

# Via Satellite MEDIA KIT 2023



Key influencers in the satellite, space, government, telecom and enterprise markets look to Via Satellite for in-depth news and analysis, business insights and market intelligence. This is your best opportunity to join the community and engage buyers.

When you partner with Via Satellite, you reach a diverse, engaged and robust satellite and space community:

125,078

MONTHLY  
ISSUE  
SUBSCRIBERS

105,000

DAILY NEWS  
FEED  
SUBSCRIBERS

166,864

MONTHLY  
WEBSITE  
PAGE VIEWS

95,774

UNIQUE  
WEBSITE  
VISITORS/MONTH

49%

INTERNATIONAL  
WEBSITE  
VISITORS

25,619

EVENT &  
WEBINAR  
ATTENDEES

8,012

ENGAGED  
WEBINAR  
LEADS

# VIA SATELLITE PORTFOLIO

## More than just a magazine!

What truly sets the Via Satellite portfolio apart is the depth in which we reach government, commercial markets and C-Suite involved in the purchase, implementation and use of satellite technology across so many verticals.

### Via Satellite

Via Satellite provides essential news and expert business analysis on the global satellite communications marketplace, including current and evolving applications, infrastructure issues, technology, and business and regulatory developments around the world.



SATELLITE unites aerospace and connectivity thought leaders, entrepreneurs, executives, engineers, end-users and enthusiasts from around the world for the largest and most important global satellite and space technology event of the year.

### CYBERSATGOV CYBERLEO

Our Cyber events are the only satellite security events in the world that fuse satellite, space, cyber and government to educate on threat vectors and deliver solutions against next generation attacks.

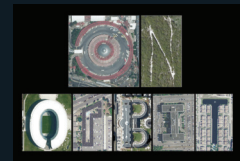
### Via Satellite Thursday Morning Conversations

Each Thursday, Via Satellite's Mark Holmes sits down with industry leaders and influences to discuss the latest trends, technology and news impacting the satellite and space industry. Grab a coffee, sit back, and listen in on Thursday morning at 10:00 a.m. ET for the latest segment.

### CONNECTED AVIATION INTELLIGENCE

Digital Transformation, AI & Innovation

Connected Aviation Intelligence is a powerful relationship-building and marketing opportunity - giving you access to executives representing some of the world's largest airlines and companies in the aerospace and avionics industry. You'll understand how AI/ML, connectivity and new digital technologies are enabling innovative new opportunities and applications for airlines, business aviation operators, airports, OEMs and service providers.



What's our future in space? On Orbit explores "what's next" through discussions focused on the real, human value of building a new economy in space. Through podcasts and webcasts, On Orbit is exploring the impact of ideas moving in the other direction - bringing Earth's innovation and creativity into space.

