



Print and Online
MEDIA PACK
2020

Introduction

Airspace Magazine

Airspace is CANSO's global magazine for air traffic management (ATM) and its key players. Published quarterly, it is written by industry experts and features interviews with top managers and thought-leaders. *Airspace* is read in over 100 countries four times a year by around 15,000 of the world's leading ATM professionals. It is available to Members and non-members across the global industry online, via email and through postal subscription.



Airspace magazine promoted to

7,500
social media
followers

Website Advertising

The CANSO website is a top online platform and leading information resource for ATM. From Member and event updates, to the latest policies and safety issues, the website is a constant flow of information with easy to download publications and programmes.

With over 20,000 users per month, the CANSO website is an effective online channel to promote your company. CANSO offers Members digital advertising packages to suit all budgets and encourages you to get in touch to discuss options.



Website

20,000
users per month

Email Advertising

Airspace Email

Airspace, our quarterly magazine, is published in both hard copy and electronically. Each quarter CANSO emails over 7,500 subscribers to inform them about the next issue. As an advertiser, your banner could appear at the top of these email alerts. The first is sent a week before publication, with previews and a content update, and the second is sent a week later, coinciding with publication. This is an effective way to ensure your brand is seen by the key decision-makers directly in their inbox.



Airspace email

7,500
subscribers

ATM News

ATM News is our weekly digital newsletter which is emailed to over 7,500 subscribers from over 100 countries. Based on news from CANSO and CANSO Members, it provides ATM industry intelligence on key developments and improvements, including; contracts won, projects, technology, programmes and partnership updates. Issued to a broad range of individuals from across the industry, this is the perfect place to raise the profile of your organisation to potential customers and peers.



ATM News

7,500
subscribers from
100+ countries

Webinars

CANSO offers a number of webinars on a range of topics that allow Members to share expert advice and knowledge to a diverse group of professionals in the aviation industry with content that is informative, stimulating and educational. CANSO Members are invited to utilise this platform to host their own webinars, offering the opportunity to showcase expertise, educate the market, engage with the industry and grow contact and business leads.

Airspace Content 2020

Issue 48 1Q 2020

Focused on World ATM Congress, the first issue of the year will examine the impact of new technologies in the industry. If the benefits are obvious, what is holding the industry back? Interviews include the CEO of NAV CANADA and the CEO of an Associate Member. In-depth articles will look at airport safety initiatives, ATM investment and other topics.

- ▶ **Regional Profile:** Europe and North America
- ▶ **Extra Digital Distribution:** World ATM Congress
- ▶ **Ad Copy:** 10 February 2020
- ▶ **Publication:** 17 February 2020

Issue 49 2Q 2020

The lead article in this issue will explore ATM opportunities and challenges with the CEO of Azerbaijan ANSP, AZANS. The latest training techniques, drone integration and commercial space travel will all be discussed. The issue will be available at the CANSO AGM in Baku and so will also tackle other major topics of the day.

- ▶ **Regional Profile:** Middle East and Asia-Pacific
- ▶ **Extra Distribution:** CANSO Asia Pacific Conference and CANSO Global ATM Summit and AGM
- ▶ **Ad Copy:** 20 April 2020
- ▶ **Publication:** 4 May 2020

Issue 50 3Q 2020

A celebration of 50 issues of *Airspace* will examine the progress the industry has made and the vision for the future. What subjects will *Airspace* 100 cover? Other highlights include reflections on CANSO's AGM, the value of partnership and the latest developments in safety. Plus Associate Member spotlight and interviews with industry leaders.

- ▶ **Regional Profile:** Africa
- ▶ **Extra Distribution:** CANSO Africa Conference and CANSO Operations and Safety Event
- ▶ **Ad Copy:** 20 August 2020
- ▶ **Publication:** 1 September 2020

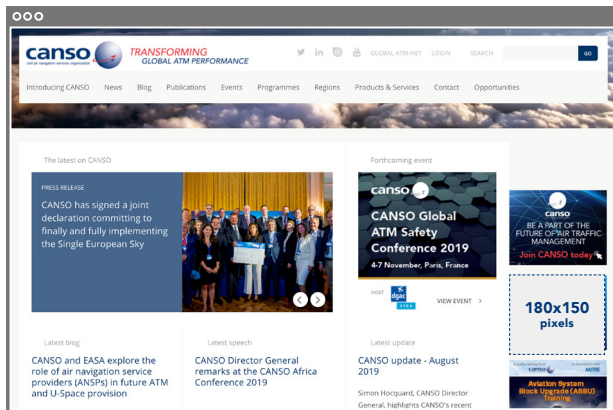
Issue 51 4Q 2020

Detailed discussion of human resources will feature in the fourth quarter issue. Does automation represent a paradigm shift for the industry and if so, what does that mean for the ATM workforce? How the ANSP business model will be affected will also be explored. As ever, an ANSP CEO interview and Associate Member spotlight will be included.

