



PREPARE FOR TAKEOFF

Media Kit 2023

Literature Only Documents seulement

CONTENTS



Welcome Aboard

Did you know that Air Canada offers a wide range of unique inflight advertising opportunities? Reach millions of affluent Canadians through multichannel advertising products that build mass awareness for brands. Let’s jump in and explore these diverse offerings.

- ABOUT AIR CANADA 3
- THE AUDIENCE 5
- INFLIGHT ENTERTAINMENT 8
- ROUGE 21
- DIGITAL 22
- MAPLE LEAF LOUNGE 28
- PRINT 32
- AD CREATIVE GUIDING PRINCIPLES 34
- CONTACT US 36
- DUE DATE SCHEDULE 37

ABOUT

AIR CANADA

Air Canada is the flag carrier and the largest airline in Canada. It's also a founding member of Star Alliance and the official airline of the Canadian Olympic Team.

- Named 2022 Best Airline in North America
- One of the 20 largest airlines globally
- Canada's largest airline – providing the most passenger services:
 - Domestically
 - In the US-Canada trans-border market
 - Internationally
- Only North American international network carrier to receive a Four-Star Skytrax ranking



Why Air Canada Media



Captive Audience

The unique media environment connects brands with truly engaged audiences.



Premium Demographic

Regardless of destination or motivation for travel, passengers are affluent consumers with disposable incomes well above the national average.



Multichannel Touchpoints, Precision Targeting

The media menu offers multiple opportunities for brand engagement with exclusive audiences through every phase of travel – from planning and booking to airport and onboard experiences. Reach target audiences at the right place and at the right time along the journey.

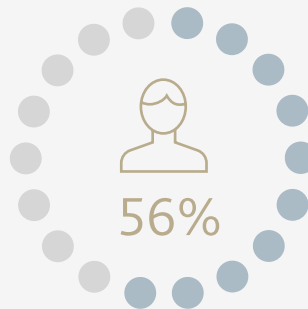
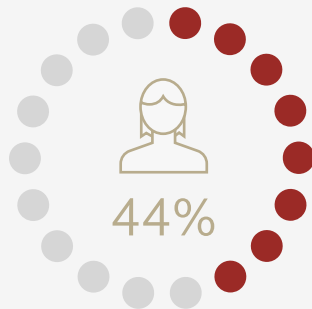


Massive Reach

Communicate with millions of consumers monthly.
14% of Canadians travel with Air Canada at least once per year.*



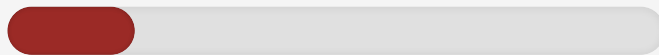
Meet Air Canada's Passengers



50%

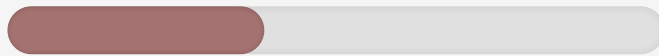
took a vacation
outside Canada in
the past 12 months
(Index 326)

GEN-Z
1996 - 2019



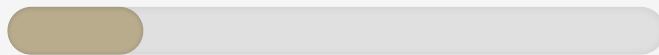
19%

GEN-Y
1980 - 1995



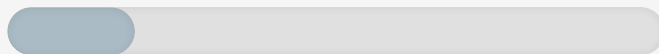
39%

GEN-X
1966 - 1979



21%

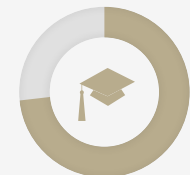
BOOMERS
1945 - 1965



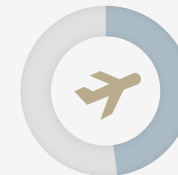
19%



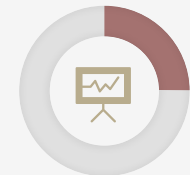
37% are professionals,
business owners, managers
(Index 138)



72% have a university
degree / certificate or
higher (Index 113)



47% took at least 2 vacation
trips inside Canada in the past
12 months (Index 209)



25% took at least one
business trip in the past
12 months (Index 268)



Spending Power

In total, Air Canada customers have spent:



\$210M

on perfume and
cologne in the
past 12 months.



\$75M

on skincare in the
past 30 days.



\$31M

on cosmetics in
the **past 30 days**
(Female 18+ base).



\$509M

on jewellery in the
past 12 months.



\$155.8B

on their most
recent vehicle
purchase.



\$6.8B

on last vacation
outside of Canada in
the **past 12 months.**



\$4.8B

on last vacation in
Canada in the
past 12 months.



\$2.7B

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



\$6.5B

spent on credit cards
every month.



\$3.5B

on furniture and
home accessories in
the **past 12 months.**



\$965M

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



\$1.1B

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

Affluent And Financially Savvy

Air Canada passengers – affluent customers actively working towards financial security and success:



65%

more likely than average to
have a household income in
excess of \$200,000



53%

more likely to have a personal
income of **\$125,000 or more**



15%

(Index 120)

Average monthly expenditure
on **credit cards \$2,500+**

18%

changed banking /
financial institutions in
the past 12 months
(Index 150)

14%

intend to change banking /
financial institutions in
the next 12 months
(Index 132)

AGREEMENT STATEMENTS (4-5/5 AGREE)

INDEX

46% have a “main goal” to make as much money as possible	114
27% never make a financial move without consulting an expert	107
54% look for profitable ways to invest their money	112
29% are interested in financial services advertising	127

INFLIGHT ENTERTAINMENT

ENTERTAIN, ENGAGE & INSPIRE

Premium Content – Maximum Engagement*

Spafax curates first class inflight entertainment to appeal to a wide range of passenger tastes and interests. Whether blockbuster or indie, North American or International, Air Canada offers a vast selection of movies, TV content, audio playlists, podcasts and games.

The state-of-the-art audio and visual seatback systems connects brands with engaged consumers through pre-roll, roadblock advertisements, banner display messages and customized branded channels.

1,000+

hours of content

420+

Movies

15

Languages available

90%

of passengers watch
inflight entertainment
on flights of
3 hours or more.

