

# Media Planner



## Sponsorship Programs

### **Platinum Sponsorship – Only 3 Available**

- Double page spread in colour in the 100<sup>th</sup> Supplement
- Leaderboard banner on the Wings Centennial of Flight Web Portal for 2009
- Logo with link on the Wings Centennial of Flight Web Portal for 2009
- Prominent Logo a/o brand recognition on all our Centennial of Flight promotions for 2009

### **Gold Sponsorship - Only 3 Available**

- Full page in colour in the 100<sup>th</sup> Supplement
- Big Box advertising on the Wings Centennial of Flight Web Portal for 2009
- Logo with link on the Wings Centennial of Flight Web Portal for 2009
- Prominent Logo a/o brand recognition on all our Centennial of Flight promotions for 2009

### **Silver Sponsorship – Only 6 Available**

- Full page in colour in the 100<sup>th</sup> Supplement
- Button Box advertising on the Wings Centennial of Flight Web Portal for 2009
- Prominent Logo a/o brand recognition on all our Centennial of Flight promotions for 2009

## Sponsorship Rates

Check

Platinum Sponsorship	\$8,625	<input type="checkbox"/>
Gold Sponsorship	\$5,640	<input type="checkbox"/>
Silver Sponsorship	\$5,140	<input type="checkbox"/>

## Advertising Rates

Check

Full Page	\$4,250	<input type="checkbox"/>
1/2 Page	\$2,545	<input type="checkbox"/>
1/4 Page	\$1,650	<input type="checkbox"/>

## WEB SPECIFICATIONS

- Leaderboard** 726 wide X 90 tall pixels – positioned at the top of the page. 3 time rotating ads.  
**Big Box** 300 wide X 250 tall pixels – positioned on the left side of page. 3 time rotating ads.  
**Button Box** 726 wide X 90 tall pixels – positioned on the right side of page. 3 time rotating ads.

## PRINTED SUPPLEMENT - ADVERTISING SPECIFICATIONS

Full Page	8 inches wide X 10 7/8 inches tall
1/2 Page	7 inches wide X 5 inches tall
1/4 Page	3 1/2 inches wide X 5 inches tall

### DEADLINES

Space Reservation	March 20
Advertising Copy	March 27

## INSERTION ORDER - RETURN FAX: 1-888-404-1129 or (519) 429-3094

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ SIGNATURE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

USE AD ON FILE     COPY TO FOLLOW     USE AD ATTACHED     CONTACT ME TO DISCUSS

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