- ▶ **Regional Profile:** Latin America and Caribbean
- ▶ **Extra Distribution:** CANSO Latin America and Caribbean Conference
- ▶ **Ad Copy:** 6 November 2020
- ▶ **Publication:** 16 November 2020

Ad Types: Sizes and Measurements

Online



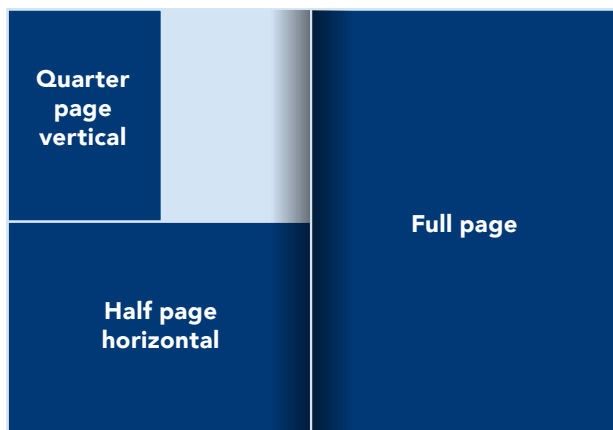
Email



Specifications:

File type: .jpg or .png or .gif

Print



Double page spread

Bleed: 426(w)x303(h)mm
Trim: 420(w)x297(h)mm

Half page horizontal

Bleed: 216(w)x154(h)mm
Trim: 210(w)x148(h)mm

Full page

Bleed: 216(w)x303(h)mm
Trim: 210(w)x297(h)mm

Quarter page vertical

Bleed: 111x154mm
Trim: 105x148mm

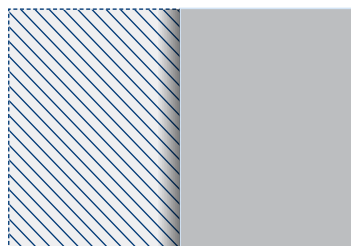


Specifications:

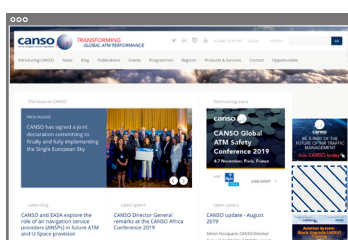
Adverts for print media should be emailed as a high resolution (300dpi) PDF/X-1A to CANSO.
All adverts should be delivered with a 3mm bleed and crop marks.

Advertising packages

Premium Package



1 Full page ad
in *Airspace*



3 months banner
on homepage

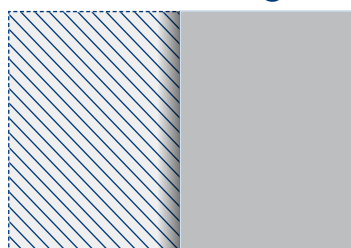


3 months banner
in *ATM News*

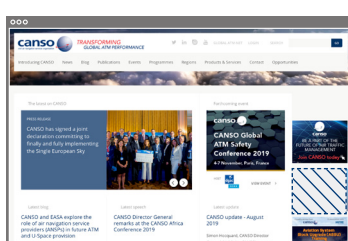


1 banner in the
Airspace email

Advance Package



1 Full page ad
in *Airspace*

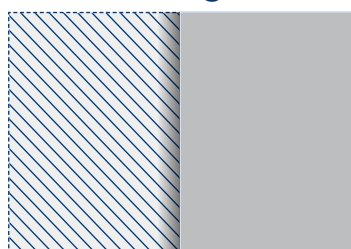


3 months banner
on homepage

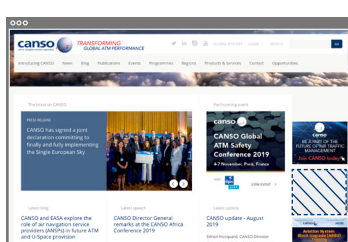


3 months banner
in *ATM News*

Basic Package



1 Full page ad
in *Airspace*



3 months banner
on homepage

Advertorials/ Sponsored Content

Advertorials provide the opportunity to position your organisation as an expert in its field by publishing current, relevant information and compelling ideas.

