

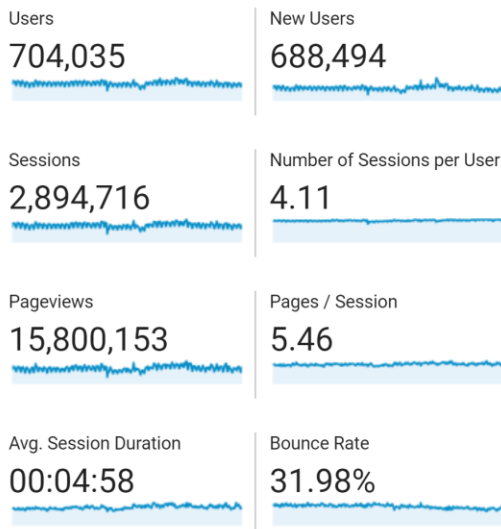


MEDIA KIT

www.avcanada.ca/forums

AvCanada was founded in 1994 as a free resource to connect the Canadian aviation community. Our popular forums and free job board have established AvCanada as the busiest aviation resource in Canada.

From June 4th, 2017 until June 4th, 2018 AvCanada's forums alone received:



These visitors came from 231 countries/territories, via 891 Canadian cities. In 2004 we changed our forums script and since the upgrade our membership has grown to:

Total posts 962370
Total topics 76954
Total members 55602

If you are interested in placing your banner ad on AvCanada please email us at avcanada@gmail.com.

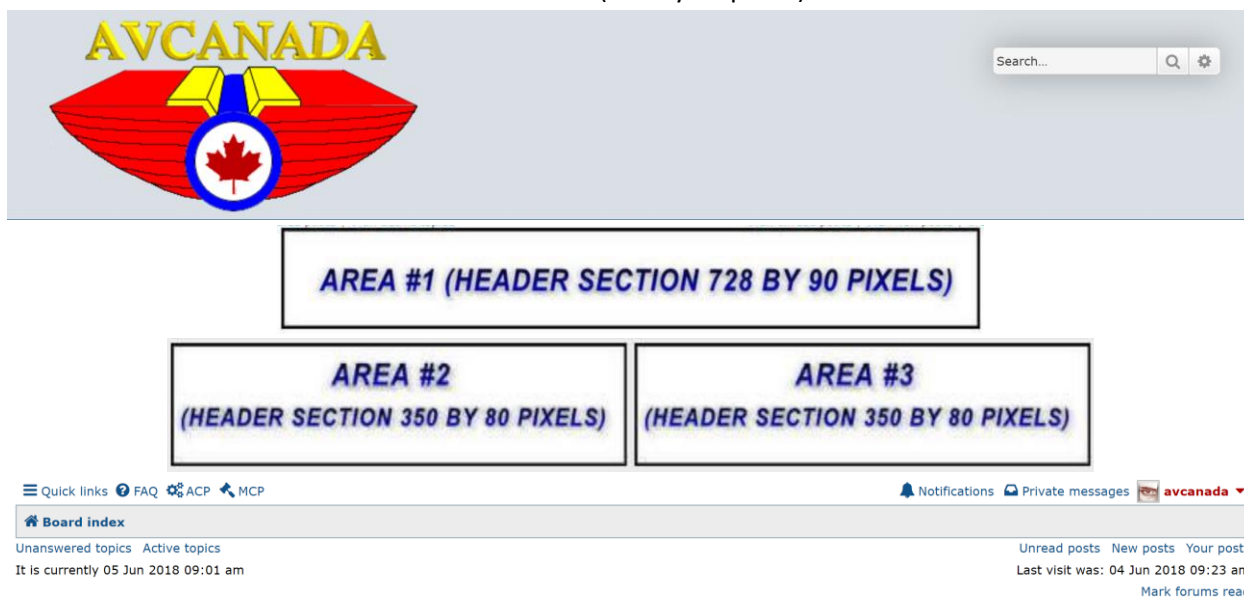
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FORUM BANNER AD LOCATIONS

