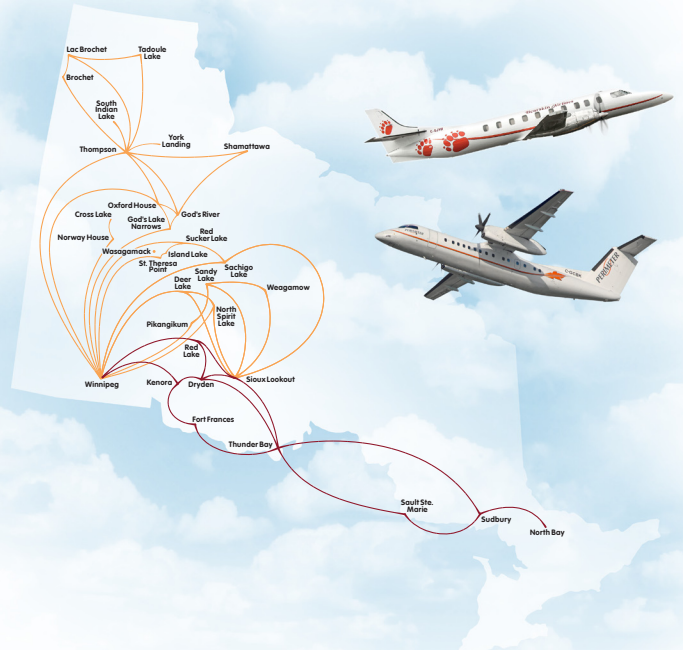


Connecting horizons

A DIGITAL MAGAZINE FOR BEARSKIN AIRLINES AND PERIMETER AVIATION PASSENGERS



TECHNICAL REQUIREMENTS

Connecting Horizons is published online using MediaWire Mobile flipbook software. All submitted graphics require a resolution of **264 ppi** (pixels per inch). For example, a photo completely filling one full page will have a physical size of 8 1/8" x 10 7/8" and a digital size of 2146 x 2872 pixels.

Graphics may be saved using any colour space (such as CMYK or grayscale) but will be converted to RGB for publishing. Design elements and logos saved as vector files (such as EPS, AI or PDF) will ensure the best possible display quality when readers zoom in.

FULL COLOUR AD SIZES

Full Page & Covers	8 1/8" x 10 7/8"	(2146 x 2872 pixels)
2/3 Page (vertical)	4 3/4" x 9 3/4"	(1254 x 2574 pixels)
1/2 Page (hor or vert)	7 1/4" x 4 3/4"	(1914 x 1254 pixels)
1/3 Page (vertical)	2 1/4" x 9 3/4"	(594 x 2574 pixels)
1/3 Page (square)	4 3/4" x 4 3/4"	(1254 x 1254 pixels)
1/6 Page (hor or vert)	4 3/4" x 2 1/4"	(1254 x 594 pixels)

CHANGES AND CANCELLATIONS

Ads may not be cancelled within 10 days of the Sales Deadline date. Ads on the covers may not be cancelled at any time.

Connecting Horizons reserves the right to make changes to ads as necessary. Expenses incurred as a result of the client's request or failure to meet our technical requirements will be the client's responsibility. Digital proofs will be submitted to clients for approval prior to publishing.

Ad material designed by **Connecting Horizons** is strictly for use in this magazine and will remain their property until an agreed production charge has been invoiced to the client.

DISTRIBUTION

Distribution targets frequent flyers via many forms including more than 80,000 social media followers, a substantial "opt in" email database of loyal customers via bearskinairlines.com and perimeter.ca, and starting Fall 2021 – via our new **Mobile App!** Advertisers will receive email copies. Ads will have direct links to their websites.

SUMMER 2021 SALES DEADLINE MAY 21

Copy Deadline: May 26, 2021

Destinations: Thunder Bay, Sioux Lookout, Sudbury, Winnipeg, St. Theresa Point

Specials: Education, Mining, Health, Perimeter's 60TH Anniversary, Cargo/Nutrition

FALL 2021 SALES DEADLINE AUGUST 10

Copy Deadline: August 15, 2021

Destinations: Fort Frances, Red Lake, Brochet, Sault Ste. Marie, Thompson, Sandy Lake

Specials: Back to Business, Ontario's Power Projects

WINTER 2021 SALES DEADLINE NOVEMBER 10

Copy Deadline: November 15, 2021

Destinations: Dryden, Kenora, North Bay, Winnipeg, Sachigo, Tadoule Lake

Specials: Education, Mayors Outlook 2022

SPRING 2022 SALES DEADLINE FEBRUARY 10

Copy Deadline: February 15, 2022

Destinations: Fort Frances, Sioux Lookout, Thunder Bay, Thompson, Weagamow, York Landing

Specials: Mining, Health

Dates and content subject to change.

Contact **Patti Gresham**

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