Airspace offers one page sponsored-content advertorials that will also include your company's logo and contact details. The editor of the issue will provide guidance on the planned content of the relevant issue and advice on what might best complement the issue.

Airspace takes care of the editing, proofreading and design of pages, so all you need to contribute is the text, and name of the author along with details. Advert copy deadlines must be respected in order to ensure high-quality results. Logos and any graphs or images should be high-resolution (300 dpi minimum) for print purposes.

Package Rates

Print + Digital Package per Quarter

Packages	Silver Member	Gold Member	Full Member
Premium Package	9,135	7,510	5,775
Advance Package	7,820	6,455	4,355
Basic Package	5,200	4,355	3,465

Rates

Airspace prices 2020

Homepage	Silver Member	Gold Member	Full Member	Discounts 2 Issues - 5% 3 Issues - 10% 4 Issues - 17,5%
Quarter Page	840	685	535	
Half Page	1,785	1,470	1,155	
Full Page	3,150	2,625	2,100	
Full Page Special Position	3,620	2,990	2,360	
Outside Back Cover	3,940	3,120	2,520	
Double Page	5,775	4,725	3,650	
Gatefold inside cover	8,925	7,245	5,670	
Belly Band	6,300	5,250	4,200	

Website side banner prices 2020

Homepage	Silver Member	Gold Member	Full Member
3 months	2,050	1,730	1,365
6 months	3,780	3,150	2,520
9 months	5,670	4,330	3,465
12 months	6,300	5,250	4,200
Events	Silver Member	Gold Member	Full Member
3 months	2,050	1,730	1,365
6 months	3,780	3,150	2,520
9 months	5,670	4,330	3,465
12 months	6,300	5,250	4,200
News and Publications	Silver Member	Gold Member	Full Member
3 months	1,200	1,025	860
6 months	2,205	1,890	1,575
9 months	3,050	2,600	2,150
12 months	3,675	3,150	2,625
Tenders and Jobs	Silver Member	Gold Member	Full Member
3 months	1,200	1,025	860
6 months	2,205	1,890	1,575
9 months	3,050	2,600	2,150
12 months	3,675	3,150	2,625

ATM News prices 2020

Homepage	Silver Member	Gold Member	Full Member
3 months	2,625	2,100	1,575
6 months	5,250	4,200	3,150
9 months	7,875	6,300	4,725
12 months	10,500	8,400	6,300

Airspace email prices 2020

Homepage	Silver Member	Gold Member	Full Member
1,315	1,315	1,050	790
2,625	2,625	2,100	1,575
3,940	3,940	3,150	2,365
5,250	5,250	4,200	3,150

Advertising terms

CANSO and Airspace reserve the right to refuse any advertisement or cancel any pre-paid advertisement as it deems appropriate to avoid conflicts of interest and to make decisions in the best interest of the association.

Non Publication

Airspace is not responsible for any loss as a result of delay or non-delivery of *Airspace*.

Billing

Advertisements will be invoiced prior to the shipment of *Airspace*. Payment should be received within 30 days of the invoice date. If payment is not received, CANSO reserves the right to cancel any advertising, publication orders and event registrations of the advertising company and / or its employees. Responsibility for paying invoices ultimately lies with the advertiser – also for bookings made by the relevant advertising agency.

Copy Delivery

It is the advertiser's responsibility to provide the materials before the copy deadline date as specified in the advertising schedule. *Airspace* does not accept responsibility for any loss as a result of misprints in ads that are supplied in any formats other than those specified by *Airspace*.

Liability

The *Airspace* editorial calendar may be changed without prior notice. *Airspace* is free to change all characteristics of the magazine without prior notice to the advertisers. *Airspace* does not accept liability for any loss or damage resulting from such changes in the planned production and/or mailing dates of *Airspace*.

Cancellations

Cancellations must be received by CANSO in writing. The following charge will apply if the cancellation is received at the CANSO office by the following dates:

More than four weeks before the advertising deadline	No charge
Less than four weeks before the advertising deadline	50% cancellation fee will apply. Alternatively the advertising spot can be reassigned to the next issue at the normal rate.
Less than one week before the advertising deadline	100% fee will apply



Contact:

Helen Parker

Business Development Manager

helen.parker@canso.org



Visit us:
canso.org



CANSO | Transpolis Schiphol Building, Polaris Avenue 85e,
Hoofddorp 2132 JH, Netherlands