



# AIR CANADA

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## Astral Media Radio and Aeroplan Join Forces to Offer Businesses Miles for Ads

Astral Media Radio Direct Clients Can Now Earn  
Aeroplan Miles on Ad Purchases

MONTREAL, Nov. 2 /CNW Telbec/ - Astral Media Radio and Aeroplan today announced the signing of an exclusive multi-year Business-to-Business agreement. The new program will reward Astral Media Radio's direct radio and web clients with Aeroplan Miles when they purchase airtime and web space. Starting today, Astral Media's more than 20,000 existing and new direct clients can benefit from this program that will be offered to direct advertisers of Astral's 83 radio stations in 45 communities across the country.

"We are thrilled to be joining forces with Astral Media Radio to create this unique business-to-business offering, the largest of its kind at Aeroplan," said Steve Allmen, Vice President, Business Development, Aeroplan. "This partnership allows Aeroplan to broaden the scope of our program to provide companies including smaller and medium size businesses in local communities across the country with the opportunity to earn Aeroplan Miles when they advertise."

"Aeroplan is the perfect partner; it responds exactly to our objectives and offers the perfect range of rewards with which to thank our business clientele," said Martin Spalding, Vice-president, General Manager, Astral Media Radio. "This partnership builds loyalty amongst our clients and proves once again our innovation giving clients yet another reason to invest with Astral."

As part of the Astral Media Radio A+ Reward Program direct clients can register online at [www.astralaplus.com](http://www.astralaplus.com) to earn Aeroplan Miles on their radio and web ad purchases. Aeroplan Miles earned will depend on ad investments. As a bonus, 1,000 Aeroplan Miles will be awarded upon registration. In addition, direct clients will have special opportunities to earn bonus Aeroplan Miles throughout the year.

To celebrate the beginning of the program, Astral Media Radio is launching the One Million Aeroplan Miles Contest. Every direct client registered with the program before August 31, 2010, will automatically be entered into the contest and have the chance to win one of five 200,000 Aeroplan Miles prizes.

Working closely with Astral Media Radio and Aeroplan, Elevate Incentives will operate and manage the communications, execution and delivery of the program.

For more information on the program, please visit: [www.astralaplus.com](http://www.astralaplus.com).

### About Astral Media

Astral Media Radio, an Astral Media Division; Astral Media is a leading Canadian media company, active in specialty and pay television, radio, outdoor advertising and interactive media. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences. For more information about Astral Media, please visit [www.astralmedia.com](http://www.astralmedia.com).

### About Aeroplan

Celebrating its 25th anniversary in 2009, Aeroplan, Canada's premier loyalty program, is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation. Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 70 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors. In 2008, over 2 million rewards were issued to members including more than 1.5 million round-trip flights on Air Canada and Star Alliance carriers, which offer travel to more than 900 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards. For more information about Aeroplan, please visit [www.groupeaeroplan.com](http://www.groupeaeroplan.com) or [www.aeroplan.com](http://www.aeroplan.com).

For further information: Dani Bastien, Director, Velocity, [dani.bastien@aemedia.com](mailto:dani.bastien@aemedia.com), (514) 284-8465; Sources: Chloé Boissonnault, Communication and Marketing Director, Astral Media Radio, [cboissonnault@radio.astral.com](mailto:cboissonnault@radio.astral.com), (514) 529-3212; Christa Poole, Manager, External Communications, Aeroplan, (416) 352-3745, [christa.poole@aeroplan.com](mailto:christa.poole@aeroplan.com)

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