

VIA SATELLITE ADVERTISING SPECS

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 create 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		

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

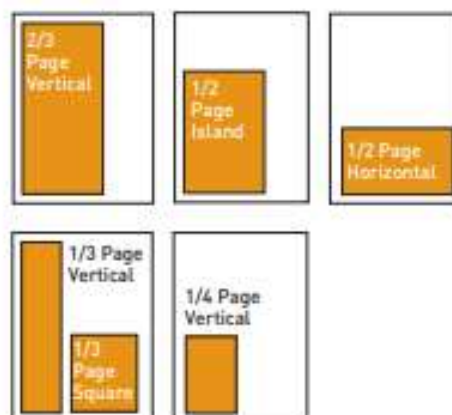
Live Area—keep all text and important graphics within this area

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.



SCHEMATICS



TERMS & CONDITIONS

Visit www.accessintel.com/terms-conditions to review Via Satellite's print and digital general terms and conditions.

AD PRICING

VIA SATELLITE MONTHLY EDITION PRICING

*Includes Digital Edition and any show distribution

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

PREMIUM POSITIONS: Full Page Rate + 15%

Cover 2	Under TOC 600x160
Cover 4	Above TOC 600x160



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

CONTACT FOR SENDING AD MATERIALS

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