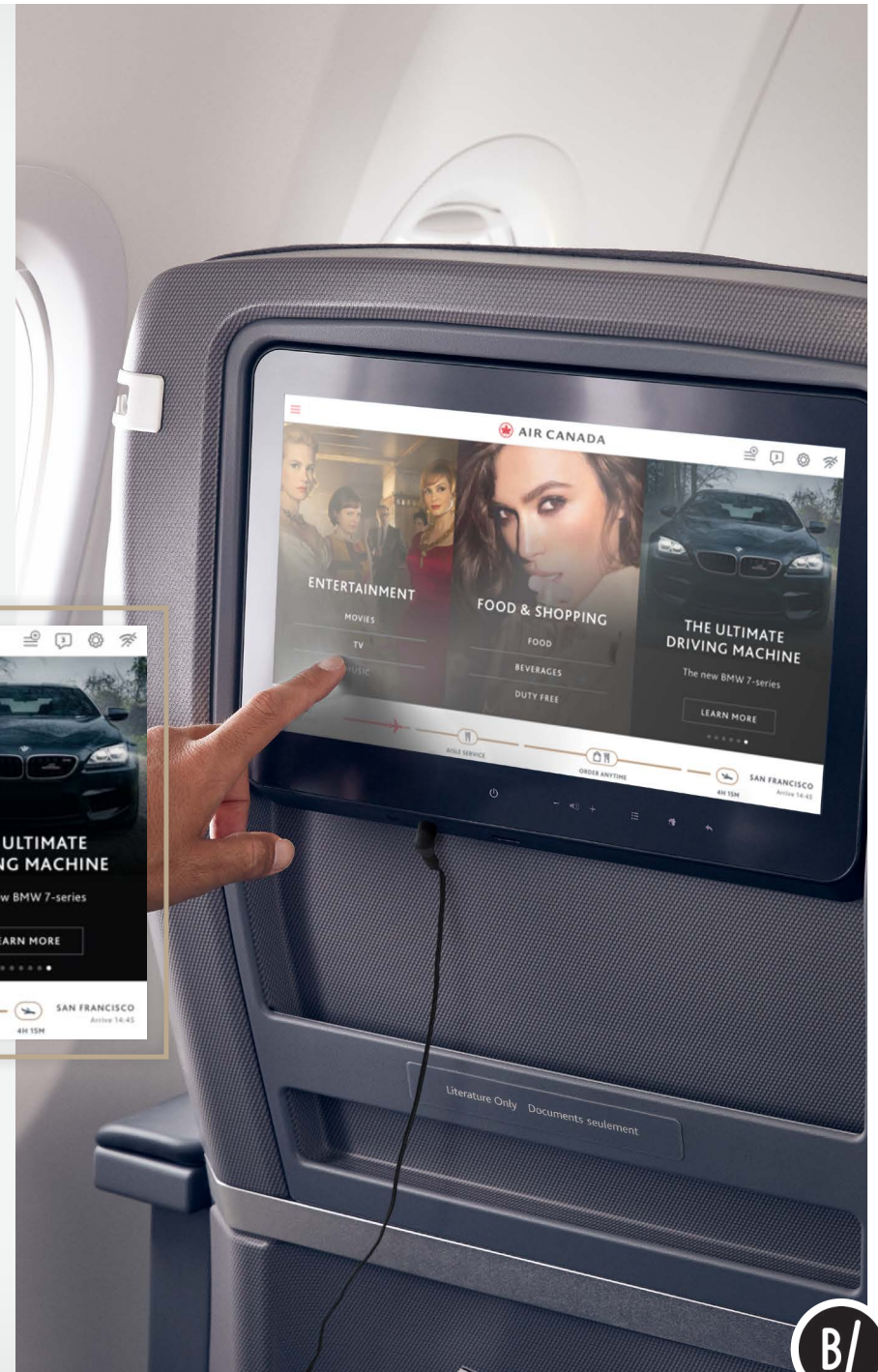
The homepage of the Avant and Kit 5 in-flight entertainment system is comprised of 3 interactive panels. The '3rd panel' (right-side) acts as a carousel of alternating content, including advertising. Advertiser panels can be customized with their own image, header, sub-header, and CTA button. The CTA button can click-through to a video, full page image, or product page (on select systems). Target your ads by route and class. Only available to 4 advertisers per month.