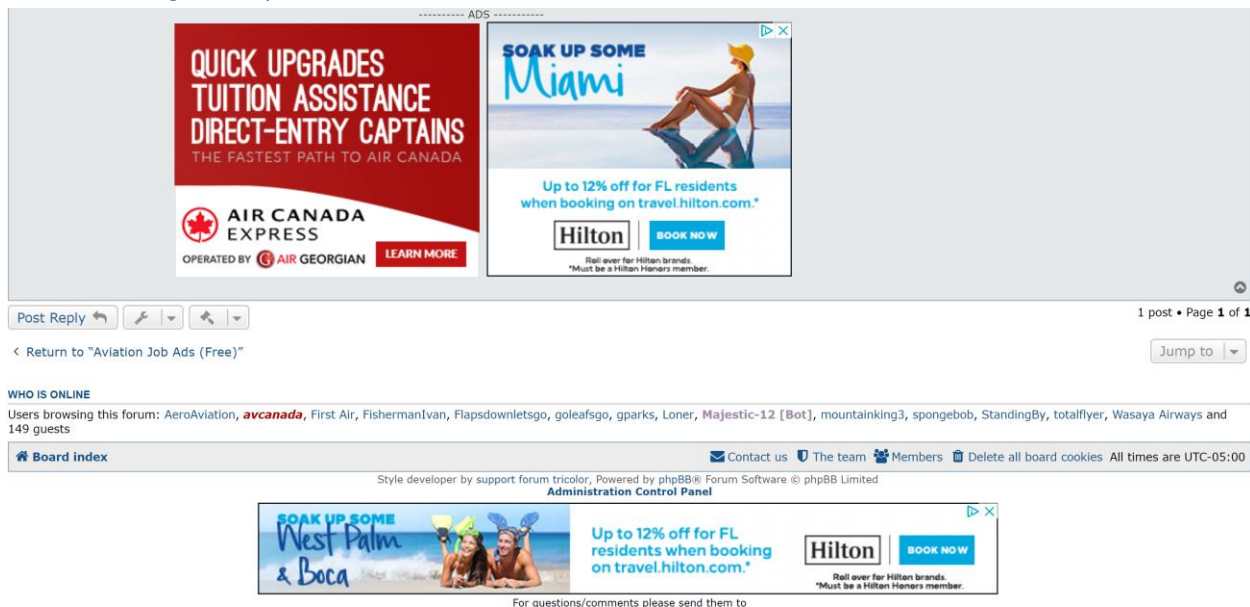
AREA #1 (728 by 90 pixels) Header Section on Forums

Area #2 &3 (350 by 80 pixels)



Banner Areas 4 & 5 (300 by 250 pixels)

These banners are displayed at the end of each post. Area 4 is on the bottom left of a post. Area 5 is on the bottom right of a post.



Area #6 bottom footer large banner ad (728 by 90 pixels).

BANNER AD RATES – (all rates in USD)

	Location	Size	1 month	3 months	6 months	1 year
Area #1	Header Section	728 X 90 pixels	\$2,500	\$6,750	\$12,000	\$21,000
Area #2	Header Section	350 X 80 Pixels	\$1,250	\$3,000	\$4,500	\$6,000
Area #3	Header Section	350 X 80 Pixels	\$1,250	\$3,000	\$4,500	\$6,000
Area #4	In post bottom left	300 X 250 Pixels	\$1,500	\$3,750	\$6,000	\$9,600
Area #5	In post bottom right	300 X 250 Pixels	\$1,500	\$3,750	\$6,000	\$9,600
Area #6	Footer Section	728 X 90 Pixels	\$750	\$1,500	\$2,100	\$3,600

All funds are quoted in U.S. dollars.

What is needed to get your banner ad displayed on AvCanada's forums?

Send us an email to avcanada@gmail.com with:

- Desired banner ad area
- Desired start and end dates

Once we receive the following information we will send you back an invoice.

