



# Reach THE CANADIAN ARMED FORCES COMMUNITY

Voxair  
Digital Media Kit 2024



# ABOUT OUR AUDIENCE

## 17 Wing / CFB Winnipeg

- 17 Wing employs more than 5,000 military and civilian personnel in the Province
- It is one of the province's largest employers and economic engines.
- Members are 57% male, 74% are married and 65% own a home
- Many members and their families are moving into Winnipeg every year.

## HOW ARE THEY READING?



46%



## Voxair: <https://www.17wingvoxair.com>

- Started as a newspaper **72 years ago**
- Has strong brand recognition and value to CAF members and their families in Manitoba
- Today - more than a Newspaper!
- Voxair is the face of 17 Wing and is the central point of communication
- **Current traffic: approx. 3,000 sessions per month**



Voxair Printed Edition: 1952-2023



Voxair Re-brand: 2024



## Voxair Website Advertising

Thousands of engaged readers visit the Voxair website each month. Display your brand front and center on the landing page of the 17wingvoxair.com

Website Ads	Cost/Month
Strip Ad (980 px x 100 px)	<b>\$395</b>
½ Width Ad (480 px x 300 px)	<b>\$290</b>
Square Ad (326 px x 326 px)	<b>\$270</b>
Supporter Logo	<b>\$80</b>
CAF Discount Ads	<b>\$35</b>
Marketplace Ads (text up to 50 words)	<b>\$25</b>
Obituary	<b>\$45</b>
Sponsored Article “Advertorial”	Cost
Sponsored Article (350 words)	<b>\$375</b>
Sponsored Article (500 words)	<b>\$425</b>

Articles will be shown in 'featured' section at the top of the website for a 1 week period.  
Articles are permanently kept on the Voxair website.

## Design Specifications

### Web Ads

Specs: RGB, 221 DPI

Deadline: Week before run date

### Supporter Logo

Specs: Submit logo as .jpg or png file

Deadline: Week before run date

### Obituary

Specs: Send text for ad as a word or google doc

### CAF Discount Ad

Do you offer a discount to CAF members? Would you like to post an ad alerting our members to this? Ad includes logo, link to website and discount available.

### Marketplace Ads

Specs: Send text for ad as a Word or Google doc. 3 small images or logo permitted.

### Sponsored Article

Voxair editor will work directly with advertisers to capture your article. Inside photos, interview, writing and editing included.

We average 3,000+ monthly visitors to the Voxair website.



\*Taxes not included, prices subject to change. Design services available at a fee



# PSP Program Guide

- **Multipage program guides** are printed in black and white 3 times per year
- The guide is also featured and linked on the front page of the website: [Click Here](#)
- The physical guides are in stands around the base, most prominently at the Gym

PSP Program Guide	Cost/Month
½ Page	\$900
¼ Page	\$600

## Design Specifications

- ½ Page: 9.3” high x 3.75” wide
- ¼ Page: 4.5” high x 3.75” wide



\*Taxes not included, prices subject to change



## Opportunities at Building 90 Gym

- On average, there are over 7000 entries into the gym throughout the month between CF Members and Civilians
- 500+ drop ins of non-members monthly
- The Movie Theatre that is located in the gym hosts four movies per month. Entries for the movies are not captured in the above numbers
- Town Halls, large briefings and meeting are also done in the theatre as it has a capacity of 425 seats
- Many sports teams from other Canadian bases come to the Gym for Championships, etc
- Non CF related sports teams rent out the gym for Championships (Ex Heavy weight lifting, etc)

### **Opportunities include:**

1. Digital Screen Advertising
2. Large Banner on Wall
3. Free Standing Banner by entrance
4. Pre Movie Advertising



## Digital Screen at Building 90 Gym

17 Wing/CFB Winnipeg has a screen located above the desk where members sign in. It is a high-traffic area at the Building 90 Gym. With the screens located in the main entrance, they are highly visible to patrons as they swipe their cards to enter.

Digital Screen	Cost/Month
Static Display Ad – 6 seconds	<b>\$450</b>
Video Ad – 10 seconds	<b>\$500</b>
Video Ad – 20 seconds	<b>\$575</b>

### Design Specifications

**Size:** 1920 x 1080 px

**Deadline:** Week before run date

#### **Static Ad**

Format: JPEG, JPG, PNG,

#### **Video / Animated Ad**

Format: MP4, GIF

**\*Taxes not included, prices subject to change**



## Large Banner on Wall

Create a statement! This is the most prominent spot in Building 90, and will be seen by all who enter.

