

2010 Publishing Schedule

Issue	Space Reservation	Ad Material Due	Release Date
Spring	Feb 4	Feb 8	Mar 1
Summer	May 7	May 12	May 31
Fall	Aug 6	Aug 12	Sep 1
Winter	Nov 5	Nov 9	Nov 29

Advertising Rates

Size	1x	4x
Full page	\$1,716	\$1,280
1/2 page	\$990	\$747
1/4 page	\$550	\$425
Premium Positions		
Outside Back Cover	\$2,320	\$1,920
Inside Back Cover	\$1,920	\$1,600
Inside Front Cover	\$1,920	\$1,600

*All rates are per insertion. All prices are net

Special On-Line Advertising Offer!

IFR advertisers who opt for a full-page ad in four consecutive issues, or who reserve a cover position — outside back, inside front, or inside back — in any issue, will receive advertising placement on Helijet’s website for the duration of any edition their ad appears in.

*Note: Advertising on Helijet’s website is rotational with the airline’s house advertising.



IN-FLIGHT REVIEW



INSERTION ORDER FORM

Advertising Agency (if applicable):

*Contact Name:

Phone:	Fax:	E-mail:
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**If your advertising agency will be our main point of contact, please provide us the contact name, address, phone and fax numbers. Please send a copy of this contract to your agency.*

In-Flight Review Advertising Representative:

Ad Size/Description:	Frequency Purchased:
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Please Indicate Date(s) of Insertion:

<input type="checkbox"/> Design/Graphic Production	Quote: \$	Total Due: \$
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Cheque enclosed Cash Charge my: VISA/MasterCard/Amex

Credit Card Number:	Expiration Date:
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Name as printed on card:

Authorized Signature:

Payment Information: All rates are net. Please add 5% GST to total (12% HST to total after June 30, 2010) — If applicable.



IN-FLIGHT REVIEW



GUIDELINES

TERMS & CONDITIONS

Submission of this insertion order for advertising is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by *In-Flight Review* magazine and such order, when accepted by *In-Flight Review* magazine, shall constitute a contract.

ADVERTISING DESIGN & PRODUCTION

Additional production and design costs will be levied if supplied artwork is not built to specifications. Production and design costs are competitive and will be provided upon request.

ADVERTISING CONTENT

In-Flight Review magazine may, at its sole discretion, edit, reject or cancel at any time any advertising submitted by an advertiser that is deemed inappropriate, unethical or dishonest. Advertisers and/or their representatives indemnify the publisher in relation to defamation, slander, breach of copyright, infringements of trademarks, unfair competition or trade practices, royalties or violation of rights of privacy and warrant that the material complies with all of the relevant laws and regulations and that its publication will not give rise to any rights against or liabilities in the publishers, its servants or agents.

POSITIONING OF ADVERTISEMENTS

In-Flight Review magazine shall have full positioning latitude on all advertisements except those with positioning guaranteed positions. Positioning guarantees may incur a 15% loading.

LIABILITY FOR ERRORS

In-Flight Review magazine assumes no liability for any advertisement whether or not it is supplied as finished art by the Advertiser. *In-Flight Review* magazine shall not be liable to any advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements. For error on the part of *In-Flight Review* magazine and its representatives is restricted to the space rate for this insertion order only.

PAYMENT

Payment is due upon receipt of invoice unless prior account arrangements have been made. A late payment charge of 24% per annum will be applied on overdue accounts. In the event that the Advertiser fails to make timely payment, *In-Flight Review* magazine may immediately cancel all future orders for advertising.

FREQUENCY RATES

To be eligible for frequency reduced rates, the advertiser herein agrees to place and purchase ads as per the listed number of insertions within a period of one year from this issue.

CANCELLATIONS

Cancellation of advertising must be received in writing 15 days prior to the advertising sales closing date. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date. Refunds will not be issued for ads cancelled after the closing date or ads not running due to late submission of artwork.

Please complete the attached insertion order and submit to Archipelago Media Ltd.