

# 2018 HAC DIRECTORY & SHOW GUIDE

NEW Design NEW Opportunities

HAC 2018 OFFERS UNPRECEDENTED NETWORKING & PROMOTIONAL OPTIONS

HELICOPTERS magazine brings you a one-stop marketing option to reach the key decision makers in Canada's Rotary Wing sector. This combined "flip" style publication combines two industry resources into one print and digital product. This opportunity offers targeted, wide-scale distribution, and more.

## HAC 2018

23RD ANNUAL CONVENTION & TRADE SHOW • NOVEMBER 1-4, 2018 • VANCOUVER, BC

- ✓ Wider distribution given to all HAC delegates, mailed to all members, distributed at industry events, posted on the HAC and Helicopters websites.
- ✓ Digital reach to Helicopters massive online and enews community
- ✓ Dual purpose, longer shelf life
- ✓ Hi-visibility options to stand out
- ✓ Low Directory's rates, combined discounts



# HELICOPTERS

Bonus Discount of Additional 20% - Advertisers in BOTH Directory and Guide; plus special recognition given on the show guide's listing at no cost.

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HIGH VISIBILITY OPTIONS - Sticky Note/EBlast Package \$2,500 EACH

Stand way above with a 3M sticky note (3"x3") applied to every copy of the guide with your call to action or contact info, plus exclusive sponsorship of the digital notification sent to all HELICOPTERS subscribers when the guides are ready.

## SHOW GUIDE

	Member	Non-Member
Full Page	\$1,390	\$1,550
Inside Front Cover	\$1,860	\$2,075
Page 5	\$1,575	\$1,800
Half Page	\$1,020	\$1,150
¼ Page	\$650	\$745

## DIRECTORY

Full Page	\$1,505 Net
Inside Front Cover	\$2,010 Net
Page 5	\$1,700
Half Page	\$1,100
¼ Page	\$705

\*The Membership directory is only for HAC members

## SPECIFICATIONS

Full Page	5.25"(w) x 8.25(h) Plus .125" bleed all side
Half Page	4.75"(w) x 3.875"(h)
¼ Page	4.75"(w) x 1.9375"(h)

## BONUS

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FOR MORE INFORMATION, PLEASE CONTACT

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