

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

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

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

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