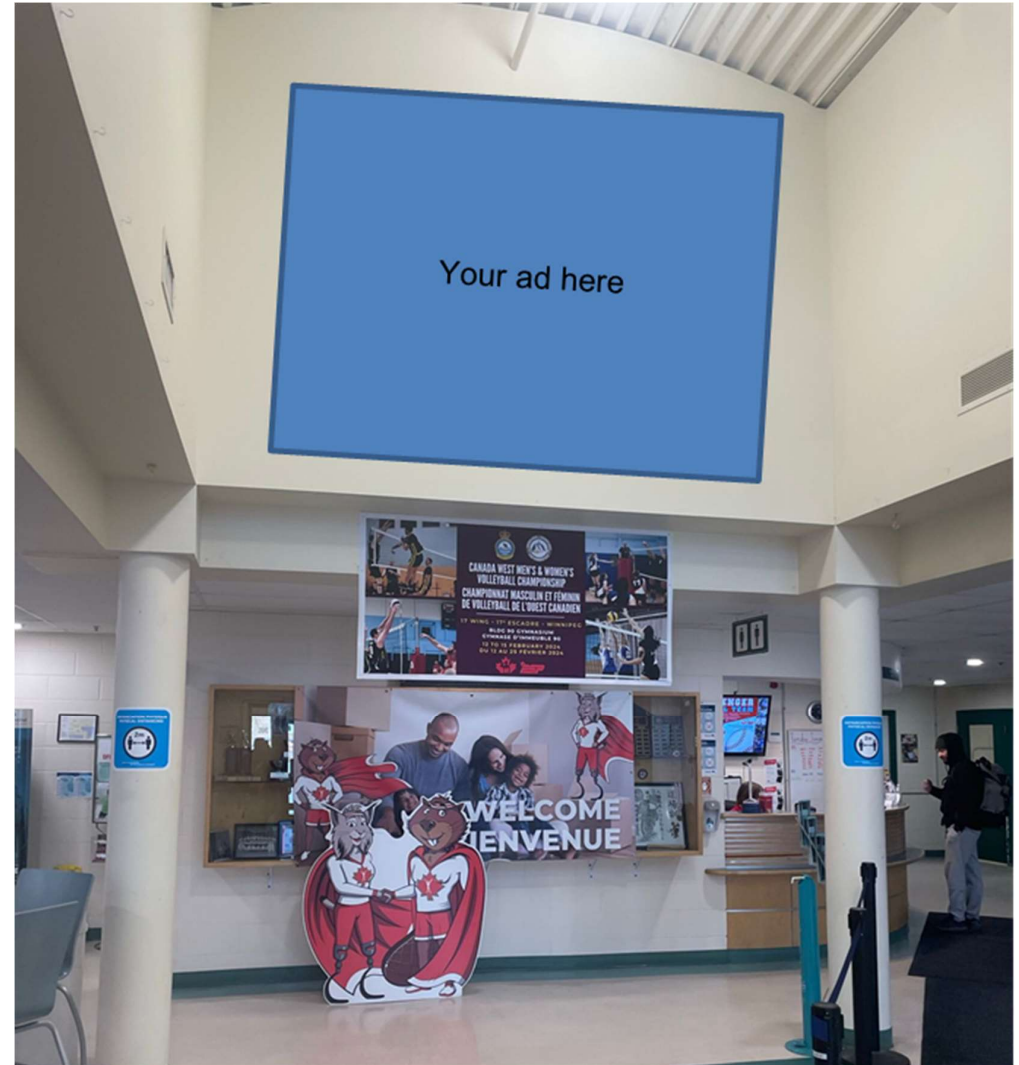
Banner	Cost/Month
Large Banner on Wall	\$600

### Design Specifications

**Size: Max** 125" wide x 120" tall

Deadline: Week before run date

Banner/Poster must be supplied. If you need Voxair to help with the sourcing of this, price of banner to be billed separately. Paid design services available. Inquire for quotation.