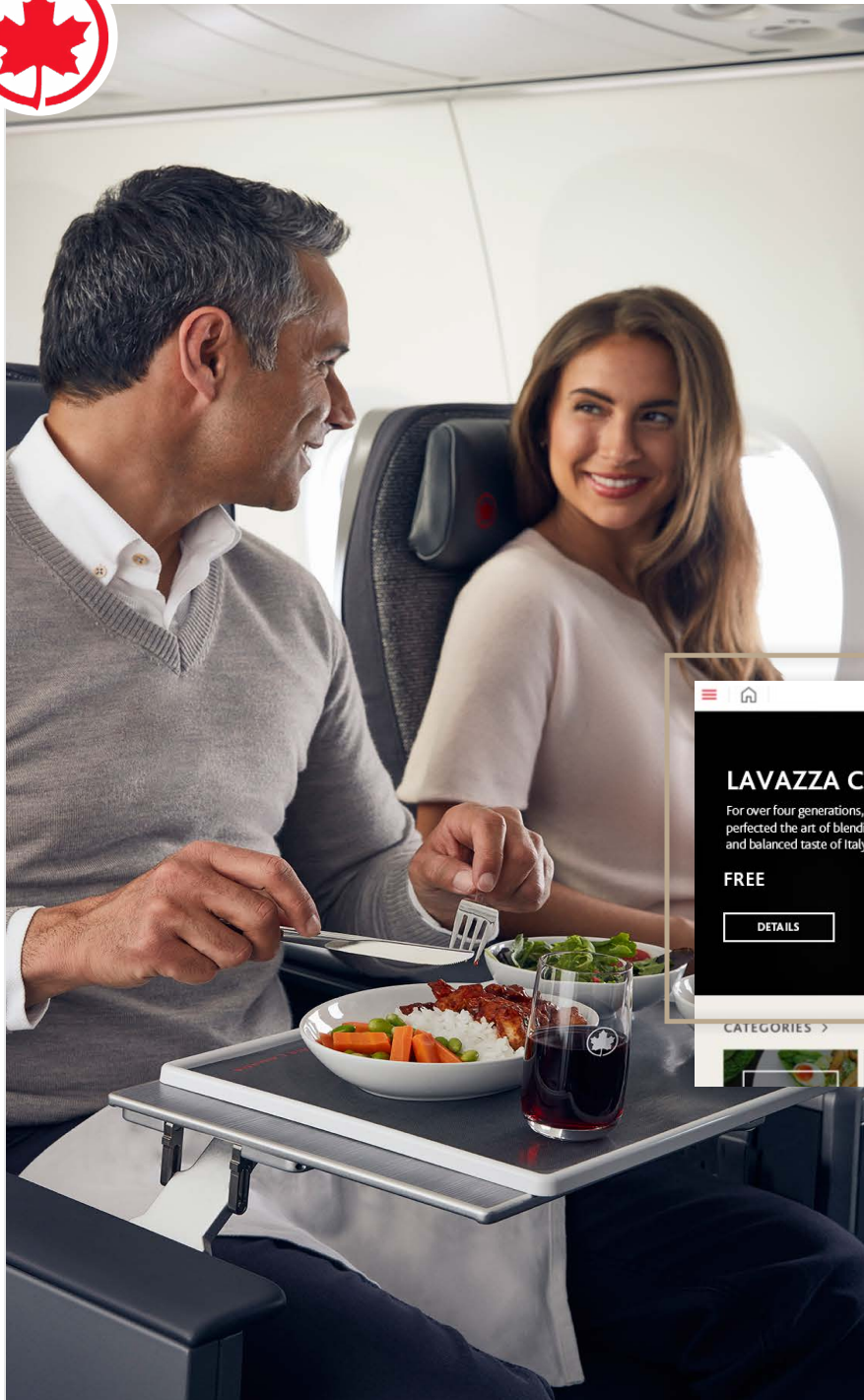
CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 29, 2019	Nov 5, 2019
FEB	Nov 29, 2019	Dec 6, 2019
MAR	Dec 18, 2019	Jan 3, 2020
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JUN	Mar 30, 2020	Apr 6, 2020
JUL	Apr 27, 2020	May 4, 2020
AUG	May 29, 2020	Jun 5, 2020
SEP	Jun 29, 2020	Jul 6, 2020
OCT	Jul 29, 2020	Aug 5, 2020
NOV	Aug 28, 2020	Sep 3, 2020
DEC	Sep 28, 2020	Oct 5, 2020



CYCLE	Monthly
AD UNITS	Custom Panel + Video, Full Page Image OR Product Page (on select systems)
SYSTEM	Avant & Kit 5
RATE (NET)	Available Upon Request

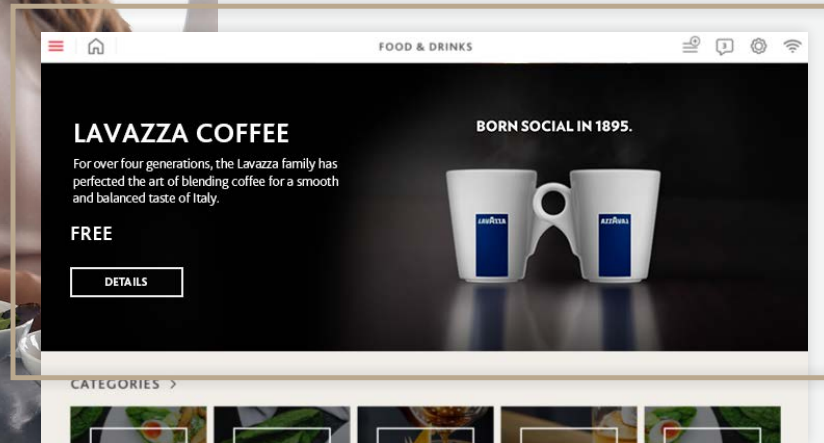




INFLIGHT ENTERTAINMENT

FOOD & DRINK BANNER

Customers can now browse all menu options through the 'Food & Drink' page on the Kit 5 in-flight entertainment system. The 'Hero Banner' located at the top of the page acts as a carousel of alternating food and drink content, including advertising. Advertiser banners can be customized with their own image, header, body, and CTA button. The CTA button can click-through to the advertiser's product page. Only available to three advertisers per month.