1K+

TV show episodes

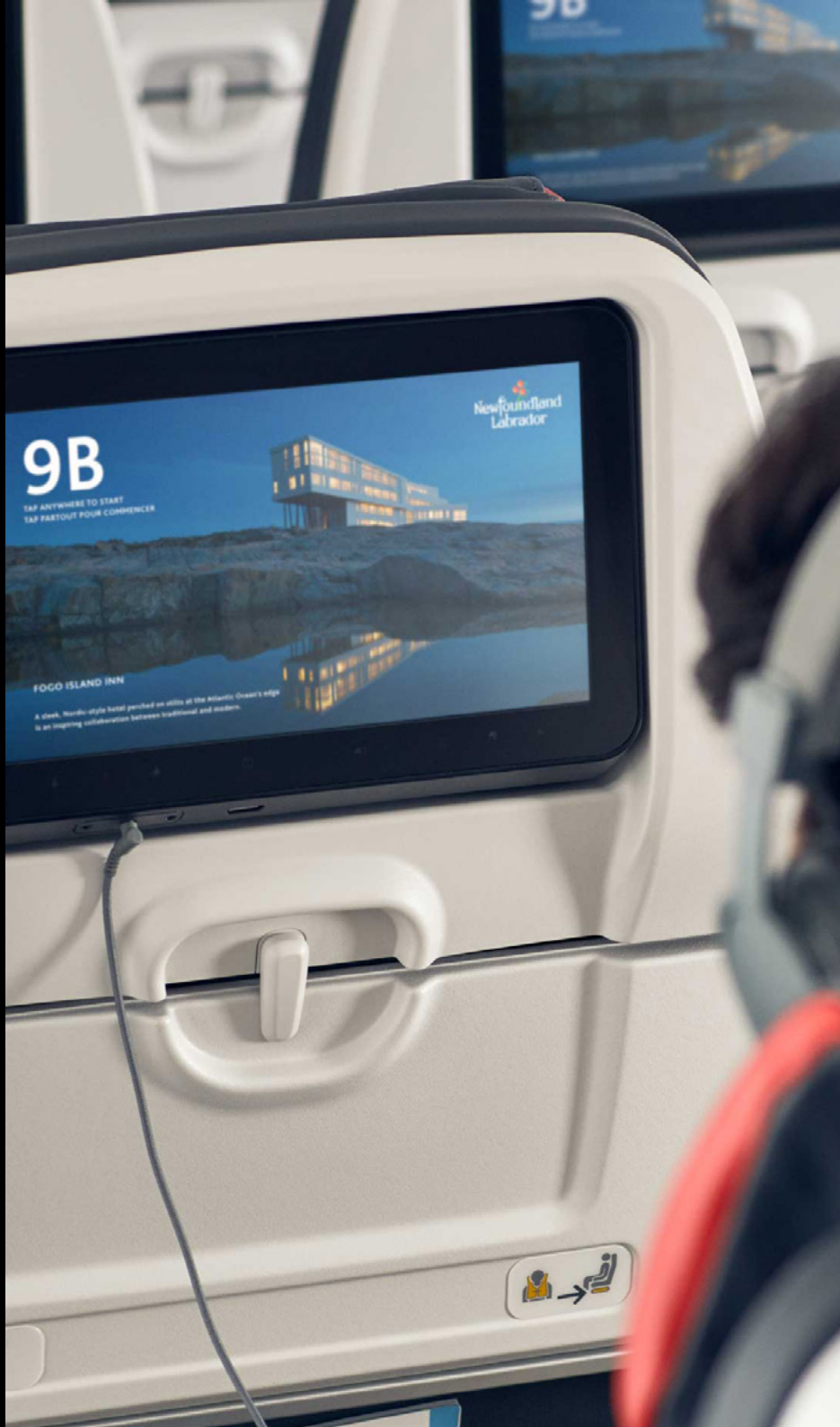
130+

Music albums



*Air Canada Mainline System 2023

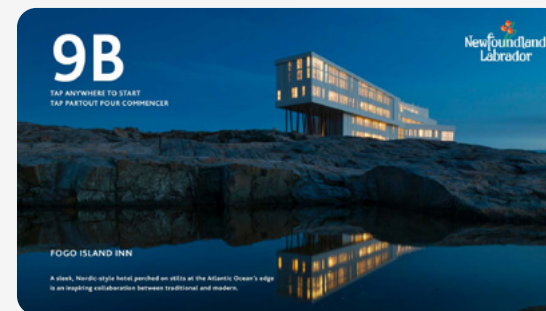
*NOTE: inflight systems refresh window +/- 7 days, applies to all channels



Welcome Screens

Warmly greeting passengers as they board the aircraft and await takeoff, welcome screens feature beautiful imagery of the flight's destination and its landmarks. Travel, tourism and hospitality brands leverage this popular offering to inspire curiosity and shape travel experiences. With 3 placements available per destination, welcome screens offer the opportunity to:

- Influence traveller activity, promote excitement and curiosity
- Feature tourism attractions, museums, festivals, landmarks and more



CYCLE	Monthly
AD UNIT	Poster Image
RATE (NET)	Available Upon Request

*Available on 55% of the Fleet (to select destinations only)

**Audience size will vary depending on target destination

***No people and/or characters to be included within the creative

Roadblock Ads

After the inflight safety video, all eyes are on the seatback screens. Opt for maximum exposure with non-skippable roadblock ads, which play immediately after the safety video and are seen and heard by every single passenger.

- Non-skippable video ads engage all passengers with no distractions
- Audio is broadcast throughout the entire cabin via the public address system (no earbuds required)
- Limited to 4 advertisers per month

UP TO
2.5MM
ESTIMATED MONTHLY IMPRESSIONS

CYCLE	Monthly
AD UNIT	:15s and :30s Video
RATE (NET)	\$150,000



*All Systems (excluding Rouge). Alcohol category not permitted

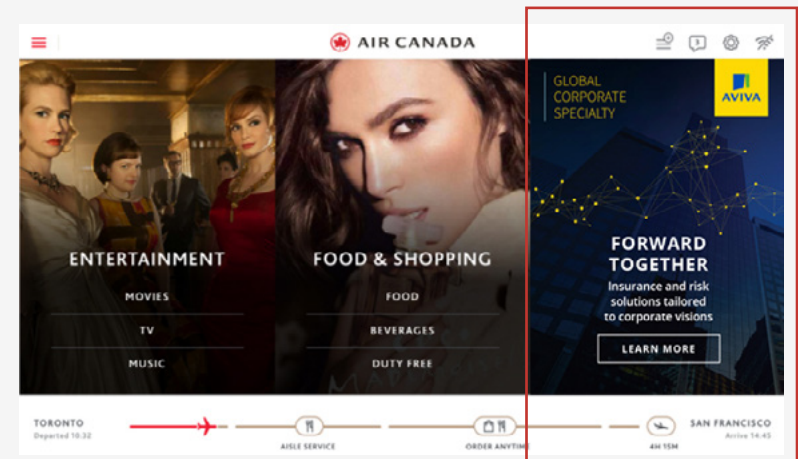


CYCLE	Monthly
AD UNIT	Custom Banner + Video OR Full Page Image (on select systems)
RATE (NET)	\$39,600

Homepage Carousel

Brands are front and centre with a customized panel on the homepage carousel, viewed by passengers who click through from the welcome screen.