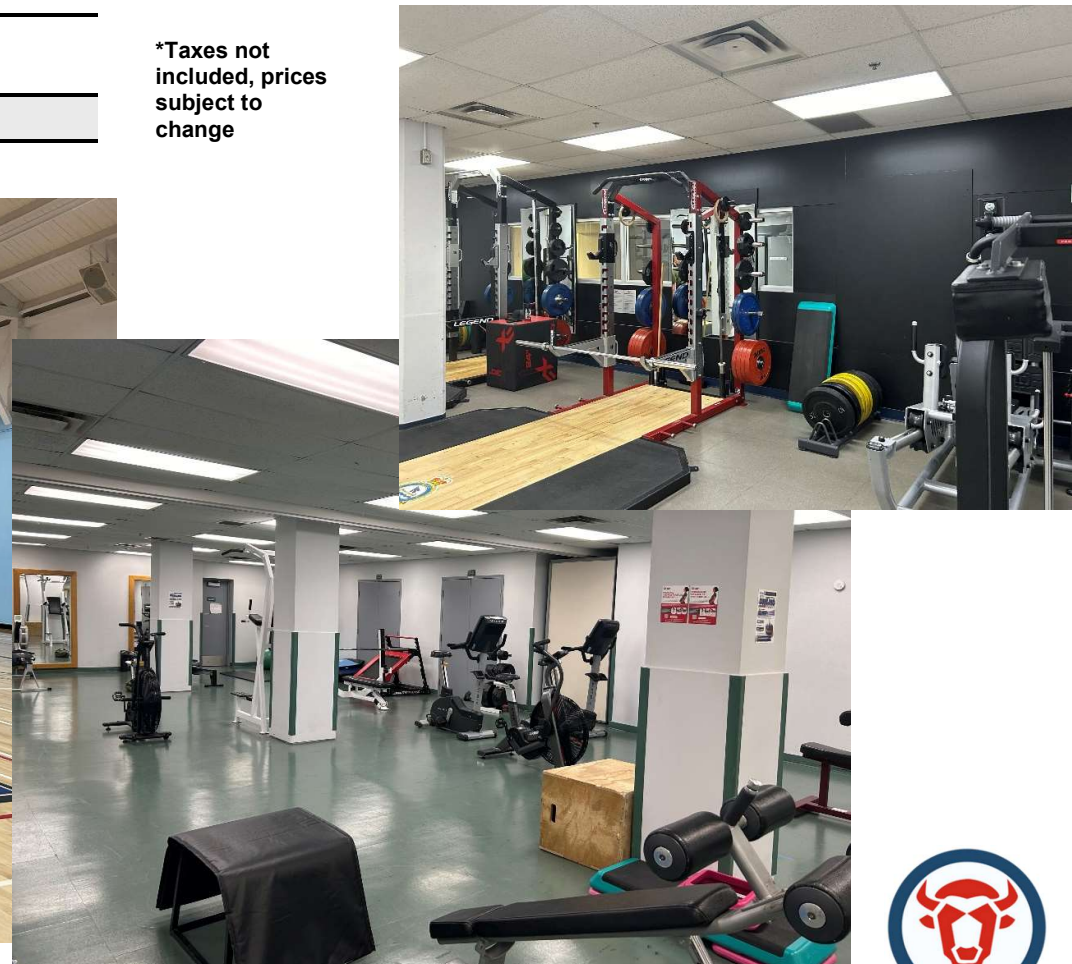
## INSIDE GYMNASIUM

Inside the large gym banners can be placed on the walls. Smaller framed posters can be placed in our weight rooms, in the halls leading to the gyms and throughout the facility.

Banner	Cost/YEAR
Banner supplied by Advertiser (Max size: 5.5' 'x 4')	<b>\$1,600</b>
Glass Framed Poster (22" x 28")	<b>\$900</b>

Banner/Poster must be supplied. If you need Voxair to help with the sourcing of this, price of banner to be billed separately. Paid design services available. Inquire for quotation.