CYCLE	Monthly
AD UNIT	Custom Banner + Video or Full Page Image
SYSTEM	Kit 5
RATE (NET)	Available Upon Request

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 29, 2019	Nov 5, 2019
FEB	Nov 29, 2019	Dec 6, 2019
MAR	Dec 18, 2019	Jan 3, 2020
APR	Jan 24, 2020	Feb 3, 2020
MAY	Feb 26, 2020	Mar 5, 2020
JUN	Mar 30, 2020	Apr 6, 2020
JUL	Apr 27, 2020	May 4, 2020
AUG	May 29, 2020	Jun 5, 2020
SEP	Jun 29, 2020	Jul 6, 2020
OCT	Jul 29, 2020	Aug 5, 2020
NOV	Aug 28, 2020	Sep 3, 2020
DEC	Sep 28, 2020	Oct 5, 2020



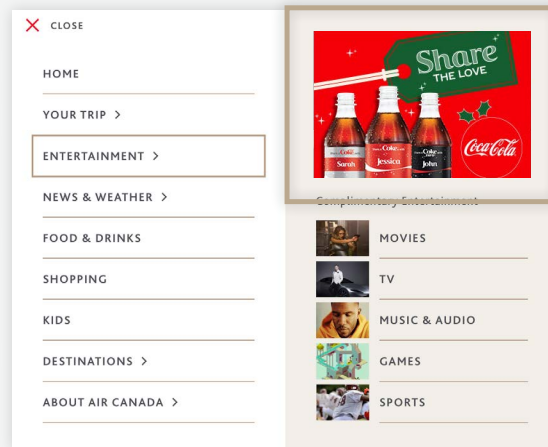
IN-FLIGHT ENTERTAINMENT

SUB-MENU BANNER

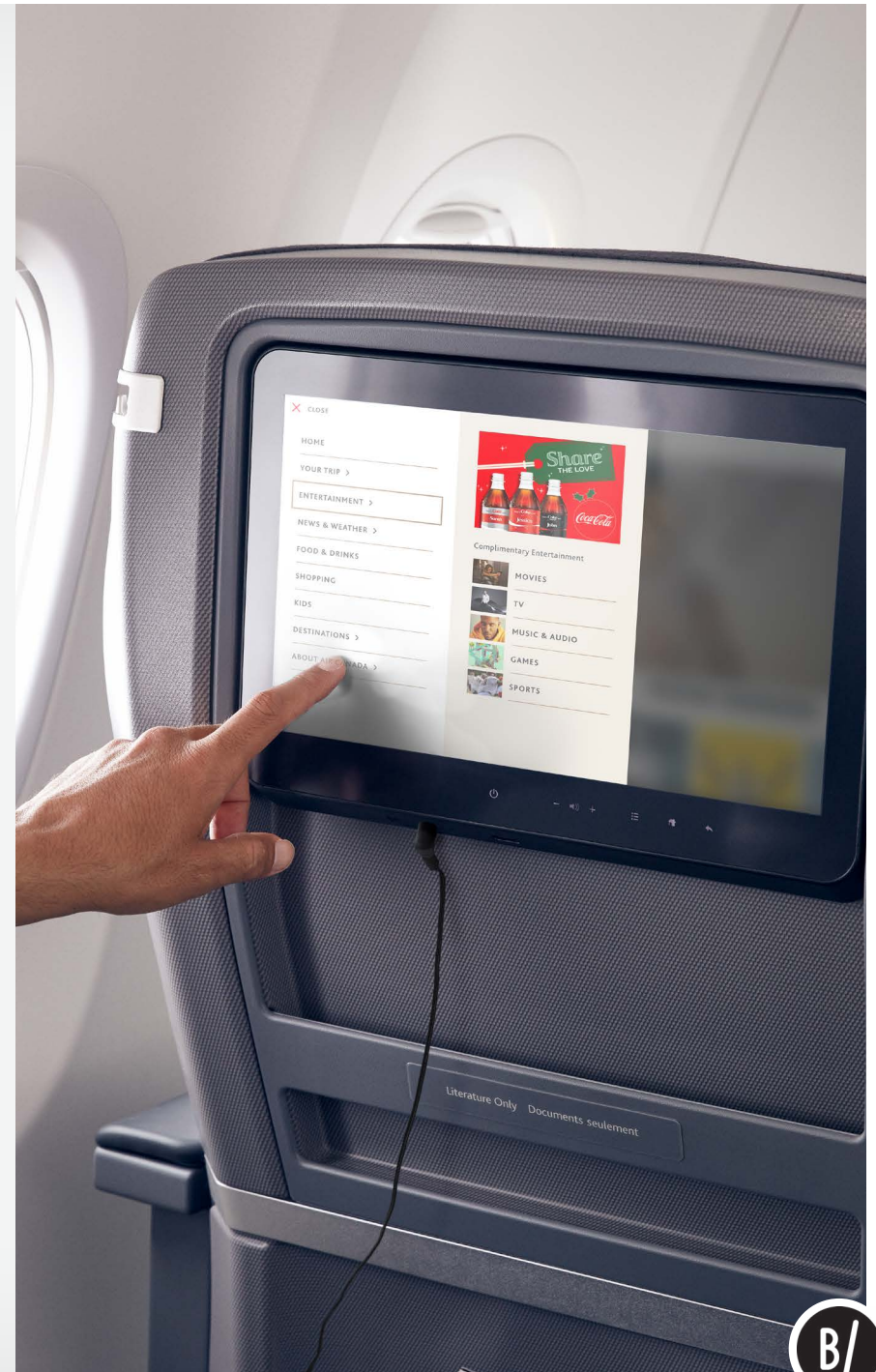
Customers can access the full range of categories available on the Avant in-flight entertainment system through the expanding menu. The 'Entertainment' sub-menu contains an advertiser 'Header Image'. This can be customized with the advertiser's own image, header, sub-header, and CTA button. The CTA button can click through to a video, full page image, or product page. Target your ads by route and class. Only available to one advertiser per month.