- Prominently position an ad on the rotating 3rd panel to the right side of the screen
- Clicks through to a static image or non-skippable video
- Panels can be customized with images, headers, subheaders and CTA button
- Panel swipes or auto rotates every 5 seconds
- Inventory: Limited to 3 advertisers per month



*Available on 55% of the Fleet. Alcohol category not permitted



Pre-Roll Commercials

Make a powerful impression with engaged passengers who are settling in to enjoy the latest movies, short films and TV programs. With Air Canada pre-roll ad placement, you will benefit from:

- A captive inflight audience
- Brand-safe environment
- Prominent brand visibility
- Massive reach

Targeting ability:

- Target your ad in front of 25%, 50%, 75% or 100% of select content
- Option to target passengers selecting French content

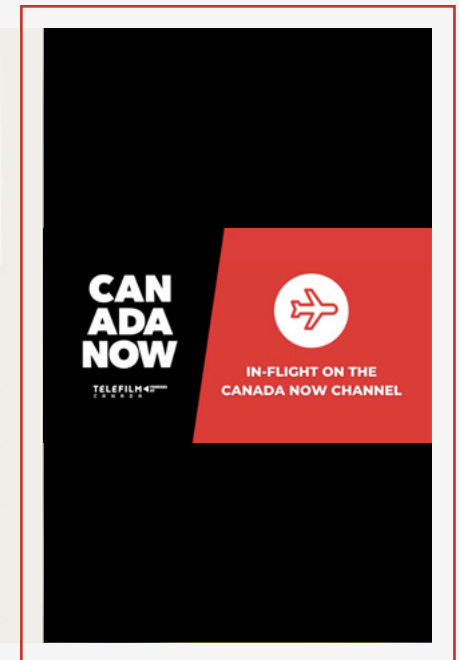
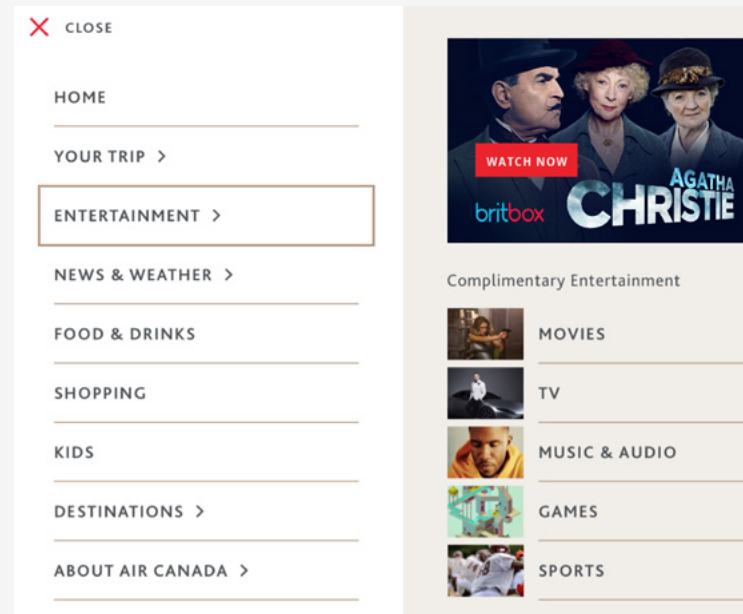
UP TO
7.2MM
ESTIMATED MONTHLY IMPRESSIONS

CYCLE	Monthly
AD UNIT	:15s and :30s Ads
RATE (NET)	\$12,900 ENG (SOV 5%) \$6,450 FRN (SOV 50%)

Channel Sponsorship

Brands can dominate select content categories with channel sponsorship, where an ad plays on 100% of a select channel's content.

- 30-second ads run immediately adjacent to TV and movie content. Select from desired category:
 - Movie & TV
 - Lifestyle (Music, Travel & Food)
 - Comedy/Drama
 - Movie
 - New Releases
 - Action



CYCLE	Monthly
AD UNIT	:30s Pre-Roll
RATE (NET)	New Releases \$35,000 Comedy/Drama \$20,000 Action or Lifestyle \$10,000

Branded Channel

Brands with their own collection of video content can showcase it on an exclusive, branded inflight channel.

- Feature up to 10 episodes of branded content
- Logo placement on channel selection button (select systems)
 - Entertainment hero banner (*refer to page 17*)
 - Includes opportunity for exclusive 30-second pre-roll ad prior to content

Details

- Minimum of 8 pieces of content
- Minimum of 2 minutes for each piece of content (60 minutes is the maximum of all content)

CYCLE	Monthly
AD UNIT	Dedicated Channel + :30s Pre-Roll
RATE (NET)	\$45,000



Custom Video Content

If you're new to branded video, here's an opportunity to get started. With turn-key video packages, our creative team works directly with brands to produce captivating video for use on an Air Canada inflight channel *and* on a brand's own channels.



CYCLE	Custom
AD UNIT	Dedicated Channel + :30s Pre-Roll
RATE (NET)	Contact us

Thought starters

- How-to series (recipes, tips)
- Interviews
- Design tours
- Travel series
- Animated videos

Entertainment Hero Banner

CYCLE	Monthly
AD UNIT	Custom Banner
RATE (NET)	\$15,000

Once a branded TV channel is set up, drive passengers directly to it with homepage hero banners. These entertainment ads tease branded content videos and let passengers click through to enjoy them.

- Full-width carousel hero ads prominently positioned at the top of the corresponding category page
- Ads rotating with featured content images
- CTA button directly launching the content

Limited to 1 ad placement monthly, per category:

- ☐ Movies
- ☐ TV
- ☐ Podcast
- ☐ Music & Audio



*Available on 55% of the Fleet

Entertainment Sub-Menu Banner

Another robust option is within the entertainment sub-menu, where passengers are actively navigating the entertainment system. Here, a brand's static or video can be highlighted with a clickable banner at the top of the sub-menu page.

- Exclusive to 1 advertiser per month
 - Ad remains constant on every category through navigation
 - CTA button that can click through to a video or full-page image

CYCLE	Monthly
AD UNIT	Custom Banner + Video OR Full Screen Image
RATE (NET)	\$13,100

*Available on 17% of fleet



City Guide Listing

Brands that fall within the travel, hospitality, or physical retail sectors can add a sponsored listing and photo to seatback City Guides. These showcase top-rated spots in cities worldwide, including restaurants, hotels, boutiques, spas and more.

- Introduce and promote restaurants, bars, shops, hotels and attractions
- Help passengers plan their trips
- Sponsored listings are placed at the top section of the corresponding City Guide within the inflight entertainment system and on the Air Canada *enRoute* website, maximizing brand exposure and presence

CYCLE	Quarterly
AD UNIT	Sponsored Listing
RATE (NET)	\$13,500 Full Year \$8,400 ½ Year \$5,010 ¼ Year





Screensavers

When passengers take a break from watching their seatback screen, a static screensaver ad appears, reengaging passengers with brand messaging.

