



# AIA Canada 75th Anniversary

## COMMEMORATIVE EDITION & VIDEO

**AIA Canada** has played a pivotal role in the overall success of Canada's automotive aftermarket and is now celebrating 75 years. To honour this milestone, Jobber News will produce a commemorative edition and video for debut at AIA Canada's 75th Anniversary Gala this November.

**These will include:**

- A 75-year retrospective of our industry's major accomplishments
- AIA's current goals and mandates, the people and committees
- Where the industry is heading and AIA Canada's role as your industry guide and advocate

### YOU ARE INVITED TO PARTICIPATE IN THIS EXCITING VENTURE!

Circulated to the supply chain *and* service and repair market, the print edition (EN/FR) and video will proudly resonate with all aftermarket professionals. Following the 75th Anniversary Gala, **36,000** English and **9,000** French commemorative editions will be distributed nationally (via Jobber News, CARS and L'automobile), and the video will be promoted to an estimated **25,000** e-newsletter recipients.



### WHAT CAN YOU DO TO PARTICIPATE?

1. Advertise in the commemorative edition
2. Send us a snapshot of your history via a picture, a historical advertisement, a video clip, or a memorial
3. Send us an "executive tip" to share relating to your success in the aftermarket (25 words max.)



### Print/Video Distribution – full market coverage:

- 11,000 aftermarket supply chain professionals
- 25,000 automotive service & repair professionals
- 9,000 French speaking automotive aftermarket professionals
- Promoted to an estimated 25,000 aftermarket e-newsletter subscribers across Canada
- Distributed and debuted at the AIA Canada 75th Anniversary Gala
- Video and digital replica promoted on AIA Canada's site and autoserviceworld.com

### SPECIAL RATES FOR AIA CANADA'S COMMEMORATIVE EDITION:

English market:	Full page, 4 colour:	\$4,850 net		½ page, 4 colour:	\$2,500 net
French market:	Full page, 4 colour:	\$2,850 net		½ page, 4 colour:	\$1,600 net
English & French:	Full page, 4 colour:	\$7,500 net		½ page, 4 colour:	\$3,800 net

### ISSUE DATE:

**Nov. 24, 2017**

and distributed with Dec. Issues

### Content submissions:

July 31, 2017

### Ad space deadline:

Sept 8, 2017

### Ad material deadline:

Sept 29, 2017

**Kathryn Swan**  
kathryn@newcom.ca  
(416) 510-5221

**Juan Diez**  
juan@newcom.ca  
(416) 510-5203

**Denis Arsenault**  
denis@newcom.ca  
(514) 947-7228

**Jobber News**

**CARS**

**L'automobile**

**AutoServiceWorld.com**