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 29, 2019	Nov 5, 2019
FEB	Nov 29, 2019	Dec 6, 2019
MAR	Dec 18, 2019	Jan 3, 2020
APR	Jan 24, 2020	Feb 3, 2020
MAY	Feb 26, 2020	Mar 5, 2020
JUN	Mar 30, 2020	Apr 6, 2020
JUL	Apr 27, 2020	May 4, 2020
AUG	May 29, 2020	Jun 5, 2020
SEP	Jun 29, 2020	Jul 6, 2020
OCT	Jul 29, 2020	Aug 5, 2020
NOV	Aug 28, 2020	Sep 3, 2020
DEC	Sep 28, 2020	Oct 5, 2020



CYCLE	Monthly
AD UNIT	Custom Banner + Video or Poster Image
SYSTEM	Avant
RATE (NET)	Available Upon Request





INFLIGHT ENTERTAINMENT

CITY GUIDE LISTING

On select in-flight entertainment systems, customers have the opportunity to browse a diverse collection of carefully curated city guides that provide them with an insider's recommendation of where to eat/drink, visit, shop and stay in their destination of choice. Sponsored listings provide your restaurant, bar, attraction, store or hotel seamless integration into the travel itinerary of Air Canada customers. To maximize your exposure, sponsored listings also appears on the enRoute magazine website.

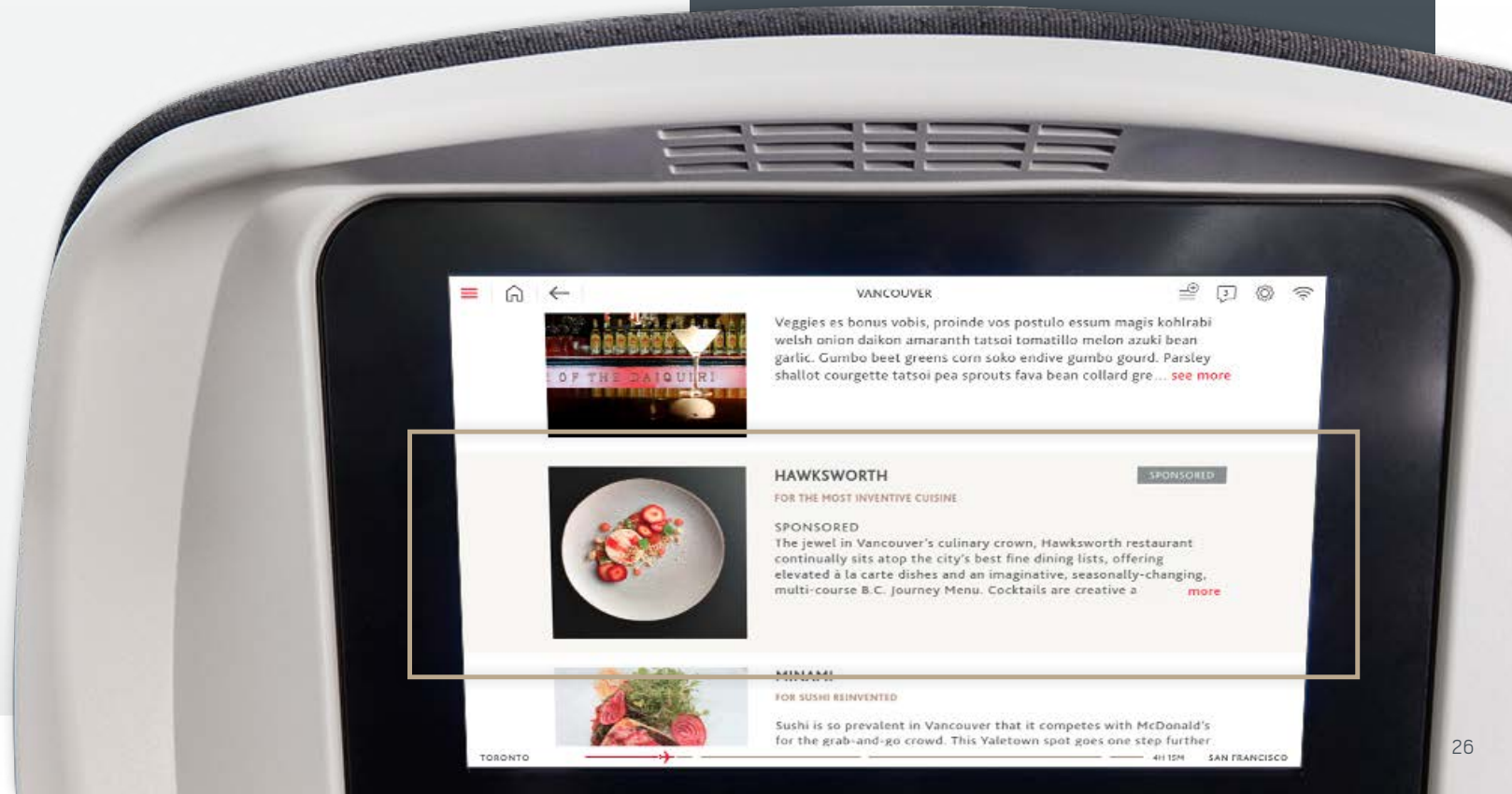
CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Oct 17, 2019	Oct 24, 2019
FEB	Nov 18, 2019	Nov 23, 2019
MAR	Dec 7, 2019	Dec 14, 2019
APR	Jan 10, 2020	Jan 17, 2020
MAY	Feb 7, 2020	Feb 14, 2020
JUN	Mar 11, 2020	Mar 18, 2020
JUL	Apr 9, 2020	Apr 17, 2020
AUG	May 8, 2020	May 15, 2020
SEP	Jun 10, 2020	Jun 17, 2020
OCT	Jul 10, 2020	Jul 17, 2020
NOV	Aug 12, 2020	Aug 19, 2020
DEC	Sep 10, 2020	Sep 17, 2020