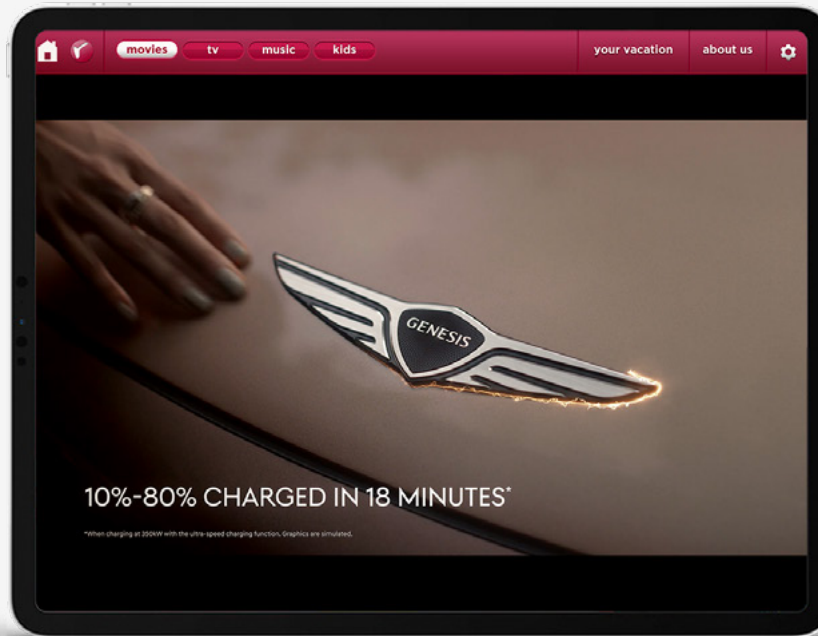
- Up to 3 full-screen brand ads rotate every 5 seconds until a passenger engages with the entertainment system

CYCLE	Monthly
AD UNIT	Custom Banner + Copy
RATE (NET)	\$30,300

*Available on 55% of the Fleet



Rouge Pre-Roll



Choose inflight media on Air Canada Rouge, the airline's leisure-focused subsidiary, to target vacationers in North America, Europe, sun destinations and beyond. Connect with an attentive audience of Rouge passengers via a pre-roll ad that plays before all complimentary inflight entertainment streamed on personal devices.

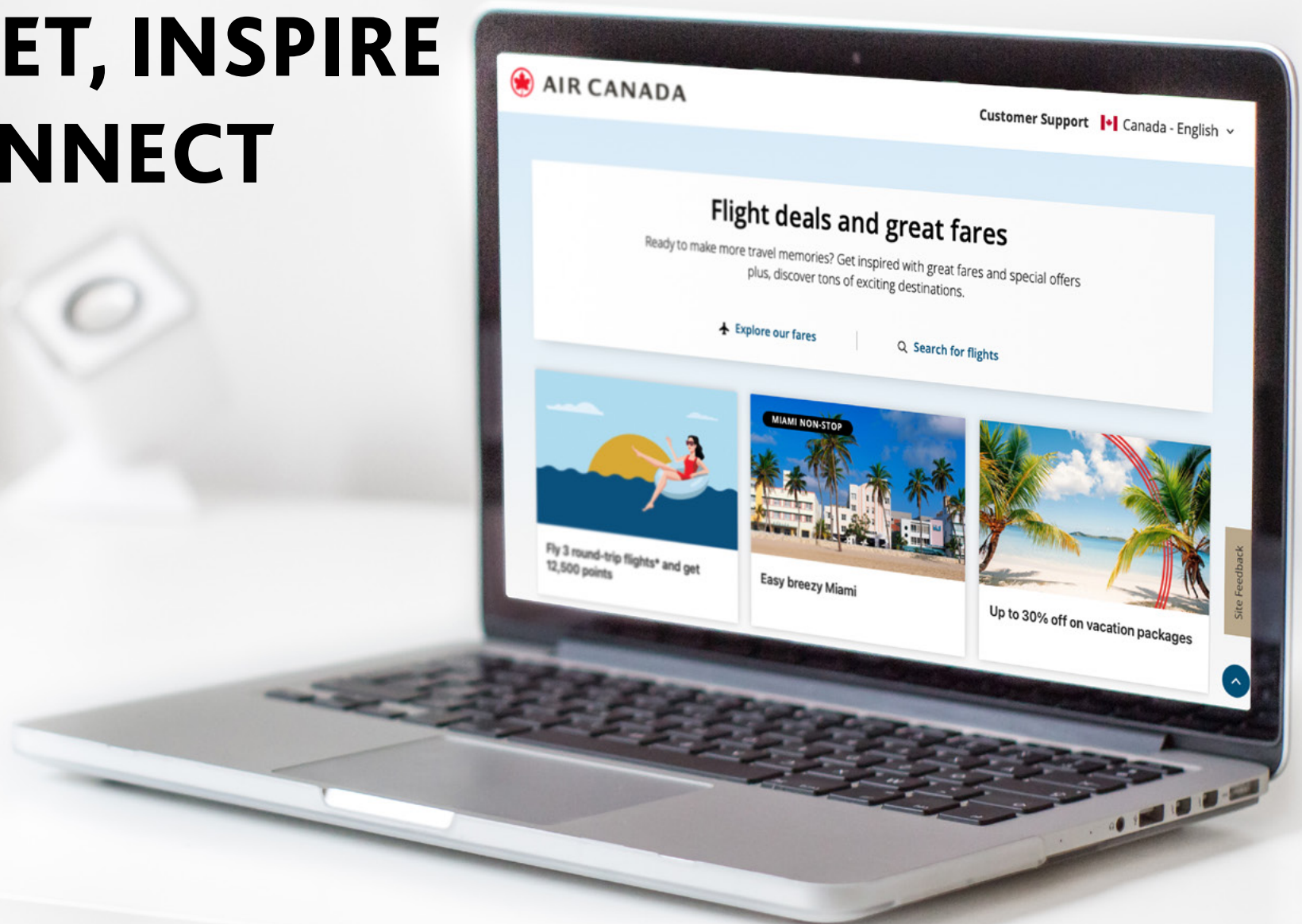
- Pre-rolls are viewed on personal devices (no seatback screen on Rouge flights)
- Position your ad in front of every single movie or TV series
- Exclusive to 1 advertiser per month



CYCLE	Monthly
AD UNIT	:15s and :30s ads
AVG IMPS	1,300,000 / Month
RATE (NET)	\$45,000

DIGITAL

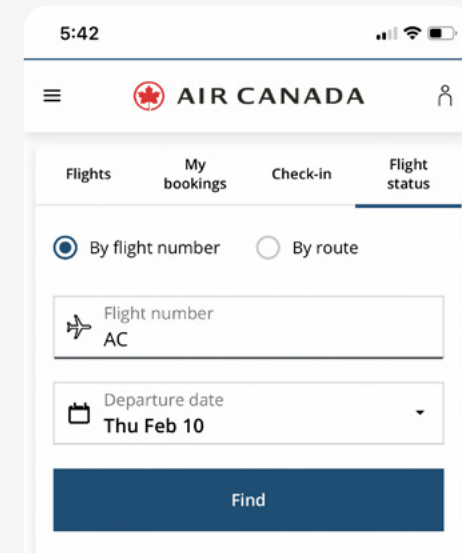
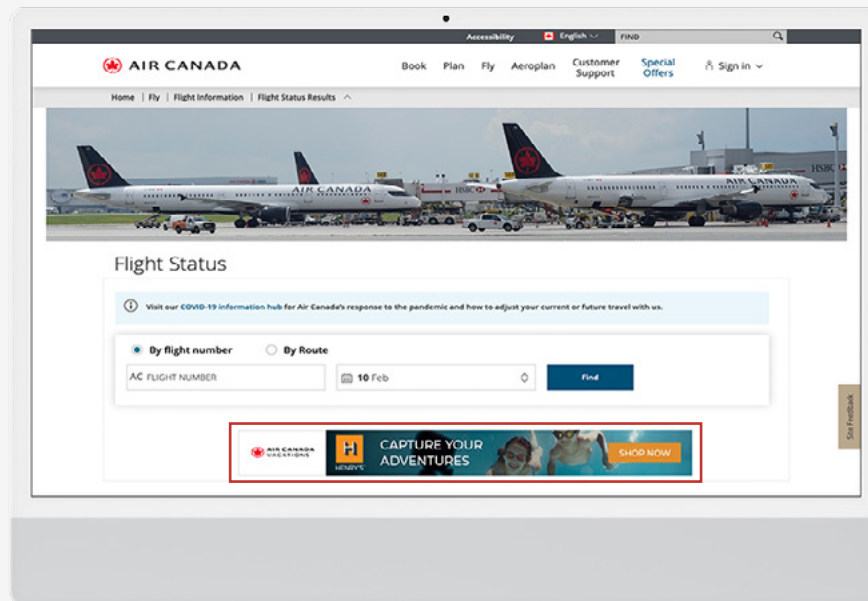
TARGET, INSPIRE & CONNECT



