

YLV CONNECTION

KELOWNA INTERNATIONAL AIRPORT MAGAZINE

MEDIA KIT



YLV Connection combines both print and online circulation to keep the Okanagan public and business community informed about airport developments and provide readers with interesting travel, lifestyle, and business-related articles.

Readership: The typical YLV Connection reader is an Okanagan resident, 40 years or older, flies 1 to 4 times each year, and has read 5 or more issues of YLV Connection. Approximately 10% of readership is from non-Okanagan residents. (Based on YLV Connection Readership Survey)

Circulation: 20,000 copies, Published Quarterly: Spring, Summer, Fall, Winter

YLV Connection is an international award winning magazine taking top spot in the Airports Council International-North America 2009 Excellence in Marketing and Communications Contest.



Print Distribution:

- 15,000 copies racked in 12 highly-visible displays in the Okanagan's largest waiting room, the YLV airport terminal
- 5,000 copies directly mailed to Kelowna/West Kelowna businesses and YLV stakeholders. Also, available at Okanagan Visitor Info Centres.



Online Distribution:

- Using NXT Book, each issue is converted into a digital magazine format and placed on the YLV's homepage (www.ylv.aero). Each ad in the digital magazine is hyperlinked to your homepage.
- Links to the digital version are included in the Central Okanagan Economic Development Commission and YLV Connection E-Newsletters

Each issue of YLV Connection gives you a minimum of 3 months of advertising coverage along with multiple readers for each copy.



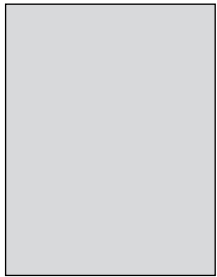
MEDIA KIT

Page Count: 32 Pages **Paper Stock:** 80 lb Gloss **Publication Size:** 8.25" wide x 10.75" high

Ad Rates:

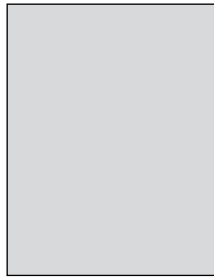
Price per Issue	1 Issue	2 Issues	3 Issues	4 Issues
Outside Back Cover	2395	2275	2155	2045
Inside Back Cover & Inside Front Cover	2195	2085	1975	1865
Full Page	1995	1895	1795	1695
Half Page (H)	1250	1190	1125	1065
Third Page (V) or (H)	850	805	765	720
Sixth Page (V) or (H)	450	425	405	395

Ad Dimensions:



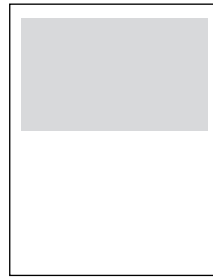
Cover*

8.25" w x 10.75" h



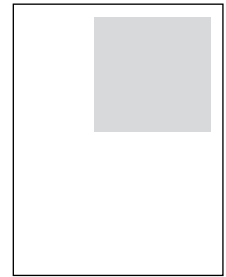
Full Page*

8.25" w x 10.75" h



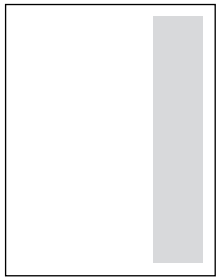
Half Page (Horiz)

7.25" w x 4.75" h



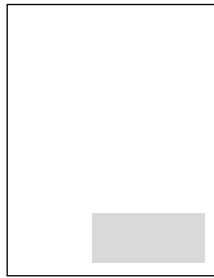
Third Page (Square)

4.75" w x 4.75" h



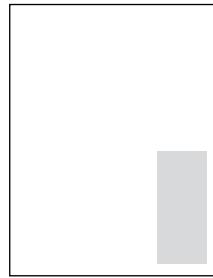
Third Page (Vert)

2.25" w x 9.75" h



Sixth Page (Horiz)

4.75" w x 2.25" h



Sixth Page (Vert)

2.25" w x 4.75" h

***Cover + Full Page Ads**
require the addition
of a 1/8 inch bleed

Booking & Material Deadlines:

	Spring 2010	Summer 2010	Fall 2010	Winter 2010
Booking Deadline	Feb 26	May 28	Aug 27	Nov 26
Material Deadline	Mar 12	June 09	Sept 08	Dec 08

For booking information, please contact:

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