CITIES

- ▶ BEIJING
- ▶ BRISBANE
- ▶ CALGARY
- ▶ CASABLANCA
- ▶ COPENHAGEN
- ▶ DELHI
- ▶ DUBAI
- ▶ DUBLIN
- ▶ FRANKFURT
- ▶ HALIFAX
- ▶ HONG KONG
- ▶ INCHEON
- ▶ LONDON
- ▶ MADRID
- ▶ MELBOURNE
- ▶ MONTREAL
- ▶ MUMBAI
- ▶ MUNICH
- ▶ OTTAWA
- ▶ PARIS
- ▶ QUEBEC CITY
- ▶ SANTIAGO
- ▶ SÃO PAULO
- ▶ SHANGHAI
- ▶ SYDNEY
- ▶ TEL AVIV
- ▶ TOKYO
- ▶ TORONTO
- ▶ VANCOUVER

CYCLE	Annual
AD UNITS	Sponsored Listing
SYSTEM	Avant, Kit 3, Kit 5 & enRoute Website
RATE (NET)	\$18,000





INFLIGHT ENTERTAINMENT

AIR CANADA ROUGE PRE-ROLL COMMERCIAL

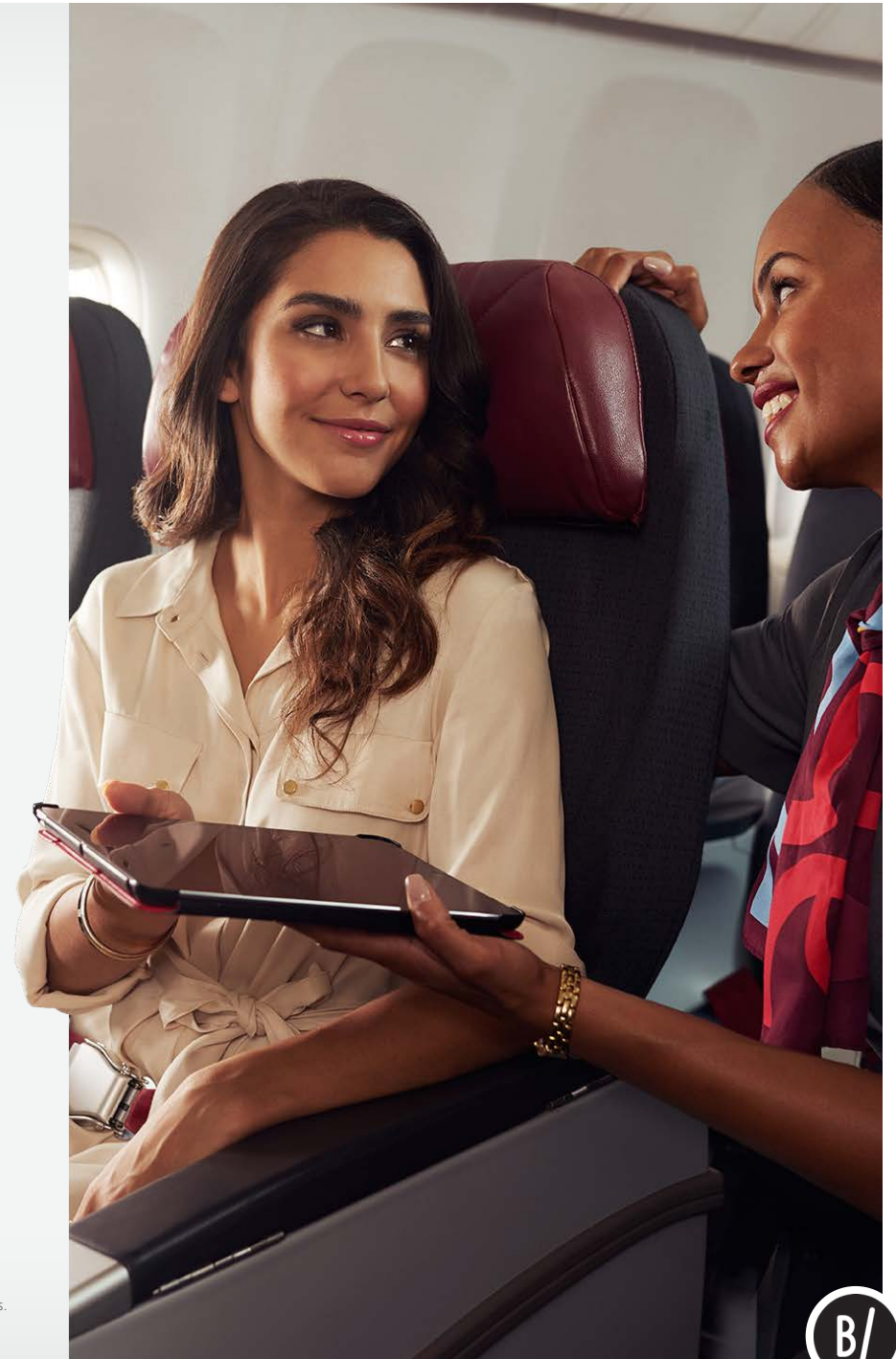
Air Canada Rouge passengers flying Premium Economy are offered a complimentary iPad to enjoy for the duration of their flight. iPads are pre-loaded with a wide selection of movies, TV shows, custom content, destination info and curated music playlists in our ongoing effort to elevate the passenger experience. Advertisers have the opportunity to engage with this premium audience through a commercial spot which plays prior to **select** movie content. This exclusive placement is available to only one advertiser per month, giving your brand 100% SOV.