\*Taxes not included, prices subject to change



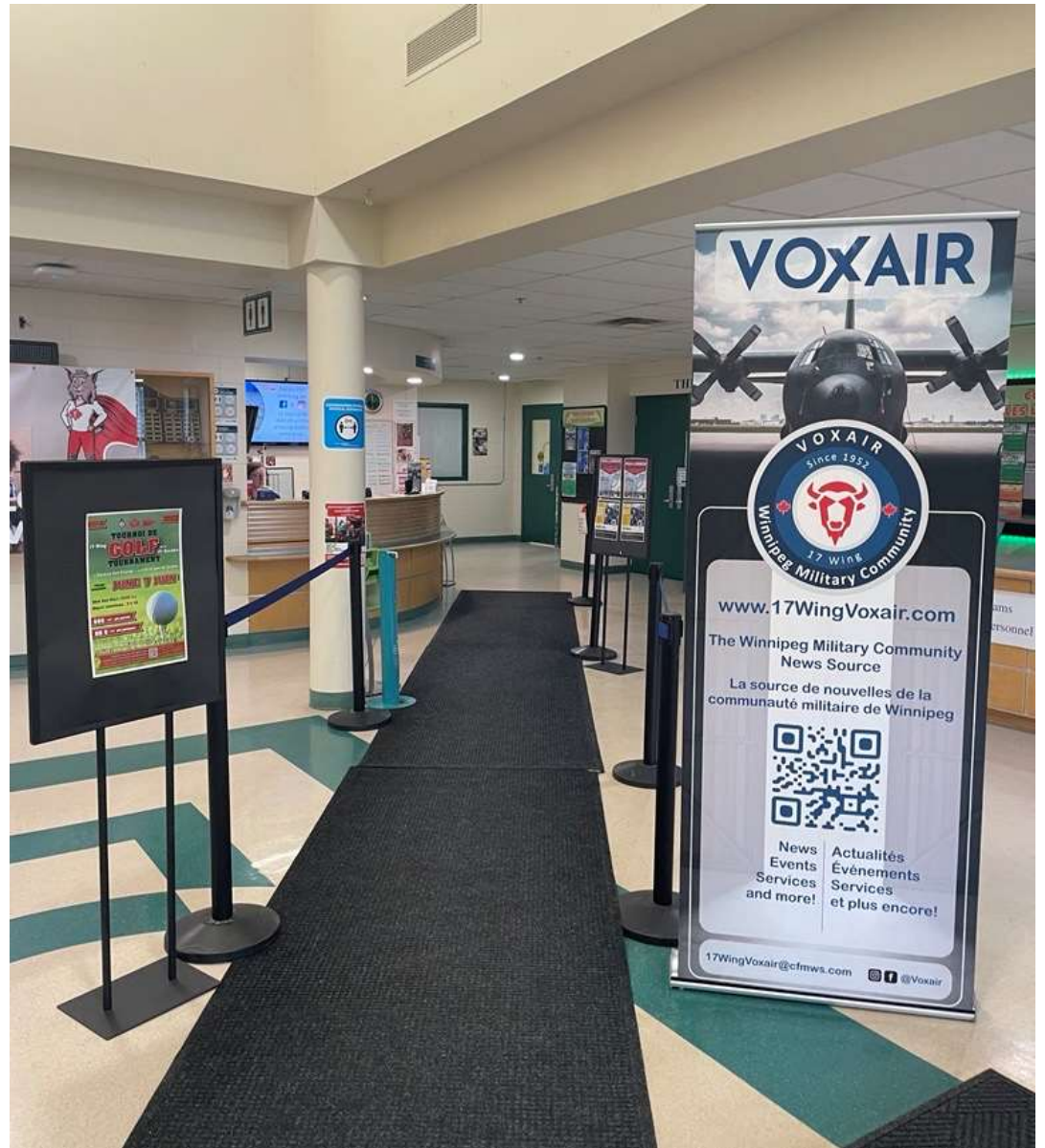


## Free Standing Banner by Entrance

Set up your company's banner in the entrance of Building 90. Catch the eye of everyone who comes in the door!

Digital Screen	Cost/Month
Free standing Banner	\$450

Banner must be supplied.



\*Taxes not included, prices subject to change



## Pre-Movie Advertising

The 17 Wing Theatre is conveniently located at the Building 90 Gym for base military personnel, their families, DND employees and the general public. The theatre seats 425 and has showings 4 times a month.

Digital Screen	Cost / 3 Months
Static Display Ad – 6 seconds	<b>\$150</b>
Video Ad – 10 seconds	<b>\$200</b>
Video Ad – 20 seconds	<b>\$250</b>

## Design Specifications

Video: Length 30 seconds  
File type: 1920 x 1080 px  
MP4 (16:9 Ratio)

### Static Images

Length: Image will be displayed for 15 seconds.  
File type: PNG, JPEG, JPG (1920 x 1080 px)

### File Naming

Please name your files with the name of your company and the date the ad is scheduled to begin.

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