Air Canada Website

With an ad on Aircanada.com, brands can connect with passengers before they even book their trip.

- Ad campaigns rotate over 20 select, high-traffic pages
- Brand messages engage and influence consumers as they navigate the site
- Responsive ad units display across all devices:
 - Desktop and tablet
 - Mobile devices



6.2MM
MONTHLY UNIQUE VISITORS

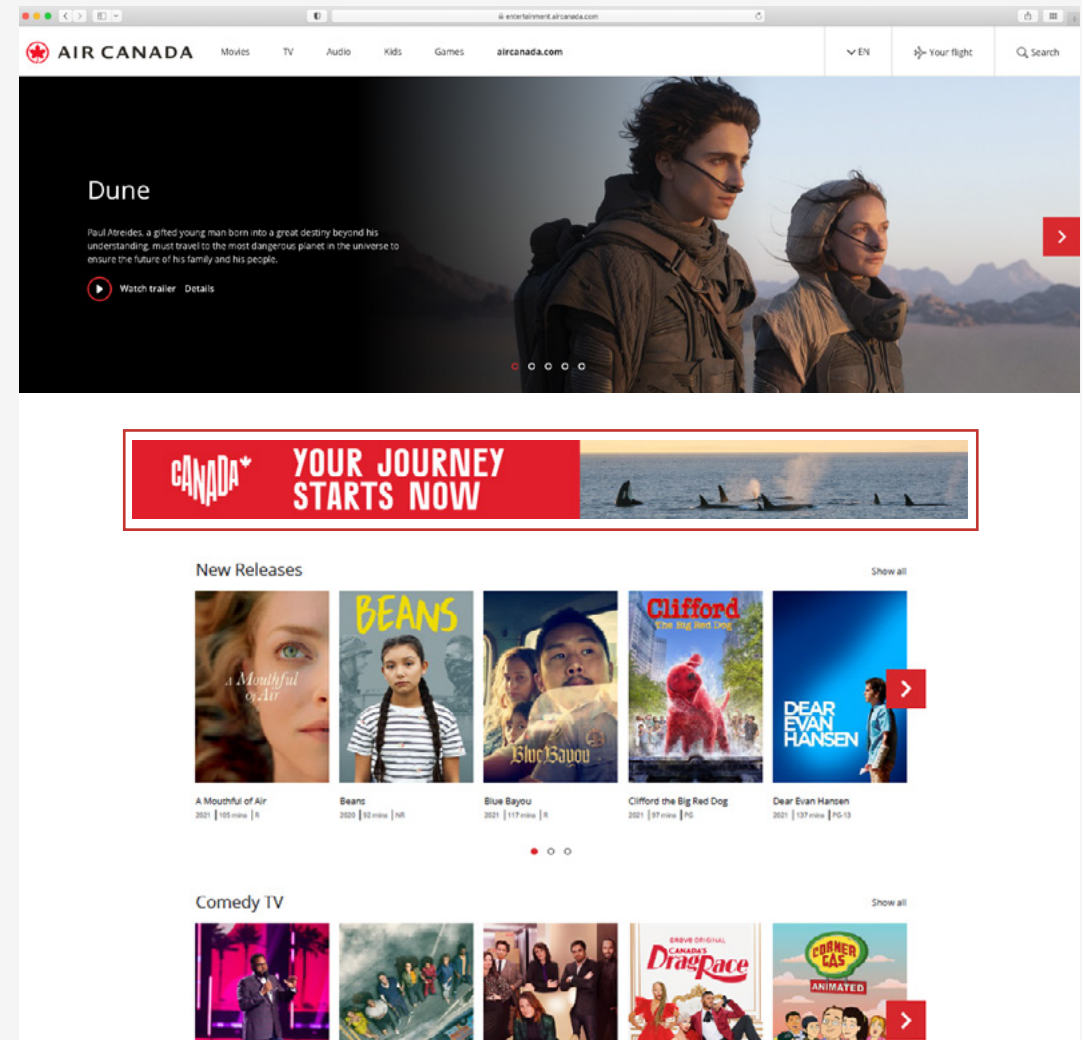
AD UNITS	Leaderboard (Desktop) Big Box (Mobile)
AVG UV	6,229,000+
RATE (NET)	\$35/CPM

Digital Entertainment Guide

Engage with passengers as they're actively researching their inflight entertainment options. Brands can position themselves within an immersive digital entertainment guide that allows passengers to see which TV series and movies are available on their upcoming flight.

- Homepage ad placements
- Accessible directly from the Air Canada app or website
- Tailored experience on mobile, tablet or desktop

AD UNITS	Super Leaderboard (Desktop) Mobile Leaderboard (Mobile)
AVG UV	34,000+ / Month
RATE (NET)	\$3,500



enRoute Website

Air Canada *enRoute* is an award-winning Canadian travel authority and the go-to spot for high-value content in the pillars of food and drink, wellness, sports, culture and more. Advertisers may:

- Deploy ROS digital campaigns, including ads on the homepage and throughout the site
- Create unique co-branded content in collaboration with the editorial team