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE	AD UNITS	UP TO 60s Pre-Roll Video
JAN	Oct 29, 2019	Nov 5, 2019	IMPRESSIONS*	UP TO 35,000/Month
FEB	Nov 29, 2019	Dec 6, 2019	# OF AIRCRAFT	36 (Boeing 767-200, Airbus A321-200)
MAR	Dec 18, 2019	Jan 3, 2020	RATE (NET)	\$27,000/Month
APR	Jan 24, 2020	Feb 3, 2020		
MAY	Feb 26, 2020	Mar 5, 2020		
JUN	Mar 30, 2020	Apr 6, 2020		
JUL	Apr 27, 2020	May 4, 2020		
AUG	May 29, 2020	Jun 5, 2020		
SEP	Jun 29, 2020	Jul 6, 2020		
OCT	Jul 29, 2020	Aug 5, 2020		
NOV	Aug 28, 2020	Sep 3, 2020		
DEC	Sep 28, 2020	Oct 5, 2020		

UP TO
 35K
MONTHLY IMPRESSIONS

*Estimated impressions based on forecasted passenger numbers during peak travel months. Actual impressions vary by month and are not guaranteed.





WHERE AIR CANADA ROUGE FLIES



MAPLE LEAF LOUNGE

AN ELEVATED EXPERIENCE





MAPLE LEAF LOUNGE

MEET OUR LOUNGE GUEST

Time is a rare luxury, especially for the busy and sophisticated traveller. Air Canada Maple Leaf Lounges are a premium environment where Air Canada's most valued customers go to escape the bustling airport activity. This exclusive, serene retreat is the perfect opportunity to reach and interact with this affluent audience.

TIME IN LOUNGE

93%

OF LOUNGE VISITS ARE
OVER 30 MINUTES

WEALTH

86%

EARN A HOUSEHOLD
INCOME OVER
\$100,000 A YEAR

OCCUPATION

79%

ARE PROFESSIONALS
OR HOLD SENIOR
MANAGEMENT
POSITIONS

GENDER

78%

ARE MALE AND
22% ARE FEMALE

AUDIENCE AGE

68%

ARE BETWEEN THE
AGES OF 25 AND 54

Our 25 award-winning Air Canada Maple Leaf Lounges cater to every need of the affluent traveller, through an unrivalled level of service, luxury, style, quality entertainment and world-class amenities. These exclusive lounges see more than 4.5 million visitors annually.

Locations include Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal, Halifax, St. John's, New York (LaGuardia), New Jersey (Newark), Los Angeles, London (Heathrow), Paris and Frankfurt.



MAPLE LEAF LOUNGE

AREA SPONSORSHIP

Integrate your product or service into the Air Canada Maple Leaf Lounge by sponsoring a zone. Whether it's a private area, gallery or business centre, this is an opportunity to gain maximum exposure with our audience.

RATE (NET) Starting at \$10,000/Month



DEMO/SAMPLING



Bring your brand to life and let our customers experience it in an interactive and engaging way through product sampling or demonstration.

RATE (NET) Starting at \$2,500/Day

MAGAZINE DISTRIBUTION

Extend your circulation and put your consumer or trade publication in front of our most affluent customers. The magazine credenzas are located in prominent areas to ensure maximum visibility for your brand and magazine.

RATE (NET) Starting at \$500/Week





MAPLE LEAF LOUNGE

VIDEO NETWORK

The Video Network consists of three captivating 4K television screens in our highest traffic Maple Leaf Lounges. Positioned in the most prominent areas, lounge patrons can enjoy a 60 minute loop of Air Canada editorial content, partner content, and advertising. Ads can be targeted by lounge.

- YYZ DOMESTIC**
 Located facing the entrance of the dining area, thereby reaching all guests accessing the food & beverage area.
- YYZ TRANSBORDER (CANADA/US)**
 Located across from the Business Centre and highly visible to main lounge patrons.
- YVR DOMESTIC**
 Located next to the dining area thereby highly visible to guests accessing the food and beverage area and main lounge seating area.