We will upload and have your banner image live at your desired start date (if space is available) as long as we receive the following at least four days prior to the desired start date:

- A copy of your banner image sized per the banner ad area location maximum dimensions
- A copy of the link you wish your banner image to redirect back to your website
- Payment in full per your desired term

AvCanada Forums Statistics – June 4, 2017 to June 4, 2018

Audience Overview

Users

704,035



New Users

688,494



Sessions

2,894,716



Number of Sessions per User

4.11



Pageviews

15,800,153



Pages / Session

5.46



Avg. Session Duration

00:04:58

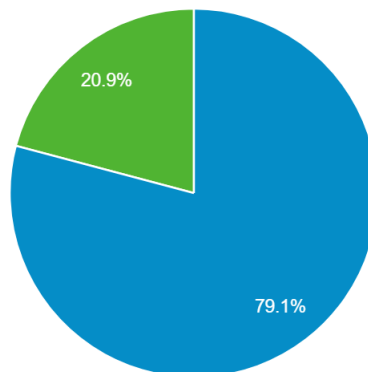


Bounce Rate








31.98%



■ New Visitor ■ Returning Visitor



TOP VISITING WORLD LOCATIONS – BY COUNTRY

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	704,035 % of Total: 100.00% (704,035)	689,154 % of Total: 100.10% (688,494)	2,894,716 % of Total: 100.00% (2,894,716)	31.98% Avg for View: 31.98% (0.00%)	5.46 Avg for View: 5.46 (0.00%)	00:04:58 Avg for View: 00:04:58 (0.00%)
1.  Canada	518,784 (71.57%)	502,297 (72.89%)	2,485,540 (85.86%)	29.70%	5.67	00:05:10
2.  United States	101,986 (14.07%)	94,311 (13.69%)	191,665 (6.62%)	42.79%	4.19	00:03:44
3.  United Kingdom	9,509 (1.31%)	8,369 (1.21%)	18,119 (0.63%)	47.40%	4.05	00:03:38
4.  Australia	6,206 (0.86%)	5,946 (0.86%)	10,229 (0.35%)	62.28%	3.19	00:02:44
5.  India	6,003 (0.83%)	5,784 (0.84%)	9,369 (0.32%)	68.04%	2.68	00:02:21
6.  France	4,639 (0.64%)	4,072 (0.59%)	10,874 (0.38%)	43.21%	4.55	00:04:43
7.  Germany	4,031 (0.56%)	3,542 (0.51%)	5,853 (0.20%)	59.58%	3.40	00:02:48

TOP 10 CITIES

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	704,035 % of Total: 100.00% (704,035)	689,154 % of Total: 100.10% (688,494)	2,894,716 % of Total: 100.00% (2,894,716)	31.98% Avg for View: 31.98% (0.00%)	5.46 Avg for View: 5.46 (0.00%)	00:04:58 Avg for View: 00:04:58 (0.00%)
1. Toronto	66,919 (7.73%)	53,446 (7.76%)	261,547 (9.04%)	31.21%	5.28	00:05:08
2. Calgary	59,362 (6.86%)	48,272 (7.00%)	266,469 (9.21%)	27.87%	5.57	00:05:09
3. (not set)	39,721 (4.59%)	33,491 (4.86%)	106,787 (3.69%)	37.35%	5.11	00:04:31
4. Montreal	35,587 (4.11%)	27,652 (4.01%)	115,983 (4.01%)	36.93%	4.81	00:04:21
5. Vancouver	29,936 (3.46%)	22,071 (3.20%)	105,315 (3.64%)	34.11%	4.96	00:04:37
6. Ottawa	20,789 (2.40%)	17,434 (2.53%)	73,140 (2.53%)	30.60%	5.91	00:05:01
7. Winnipeg	20,452 (2.36%)	16,958 (2.46%)	96,400 (3.33%)	27.14%	6.00	00:05:16
8. Mississauga	16,865 (1.95%)	12,364 (1.79%)	59,905 (2.07%)	29.31%	5.89	00:05:37
9. Edmonton	16,758 (1.94%)	13,779 (2.00%)	51,762 (1.79%)	31.50%	5.53	00:04:49
10. Richmond	10,646 (1.23%)	7,438 (1.08%)	38,704 (1.34%)	28.06%	6.03	00:05:01