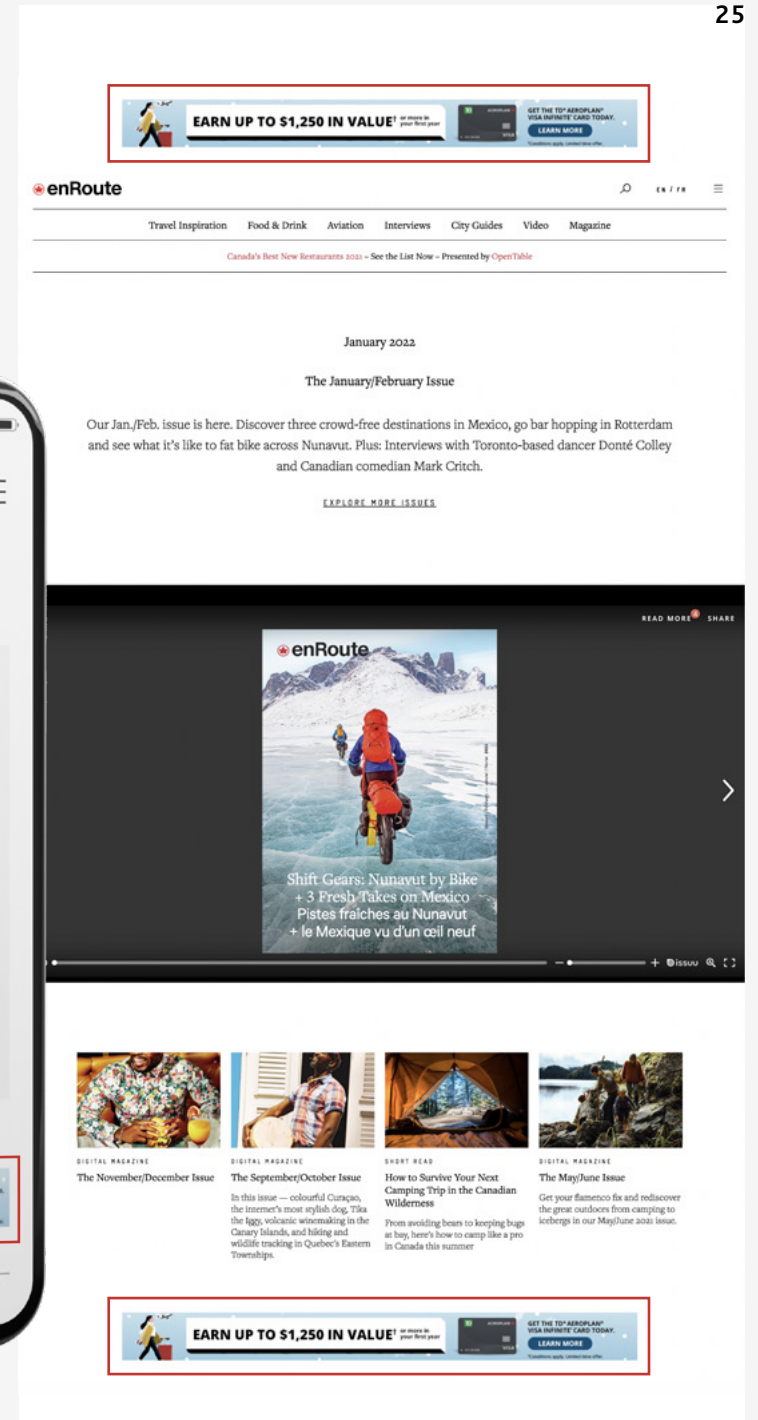
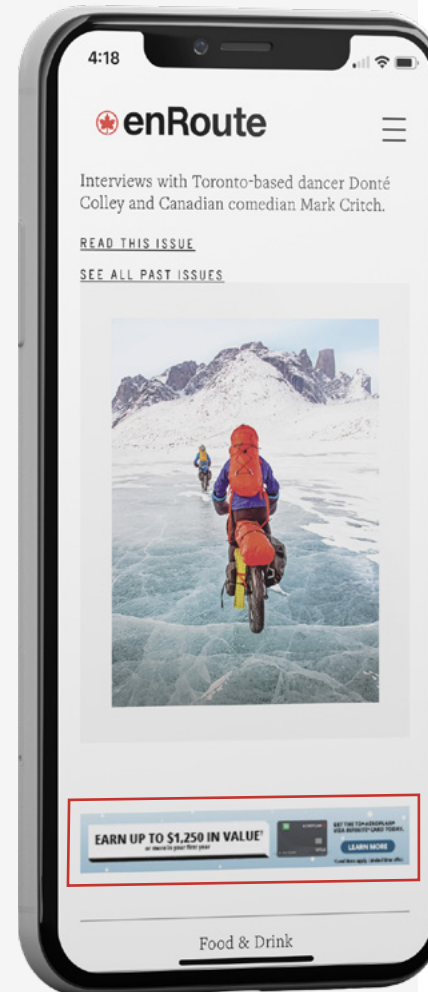
56.5K

AVERAGE MONTHLY SESSIONS

50.9K

AVERAGE MONTHLY USERS

AD UNITS	Super Leaderboard (Desktop) Mobile Leaderboard (Mobile)
AVG UV	66,100+
RATE (NET)	\$18/CPM



Deals of the Week e-Newsletter

Showcase brands to over 2.5 million subscribers weekly, all of which are actively and eagerly seeking hot offers on flights and hotels.

- Ability to geotarget
- Average open rate of 55% versus industry standard of 41.5%

CYCLE	Weekly
OPEN RATE	55%
AD UNITS	Big Box (2), Mobile Leaderboard (1)
RATE (NET)	Big Box \$15,600 Mobile Leaderboard \$7,800

AIR CANADA

15% OFF HAWAII

FIND YOUR HAPPY IN HAWAII AND SAVE

Book now and save 15% on all base fares to Hawaii, for travel until April 30, 2022. From stunning beaches to breathtaking waterfalls and lush forests, you're in for a magical experience. Sale ends November 14, 2021.*

Book now

There's more to discover

Discover the authentic Caribbean in St. Vincent

From the main island to the magic of the Tobago Cays; from mysterious Mustique and beautiful Bequia to tiny Mayreau, this multi-island nation offers lots of variety for every type of traveller.

See our low fares »

Explore the West Coast and **save 25%*** on select hotels in cities such as Calgary, Banff and Edmonton! Valid for travel until April 29, 2022.

Find a hotel »

Use your points for holiday shopping! The Aeroplan eStore is your one-stop shop for gift-giving ideas. Use your points to get the perfect gift from our redemption catalogue of 1,200+ products.

Redeem now »

ADVERTISEMENT

Choose from multiple daily flights

KELOWNA

BOOK YOUR FLIGHT

ADVERTISEMENT

AIR CANADA VACATIONS **AEROPLAN 2,000 BONUS POINTS** **THE FINEST COLLECTION**

BOOK NOW

A STAR ALLIANCE MEMBER

f t i

GEOTARGETING	SUBSCRIBERS*
Toronto	704,000+
Vancouver	284,000+
Montreal	153,000+
National (EN)	2,108,000+
National (FR)	183,000+
U.S.	309,000+

*Subscribers and open rate may vary

Programmatic

Reach your ideal customers with precision-targeted programmatic campaigns that display as Air Canada website visitors surf and explore other sites.

