

## VIA SATELLITE MONTHLY EDITION PRICING

\*Includes Digital Edition and any show distribution

	1x	4x	8x	12x
<b>Two page spread</b>	\$ 13,125	\$12,400	\$11,450	\$9,500
<b>Full Page 970x600</b>	\$ 8,750	\$8,260	\$7,625	\$6,320
<b>Two thirds page 970x600</b>	\$ 7,170	\$6,770	\$6,250	\$5,180
<b>Half page 600x300</b>	\$ 6,125	\$5,800	\$5,340	\$4,425
<b>Third page 300x250</b>	\$ 3,950	\$3,720	\$3,450	\$2,850
<b>Quarter page 180x50</b>	\$ 3,350	\$3,070	\$2,900	\$2,400

PREMIUM POSITIONS					
<b>Above TOC 600x160</b>	Cover 4	\$5,395	\$5,090	\$4,695	\$3,895
<b>Under TOC 600x160</b>	Cover 2	\$5,060	\$4,690	\$4,325	\$3,590
<b>Within TOC 300x250</b>		\$5,215	\$4,835	\$4,460	\$3,700

## Daily News Feed E-letter Ad Sizes

### TEXT AD

Headline: 100 characters max (including spaces)

Ad Size: Text: 50-75 words

Logo: 100 x 100 px max

### Banner AD

Ad Size: 600 x 300 px

File Format: **jpg** or **gif**

Flash Ads accepted: NO

Animation: NO

### ADDRESS FOR SENDING AD MATERIALS

ATTN: Sophie Chan-Wood  
Via Satellite Magazine  
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# AD SPECS

## ADVERTISING SPECIFICATIONS

### FILE FORMATS

- PDF high resolution/Press or Print Optimized (300 dpi minimum)
- TIFF high resolution (300 dpi minimum)

### GUIDELINES

- Set up documents to final size for output (For bleed ads, files should be set up for the bleed size of the magazine with crop marks set at the trim size. For non-bleed ads, set the file and crop marks to the actual ad size)
- All files must be converted to CMYK (not RGB or include any Spot Colors)

- If using Adobe Illustrator to creat ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics
- Do not compress linked graphics files when preparing final PDF or TIFF
- All photos and art must be a minimum 300 dpi resolution—don't include low res images in hi-res PDFs or TIFFs
- Trapping must be completed prior to creating final files: 0.20 pt. value and overprint black
- Send materials thru email or FTP upload— contact Production Manager for instructions

## DIGITAL EDITION AD SIZES

Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
970 x 600 px	full page ad	320 x 600 px
600 x 300 px	1/2 page ad	320 x 480 px
300 x 250 px	1/3 page ad	
180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px	cover 4	320 x 160 px
Under TOC 600 x 160 px	cover 2	320 x 160 px
Within TOC 300 x 250 px		

### FILE FORMATS

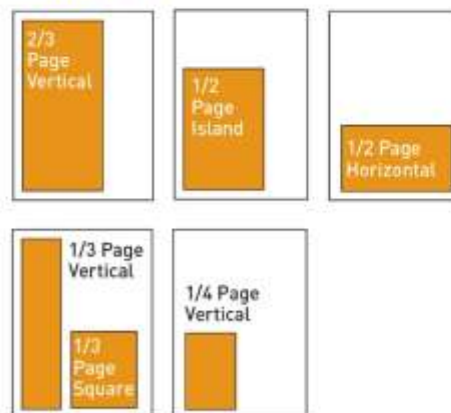
- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.



## PRINT MAGAZINE AD SIZES

	Width x Depth Inches	Width x Depth Metric
Magazine Trim Size	7.875" x 10.750"	200mm x 273mm
Full Page w/bleed	8.125" x 11.000"	206mm x 279mm
(Live Area)	7.000" x 10.000"	178mm x 254mm
2/3-Page (Vertical)	4.500" x 9.500"	114mm x 241mm
1/2 Page (Island)	4.500" x 7.500"	114mm x 191mm
(Horizontal)	7.000" x 4.750"	178mm x 121mm
1/3 Page (Vertical)	2.125" x 9.500"	54mm x 241mm
(Square)	4.500" x 4.750"	114mm x 121mm
1/4 Page (Vertical)	3.375" x 4.750"	86mm x 121mm
1/4 Page (Horizontal)	7.000" x 2.250"	178mm x 57mm
2 Page Spread	15.750" x 10.750"	400mm x 273mm
w/bleed	16.000" x 11.000"	406mm x 279mm
(Live Area)	15.000" x 10.000"	381mm x 254mm

### SCHEMATICS



### TERMS & CONDITIONS

Visit [www.accessintel.com/terms-conditions](http://www.accessintel.com/terms-conditions) to review Via Satellite's print and digital general terms and conditions.

*Live Area—keep all text and important graphics within this area*