Browser & OS

<input type="checkbox"/>	Browser ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		704,035 % of Total: 100.00% (704,035)	689,154 % of Total: 100.10% (688,494)	2,894,716 % of Total: 100.00% (2,894,716)	31.98% Avg for View: 31.98% (0.00%)	5.46 Avg for View: 5.46 (0.00%)	00:04:58 Avg for View: 00:04:58 (0.00%)
<input type="checkbox"/>	1. Safari	325,266 (46.08%)	319,342 (46.34%)	1,352,522 (46.72%)	30.93%	5.03	00:04:50
<input type="checkbox"/>	2. Chrome	253,248 (35.88%)	246,434 (35.76%)	1,094,081 (37.80%)	33.09%	5.88	00:05:08
<input type="checkbox"/>	3. Internet Explorer	44,055 (6.24%)	43,081 (6.25%)	125,137 (4.32%)	31.19%	5.79	00:04:31
<input type="checkbox"/>	4. Firefox	40,607 (5.75%)	39,080 (5.67%)	156,685 (5.41%)	30.18%	5.97	00:05:27
<input type="checkbox"/>	5. Edge	20,869 (2.96%)	20,556 (2.98%)	76,265 (2.63%)	29.06%	6.47	00:05:30
<input type="checkbox"/>	6. Samsung Internet	8,250 (1.17%)	7,622 (1.11%)	51,823 (1.79%)	37.05%	4.81	00:04:30
<input type="checkbox"/>	7. Safari (in-app)	4,070 (0.58%)	3,923 (0.57%)	5,552 (0.19%)	77.04%	2.16	00:01:55

MOBILE OVERVIEW

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	704,035 % of Total: 100.00% (704,035)	689,154 % of Total: 100.10% (688,494)	2,894,716 % of Total: 100.00% (2,894,716)	31.98% Avg for View: 31.98% (0.00%)	5.46 Avg for View: 5.46 (0.00%)	00:04:58 Avg for View: 00:04:58 (0.00%)
1. desktop	327,193 (46.33%)	317,687 (46.10%)	1,210,268 (41.81%)	30.08%	6.10	00:05:18
2. mobile	249,899 (35.38%)	244,163 (35.43%)	1,165,482 (40.26%)	35.55%	4.67	00:04:21
3. tablet	129,145 (18.29%)	127,304 (18.47%)	518,966 (17.93%)	28.38%	5.74	00:05:35

MOBILE DEVICES

Mobile Device Info ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	379,255 % of Total: 53.87% (704,035)	371,467 % of Total: 53.95% (688,494)	1,684,448 % of Total: 58.19% (2,894,716)	33.34% Avg for View: 31.98% (4.27%)	5.00 Avg for View: 5.46 (-8.42%)	00:04:44 Avg for View: 00:04:58 (-4.82%)
1. Apple iPhone	174,976 (45.97%)	172,149 (46.34%)	745,986 (44.29%)	34.37%	4.41	00:04:14
2. Apple iPad	117,655 (30.91%)	115,616 (31.12%)	469,953 (27.90%)	27.82%	5.75	00:05:35
3. Samsung SM-G930W8 Galaxy S7	5,716 (1.50%)	5,390 (1.45%)	38,385 (2.28%)	35.87%	5.51	00:04:18
4. (not set)	4,967 (1.30%)	4,802 (1.29%)	22,122 (1.31%)	38.89%	4.97	00:04:36
5. Samsung SM-G920W8 Galaxy S6	2,779 (0.73%)	2,562 (0.69%)	22,511 (1.34%)	33.73%	5.15	00:04:36
6. Samsung SM-G950W Galaxy S8	2,645 (0.69%)	2,585 (0.70%)	22,472 (1.33%)	31.04%	6.60	00:05:07
7. Samsung SM-G935W8 Galaxy S7 Edge	2,399 (0.63%)	2,272 (0.61%)	22,956 (1.36%)	30.83%	6.26	00:05:52