Potential segments include:

General Audience

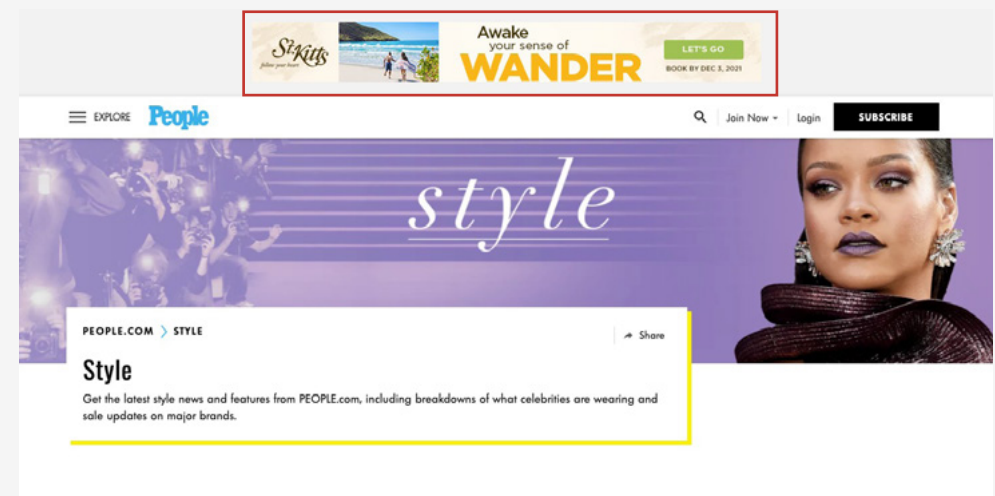
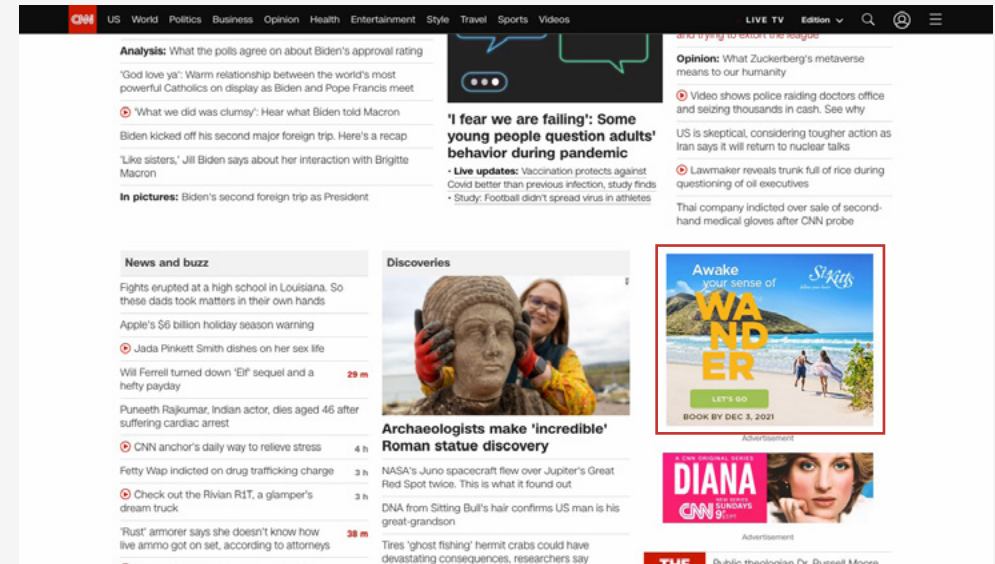
- All aircanada.com visitors

Customized Audience Segments

- Booked or searched flights
 - Departure and/or Return Date
 - Origin and/or Destination
- Booked Flight
 - Seat Class
 - Payment Method
 - Aeroplan Status

MEDIA	Display, Mobile, Video, Native & Audio
RATE (NET)	Display \$25/CPM Video, Audio or Native \$60/CPM

*Additional surcharge for geotargeting and data layering



MAPLE LEAF LOUNGE

AN ELEVATED EXPERIENCE





An Oasis for Travellers

Connect with travellers as they relax and await their next flight in the comfort of Air Canada Maple Leaf Lounges.

- Peaceful environment encourages receptivity of your brand messaging
- 4.5 million affluent annual visitors experience a reprieve from bustling airport activity*
- 20 award-winning retreats:
 - Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Ottawa, Montreal, Toronto, St. John's
 - New York, Los Angeles
 - Paris
- Lounges feature unrivalled service, quality entertainment and world-class amenities

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

AUDIENCE AGE

68%

are between the ages of 25 and 54

GENDER

78%

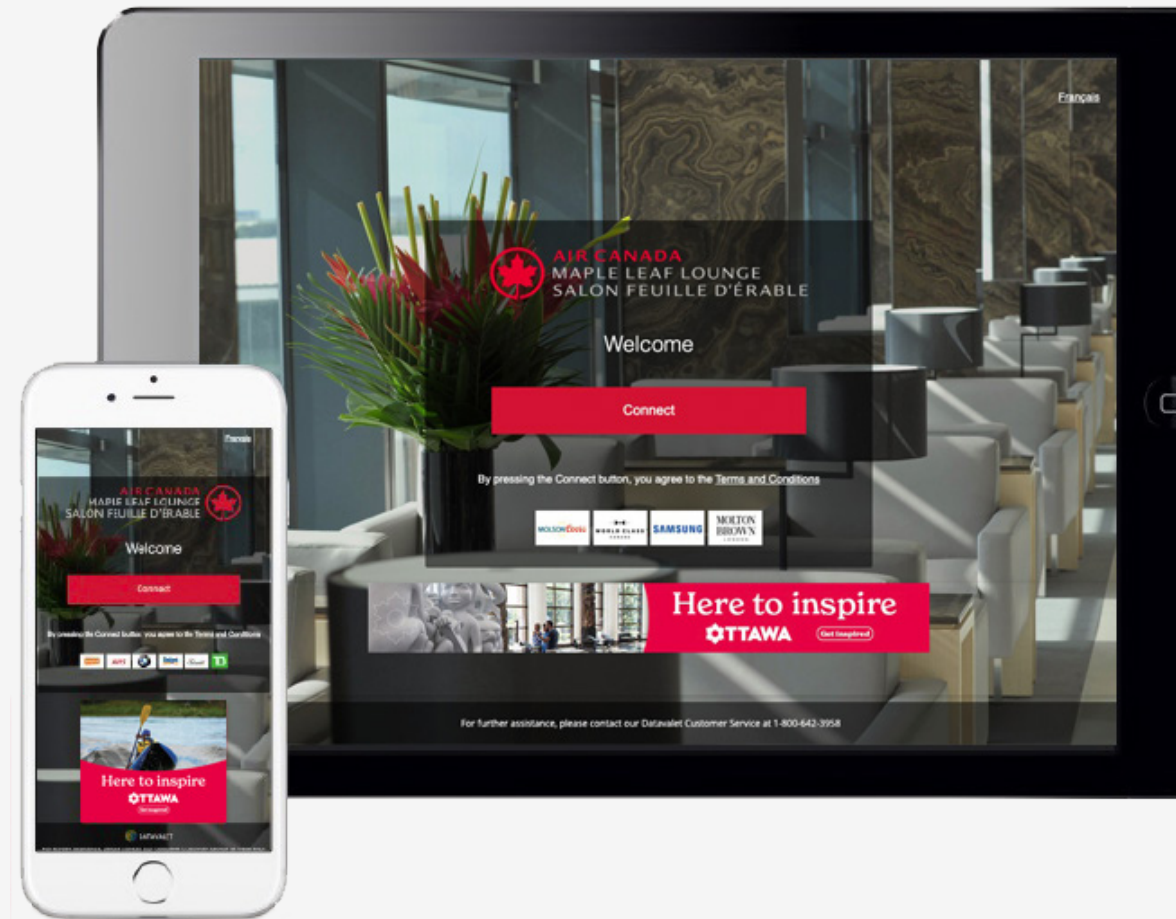
are male and 22% are female

*4.5 million is 2019 pre-Covid-19 traffic

Maple Leaf Lounge Wi-Fi

Reach affluent leisure travellers and business decision-makers on the welcome page of complimentary lounge Wi-Fi.

