

# 2022 HAC

# DIRECTORY & SHOW GUIDE

The long awaited HAC 2022 Directory and Show Guide is **FINALLY BACK!**

**HAC 2022 OFFERS UNPRECEDENTED NETWORKING & PROMOTIONAL OPTIONS**

*The Helicopter Association of Canada* and *Helicopters* bring you a one-stop marketing opportunity to reach key decision-makers in Canada's Rotary Wing sector. This *flip-style* publication combines two industry resources into one print and digital product. This opportunity offers targeted, wide-scale distribution and hands-on marketing with attendees at HAC's 2022 trade show and conference.

## HAC 2022

NOVEMBER 2ND TO NOVEMBER 4TH, CALGARY

- ✓ Wider distribution given to all HAC delegates, mailed to all members, distributed at industry events, posted on HAC and Helicopters websites.
- ✓ **HAC** and **Helicopters** online and social media networks
- ✓ Dual purpose, longer shelf life
- ✓ High visibility options to stand out
- ✓ Combination discounts available for lower rates



# HELICOPTERS

**Bonus Discount of Additional 20%** by advertising in BOTH the Directory and the Show Guide.



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

\*The Membership Directory is only for HAC members

**BOOK SPACE** SEPT 23, 2022

**DEADLINE** SEPT 28, 2022

### 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)



**HELICOPTERS**

### Content Marketing Option

Highlight your company to the industry and to those attending HAC 2022.

**FULL PAGE**



- Our editorial team will work directly with your company to develop a timely and informative Q&A article of approximately 450 words with photo(s)
- Our design team will create the layout for your approval
- Double-page spread option also available

### FOR MORE INFORMATION

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