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Dec 2, 2019	Dec 9, 2019
FEB	Jan 8, 2019	Jan 15, 2019
MAR	Feb 5, 2020	Feb 12, 2020
APR	Mar 6, 2020	Mar 13, 2020
MAY	Apr 7, 2020	Apr 14, 2020
JUN	May 8, 2020	May 15, 2020
JUL	Jun 5, 2020	Jun 12, 2020
AUG	Jul 9, 2020	Jul 16, 2020
SEP	Aug 7, 2020	Aug 14, 2020
OCT	Sep 7, 2020	Sep 14, 2020
NOV	Oct 8, 2020	Oct 15, 2020
DEC	Nov 6, 2020	Nov 13, 2020

CYCLE	Monthly
AD UNITS	15s, 30s & 60s (No Sound)
AVG VISITORS	137,900/Month
RATE (NET)	\$10,600/Month (3 Lounges 30s)



PRINT

STORIES THAT **TRAVEL**





PRINT

ENROUTE MAGAZINE

Air Canada enRoute is an award-winning travel publication that speaks directly to its on-the-go readership.

Featuring prominent Canadian and internationally recognized writers, photographers and illustrators, the magazine is a point of reference in the Canadian market. Read by the country's top business decision-makers and influencers, Air Canada enRoute is considered a benchmark among in-flight publications, featuring interviews with influential people, carefully curated travel tips and recommendations, and engaging and thought-provoking features that showcase the best of Canada and the world.

In addition to being available in the seatback pocket of every Air Canada, Air Canada Rouge and Air Canada Express aircraft, enRoute is also distributed in Air Canada Maple Leaf Lounges and in 20+ luxury hotels across the country.

CYCLE	Monthly
CIRCULATION	105,500/Month
READERSHIP	1,794,000
DISTRIBUTION	Air Canada Air Canada Rouge Air Canada Express Maple Leaf Lounges 20+ Luxury Hotels

OVER
 **1.7M**
 MONTHLY READERS



BASIC DEMOGRAPHICS:



48 YEARS
is the average age of our readers

EDUCATION & EMPLOYMENT:



77%
University
or higher



44%
Managers, owners,
professionals, executives

AFFLUENCE:



\$73,130
is the Average
Personal Income



\$109,780
is the Average
Household Income



44%
Vacation trip
inside Canada



46%
Vacation trip
outside Canada



16%
took at least one business trips
(past 12 months)