- Limited to 1 advertiser per month
- Available in 20 Maple Leaf Lounges globally
- Leaderboard displays on desktop and tablet
- Big box displays on mobile
- Targeting available by country:
 - **Canada - 17:** Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal, Halifax, St. John's
 - **US - 2:** New York, Los Angeles
 - **France - 1:** Paris



CYCLE	Monthly
AUDIENCE	340,000 / Monthly
AD UNITS	Leaderboard (Desktop), Big Box (Mobile)
RATE (NET)	\$25,000

Video Network

Put brands on display at the airport for customers to experience in person. Messaging is positioned on dedicated screens showcasing an everchanging mix of Air Canada and co-branded *enRoute* content.

- Prominent positioning in high traffic areas
- Ads play 4 times in the loop per hour
- Ads can be targeted by lounge

YYZ Domestic

Faces the dining area – reaching all guests accessing the food and beverage area

YYZ TB

Adjacent to reception area – seen by guests as they are relaxing in the lounge

YVR Domestic

Positioned to engage guests accessing the food and beverage or main lounge seating area



CYCLE	Monthly
AUDIENCE	130,000 / Monthly
AD UNITS	:15s, :30s & :60s Video (No Sound)
RATE (NET)	\$11,000* for :30s (All Lounges)

*Individual prices available for each of the 3 Video Network Lounges

ENROUTE

STORIES THAT TRAVEL

Air Canada *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 publications, featuring interviews with influential people, carefully curated travel tips and recommendations, and engaging features that showcase the best of Canada and the world. Content touches upon pillars such as health and wellness, design and culture, food and drink, sports and entertainment — all told through the lens of travel.

Air Canada *enRoute* is delivered to the doorsteps of Canada's most affluent audience. A total of 90K copies per issue are distributed nationally in the Air Canada Maple Leaf Lounges, with The Globe and Mail home subscriptions and by direct mail to Air Canada's select Super Elite and Million Mile members.



November 2023 *enRoute*

- Sales Close: September 8, 2023
- Material Due: September 13, 2023

CYCLE	4 x Annually
CIRCULATION	90,000
RATE (NET)	Contact us

APPENDIX

AD CREATIVE GUIDING PRINCIPLES

Maximize the success of your advertising investment. Follow these guidelines below to ensure a compelling first impression and thoughtfully connect with Air Canada's customers.

Images: lifestyle-focused, bold, bright and crisp

Copy: clear, simple and properly copyedited

Call to Action: strong, specific and uncluttered

CONTACT YOUR SALES REPRESENTATIVE SHOULD YOU HAVE ANY QUESTIONS

Thank you for considering Air Canada Media.

Ready to take your brand to new heights?
Reach out to your Spafax account executive
to discuss custom packages and learn more
about these exciting media opportunities.

CONTACT US

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FRANCISCO AZÓCAR

Director of Sales
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2023 SALES & MATERIAL DUE DATE SCHEDULE

PRE-ROLL, ROADBLOCK, HP CAROUSEL, ENTERTAINMENT BANNER, MOVING MAPS, CHANNEL SPONSORSHIP, WELCOME SCREEN, SCREENSAVER, ROUGE GGV PRE-ROLL												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sales Closing	01-Nov-22	28-Nov-22	03-Jan-23	27-Jan-23	21-Feb-23	29-Mar-23	28-Apr-23	31-May-23	29-Jun-23	28-Jul-23	28-Aug-23	27-Sep-23
Material Due	08-Nov-22	05-Dec-22	06-Jan-23	03-Feb-23	28-Feb-23	05-Apr-23	05-May-23	07-Jun-23	06-Jul-23	04-Aug-23	05-Sep-23	04-Oct-23

CITY GUIDES	JAN 2023	APR 2023	JUL 2023	OCT 2023
Sales Closing	Friday, October 21, 2022	Friday, January 20, 2023	Friday, April 21, 2023	Friday, July 21, 2023
Material Due	Tuesday, November 1, 2022	Monday, January 30, 2023	Monday, May 1, 2023	Tuesday, August 1, 2023

BRANDED CHANNEL, PODCASTS												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Concept Approval Submission*	07-Oct-22	07-Nov-22	05-Dec-22	05-Jan-23	03-Feb-23	07-Mar-23	06-Apr-23	08-May-23	07-Jun-23	07-Jul-23	07-Aug-23	06-Sep-23
Sales Closing	07-Oct-22	08-Nov-22	06-Dec-22	06-Jan-23	06-Feb-23	08-Mar-23	07-Apr-23	08-May-23	08-Jun-23	07-Jul-23	08-Aug-23	07-Sep-23
Metadata Due (Booking Form)	14-Oct-22	15-Nov-22	13-Dec-22	13-Jan-23	13-Feb-23	15-Mar-23	14-Apr-23	15-May-23	15-Jun-23	14-Jul-23	15-Aug-23	14-Sep-23
Material Due (image, video)	17-Oct-22	17-Nov-22	15-Dec-22	16-Jan-23	14-Feb-23	17-Mar-23	17-Apr-23	17-May-23	16-Jun-23	17-Jul-23	17-Aug-23	15-Sep-23

*AC Concept Approval required

MAPLE LEAF LOUNGE VIDEO NETWORK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sales Closing	29-Nov-21	04-Jan-23	31-Jan-23	06-Mar-23	30-Mar-23	03-May-23	05-Jun-23	04-Jul-23	03-Aug-23	01-Sep-23	03-Oct-23	03-Nov-23
Material Due	05-Dec-22	10-Jan-23	06-Feb-23	10-Mar-23	05-Apr-23	09-May-23	09-Jun-23	10-Jul-23	10-Aug-23	08-Sep-23	10-Oct-23	09-Nov-23

DIGITAL	AIRCANADA.COM, ENROUTE.AIRCANADA.COM, DOW	MAPLE LEAF LOUNGE WI-FI	PROGRAMMATIC	DIGITAL ENTERTAINMENT GUIDE
Sales Closing	2 weeks prior to start of campaign	1 month prior to start of campaign	3 weeks prior to start of campaign	1 month prior to start of campaign
Whitelist Due	—	1 month prior to start of campaign	—	—
Material Due	7 business days prior to start of campaign	7 business days prior to start of campaign	7 business days prior to start of campaign	3 weeks prior to start of campaign

*Prices and Due Dates are subject to change