

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

OCTOBER 31ST 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



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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
1/4 Page	\$650	\$745

DIRECTORY

Full Page	\$1,505
Inside Front Cover	\$2,010
Page 5	\$1,700
Half Page	\$1,100
1/4 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)
1/4 Page	4.75"(w) x 1.9375"(h)



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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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