

OFFICIAL PUBLICATION OF RISE AIR

connections



2025 Media Planner *RiseAir*

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About RISE AIR

Rise Air has grown to become Saskatchewan's largest and most capable air service operator, employing almost 300 personnel. Today, no other airline can match the infrastructure they've built in Saskatchewan.

The CCAB certifies that Rise Air is Indigenous-owned by the communities that they serve. Their operations include scheduled services across the north of Saskatchewan, workforce transportation for multiple sectors including the resource sector, Medevac and charter flights across Canada.

Rise Air transports more than 120,000 passengers per year, and directly owns/manages passenger lounges in Saskatoon, Stony Rapids, Buffalo Narrows and Wollaston Lake. Their services stop in the main terminal in Saskatoon, La Ronge, Prince Albert, Fond du Lac and Uranium City where customers check in and wait for their flights.

Rise Air is the second largest Indigenous-owned airline in Canada.

The Magazine

Connections is the official voice of Rise Air, uplifting the voices of the communities they service and sharing stories of art, culture, tourism and exploration. Published twice per year, you can find a copy of *Connections* on flights and terminals, guaranteeing an audience and an entertaining flight.

Connections features articles directly from the northern communities of Saskatchewan and will provide insight into upcoming Powwows, carnivals and events, and showcase local businesses.

PUBLISHING DATES

| ISSUE | PUBLISH | MATERIAL DUE |
|----------------|---------------|----------------|
| Issue #1, 2025 | May 2025 | April 2025 |
| Issue #2, 2025 | November 2025 | September 2025 |

READ ONLINE

Click on the magazine to view the latest issue of **CONNECTIONS** magazine in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.



Why Advertise

UNPARALLELED EXPOSURE!

Every issue of *Connections* provides informative editorial content and unparalleled exposure to **4,500+ readers**. With 1,500 copies printed twice per year, advertising in this magazine is an extraordinary opportunity, providing you with direct access to a dedicated audience.



READERSHIP

Your company's ad will be viewed by a wide and diverse variety of readers. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers and leaders, including:

- Indigenous community members and leaders
- Provincial and federal politicians
- Entrepreneurs
- Business owners
- Prospectors
- Engineers
- Doctors and other medical professionals
- RCMP
- Legal professionals
- High net-worth American and International tourists, camp customers

UPCOMING EVENTS

- SUMMER POWWOWS
– each community
- FISHING DERBIES
– each community
- PRIDE EVENTS IN SASKATOON, LA RONGE AND PRINCE ALBERT
- ROCK THE RIVER
- SASKATOON JAZZ FESTIVAL
- BILLY IDOL
- LA RONGE ICE WOLVES
- PRINCE ALBERT RAIDERS
- SASKATOON BLADES

[Ask your MediaEdge representative about maximizing your exposure by advertising in the upcoming 2025 issues.](#)

Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

| SIZE | WIDTH | DEPTH | 2X RATE | 1X RATE |
|---------------------|--------|---------|------------|------------|
| Inside Front Cover* | 8.375" | 10.875" | \$2,179.50 | \$2,289.50 |
| Inside Back Cover* | 8.375" | 10.875" | \$2,179.50 | \$2,289.50 |
| Outside Back Cover* | 8.375" | 10.875" | \$2,269.50 | \$2,389.50 |

* **MUST have .125" of bleed**

Full-Colour Rates

| SIZE | WIDTH | DEPTH | 2X RATE | 1X RATE |
|-------------------|---------|---------|------------|------------|
| Full Page trim* | 8.375" | 10.875" | \$1,989.50 | \$2,089.50 |
| 2/3 Vertical | 4.583" | 9.5" | \$1,829.50 | \$1,929.05 |
| 2/3 Horizontal | 7" | 6.333" | \$1,829.50 | \$1,929.05 |
| 1/2 Horizontal | 7" | 4.583" | \$1,389.50 | \$1,459.50 |
| 1/2 Vertical | 4.583" | 7" | \$1,389.50 | \$1,459.50 |
| 1/2 Long Vertical | 3.333" | 9.5" | \$1,389.50 | \$1,459.50 |
| 1/3 Square | 4.583" | 4.583" | \$1,139.50 | \$1,199.50 |
| 1/3 Horizontal | 7" | 3" | \$1,139.50 | \$1,199.50 |
| 1/3 Vertical | 2.1667" | 9.5" | \$1,139.50 | \$1,199.50 |
| 1/4 Horizontal | 4.583" | 3.333" | \$559.50 | \$589.50 |
| 1/4 Vertical | 3.333" | 4.583" | \$559.50 | \$589.50 |
| 1/4 Banner | 7" | 2.1667" | \$559.50 | \$589.50 |
| 1/8 Horizontal | 3.333" | 2.1667" | \$399.50 | \$419.50 |
| 1/8 Vertical | 2.1667" | 3.333" | \$399.50 | \$419.50 |

* **MUST have .125" of bleed**

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 Advertising Agencies: Please add 15%
 Ad Proof Charge: \$25.00

MECHANICAL REQUIREMENTS

| SIZE IN INCHES | WIDTH | DEPTH |
|----------------|--------|---------|
| LIVE AREA: | 7" | 9.5" |
| TRIM SIZE: | 8.375" | 10.875" |
| BLEED SIZE: | 8.625" | 11.125" |



Production Specifications

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign and Adobe Illustrator files, if all graphics and fonts are also included. Publisher assumes no responsibility for accuracy when a proof is not provided.