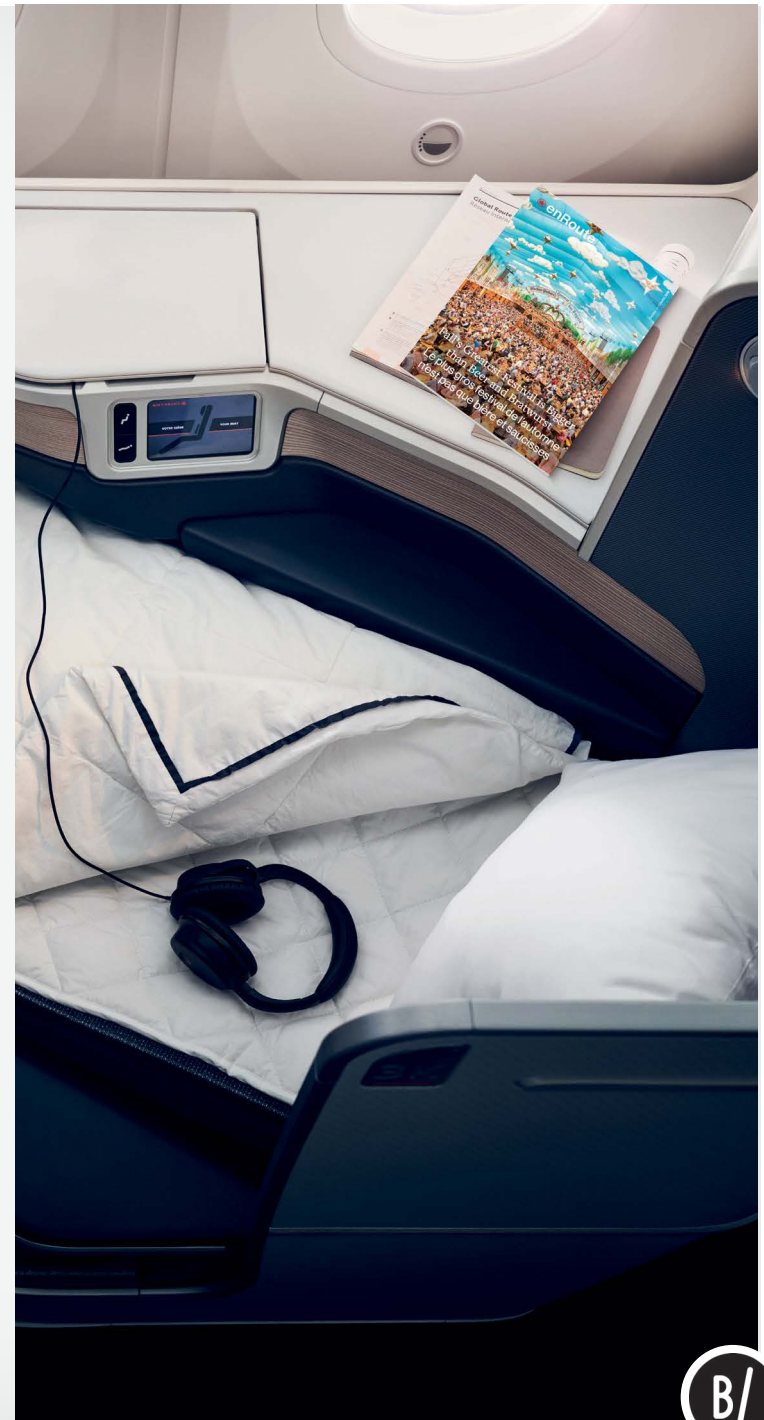
PRINT | ENROUTE MAGAZINE

HOW WE COMPARE

In 2019, enRoute Magazine continued to out perform many of Canada's most notable publications in the categories that matter to you most. Don't take our word for it - refer to the data below.

	enRoute	REPORT ON BUSINESS	TORONTO LIFE	FOOD & DRINK	FINANCIAL POST	HOUSE & HOME
MANAGER, PROFESSIONALS & OWNERS	774,000	502,000	341,000	701,000	194,000	481,000
INDEX	162	161	137	115	120	102
HHI \$150+	445,000	276,000	190,000	369,000	123,000	253,000
INDEX	204	193	166	132	166	117
AVG HHI	\$109,780	\$106,868	\$98,721	\$95,257	\$100,969	\$88,821
INTENT TO PURCHASE/LEASE VEHICLE N12M	278,000	174,000	126,000	272,000	86,000	221,000
INDEX	139	133	120	106	127	112
PROFESSIONALS	204,000	109,000	91,000	149,000	44,000	126,000
INDEX	154	126	131	88	98	97

SOURCE: Vividata Fall 2019 Survey of the Canadian Consumer





PRINT | ENROUTE MAGAZINE

RATES & DUE DATES

RATE CARD (NET)

QUANTITY	1X	3X	6X	12X
IFC SPREAD	\$43,980	\$42,310	\$41,515	\$39,580
IBC	\$22,445	\$21,595	\$21,180	\$19,330
OBC	\$24,580	\$23,650	\$23,205	\$22,070
SPREAD	\$36,565	\$35,180	\$34,515	\$32,905
FULL PAGE	\$19,390	\$18,665	\$18,310	\$17,460



CLOSING DATES

ISSUE	INSERT CLOSING	AD CLOSING/ MATERIAL DUE
JAN	Nov 11, 2019	Nov 25, 2019
FEB	Dec 6, 2019	Dec 20, 2020
MAR	Jan 16, 2020	Jan 29, 2020
APR	Feb 14, 2020	Mar 2, 2020
MAY	Mar 16, 2020	Mar 30, 2020
JUN	Apr 15, 2020	Apr 30, 2020
JUL	May 15, 2020	Jun 1, 2020
AUG	Jun 16, 2020	Jun 30, 2020
SEP	Jul 16, 2020	Jul 29, 2020
OCT	Aug 18, 2020	Sep 1, 2020
NOV	Sept 15, 2020	Oct 1, 2020
DEC	Oct 19, 2020	Nov 2, 2020

THEME CALENDAR

Our thematic editorial approach makes it easy for brands to align their advertising with content pillars that matter to them the most.

JANUARY	GOALS
FEBRUARY	ESCAPES
MARCH	SPORTS
APRIL	PHOTOGRAPHY
MAY	LEISURE
JUNE	INNOVATION
JULY	OLYMPICS
AUGUST	MUSIC
SEPTEMBER	FASHION
OCTOBER	ARCHITECTURE
NOVEMBER	FOOD & DRINK
DECEMBER	TBD





PRINT

BISTRO & ROUGE MENU

Customers on most Air Canada and Air Canada Rouge flights over 90 minutes within North America and to/from sun destinations receive an in-flight menu — a popular go-to item for all in-flight meals and snacks. This is an exclusive opportunity for four advertisers per month, including one ad placement on the outside back cover (Air Canada flights) and for two advertisers per month (Rouge fleet).

CLOSING DATES

MONTH	AD CLOSING	MATERIAL DUE
JAN	Nov 18, 2019	Nov 18, 2019
FEB	Dec 10, 2019	Dec 10, 2019
MAR	Jan 17, 2020	Jan 17, 2020
APR	Feb 14, 2020	Feb 14, 2020
MAY	Mar 16, 2020	Mar 16, 2020
JUN	Apr 17, 2020	Apr 17, 2020
JUL	May 14, 2020	May 14, 2020
AUG	Jun 17, 2020	Jun 17, 2020
SEP	Jul 17, 2020	Jul 17, 2020
OCT	Aug 17, 2020	Aug 17, 2020
NOV	Sep 15, 2020	Sep 15, 2020
DEC	Oct 16, 2020	Oct 16, 2020



CYCLE	Monthly
CIRCULATION	85,000 (Air Canada flights) 35,000 (Air Canada Rouge flights)
AD UNITS	Four full page positions available monthly (Air Canada flights) Two full page positions available monthly (Rouge flights)
RATE (NET)	\$16,995 (Air Canada flights) \$4,719 (Rouge flights)



B/



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