



Wasaya Airways LP Inflight Magazine

# Sagatay

## A Wasaya Airways / Wawatay News Partnership

Publishing six times per year, this full colour, glossy magazine will be distributed on all Wasaya flights, in regional airports and in First Nation communities served by Wasaya. In addition to learning more about their carrier, Wasaya passengers will enjoy reading entertaining stories about the places they travel to, exciting events they'll want to attend and interesting people they'll want to meet when they get to their destination.

Wasaya passengers will also be interested in reading about the services available to them in their destination community. This publication provides an economical means of advertising your products and services to these visitors.

## Why advertise in Sagatay?

- Published 6 times per year, Sagatay reaches up to 20,000 Wasaya passengers with every issue
- 85% of passengers polled read Sagatay on their flight
- 82% of passengers polled noticed and read the advertising in Sagatay
- Over 330 departures every week to 25 destinations across Northwestern Ontario
- Magazines are also placed in all destinations airports, band offices and local businesses



# 2008/09 RATE CARD

## Planning Schedule

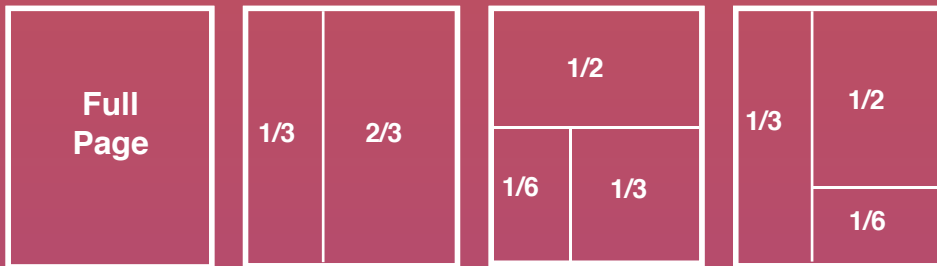
### Ad booking deadline

January 15, 2009  
 March 5, 2009  
 April 30, 2009  
 July 9, 2009  
 September 3, 2009  
 October 29, 2009

### Distribution Date

February 13, 2009  
 April 3, 2009  
 May 29, 2009  
 August 7, 2009  
 October 2, 2009  
 November 27, 2009

## Advertising Information



### Standard Sizes

1 page (7 1/4" x 9 3/4")  
 2/3 page (4 3/4" x 9 3/4" vertical)  
 1/2 page (7 1/4" x 4 3/4" horizontal or vertical)  
 1/3 page (2 1/4" x 9 3/4" vertical)  
 1/3 page (4 3/4" x 4 3/4" square)  
 1/6 page (4 3/4" x 2 1/4" horizontal)

### Advertising Rates

	\$	1365.00
	\$	1035.00
	\$	820.00
	\$	565.00
	\$	565.00
	\$	295.00
<b>Covers</b>		
	<b>Outside</b>	\$ 1525.00
	<b>Inside</b>	\$ 1595.00

Note: Above prices do not include special placement ie. index pages, far forward, right hand page. All ads are full colour. Special Position/ Bleed: Add 10% on gross rate.

\* Pricing indicated is PER issue and GST applicable on all pricing

**Sagatay Magazine is printed on a high-speed web offset press.**

<b>Type Page</b>	7 1/4" wide by 9 3/4" high
<b>Trim Page</b>	8 1/8" wide by 10 7/8" high
<b>Bleed Page</b>	9" wide by 11 1/2" high
<b>Columns</b>	3 per page each 2 1/4" wide
<b>Halftone screen</b>	133 line per inch screen. Total density not to exceed 260%