## Here's just a small sample of who we engage with:

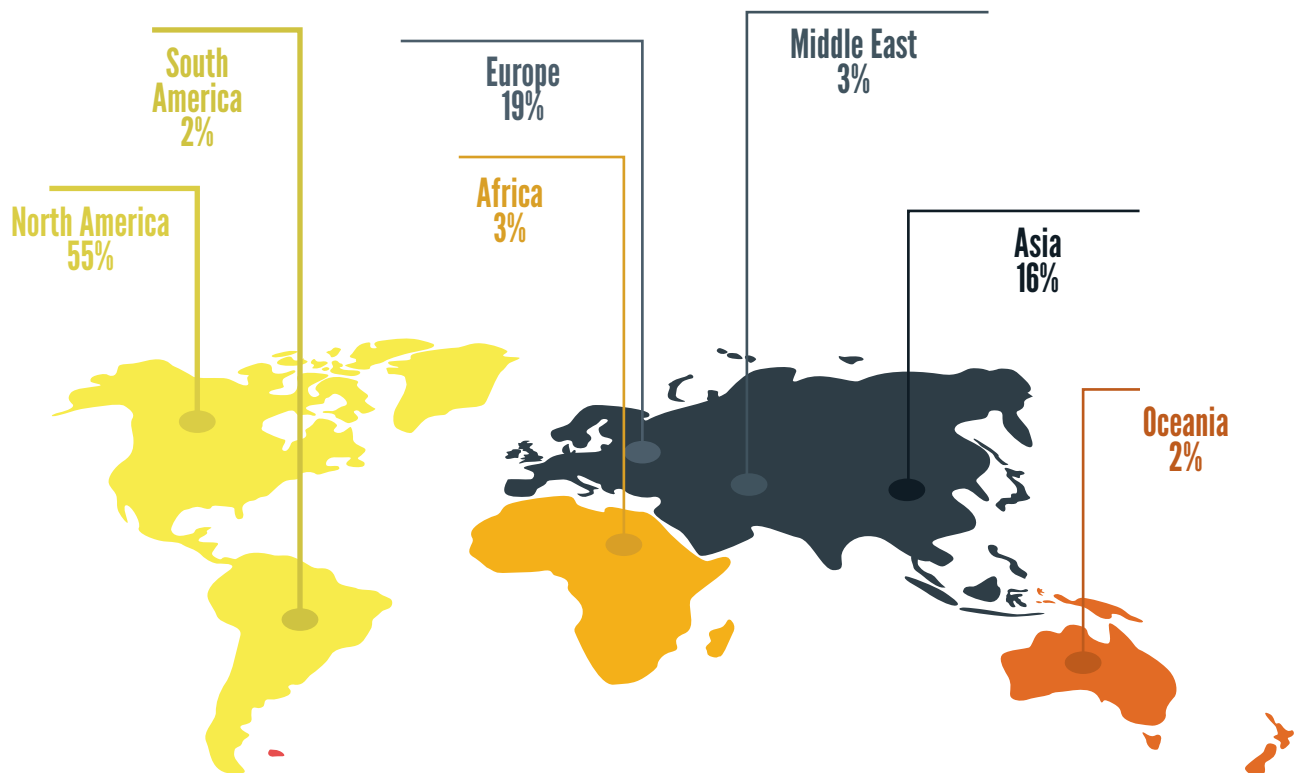


# VIA SATELLITE'S GLOBAL AUDIENCE

Reach the most engaged community of satellite professionals and maximize your sales and marketing by delivering your important message to a global audience of over **144,550** qualified industry decision makers.

**No other competitive publication can come close to this!**

**49% of our audience comes  
from outside the United States.**



## HOW DO WE DISTRIBUTE THE MAGAZINE?

We take a holistic approach to distributing Via Satellite which ensures we reach the most engaged and broadest audience possible. Through email, trade show distribution, social media, digital, and print advertising, we'll get your message out alongside the valuable content that our audience relies on!



Email



Show Distribution

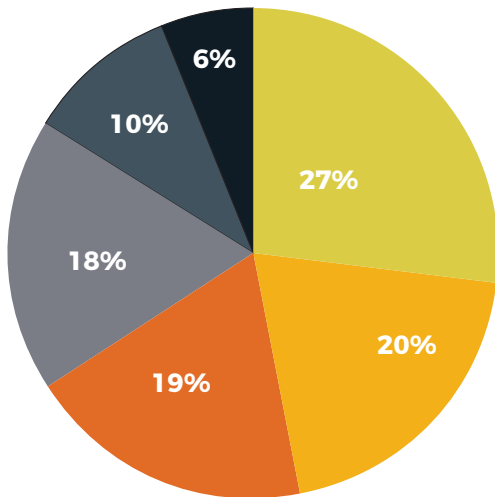


Social Media

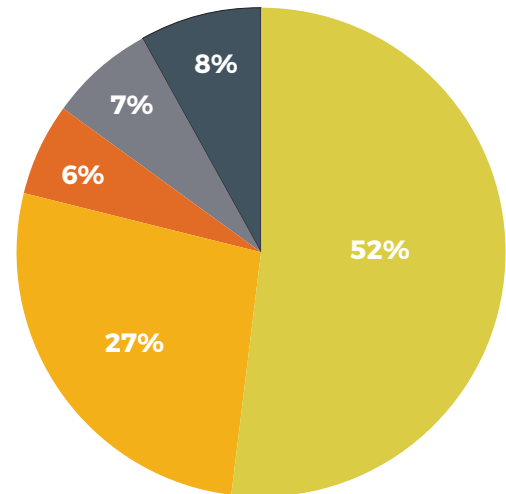


Advertising

# VIA SATELLITE'S DIVERSE MARKETS



Satellite & Space Industry	27%
Media & Communications	20%
Business & Information	19%
Military & Government	18%
Commercial Market	10%
Other	6%



C-Suite (Corporate Management)	52%
Engineering Management	27%
Operations & Purchasing	7%
Network/Comms/IT	8%
Other	6%

## Satellite & Space Industry

- Ground Systems/Manufacturer
- Satellite Equipment Distributor/Dealer
- Satellite Equipment Manufacturer
- Satellite Insurance
- Satellite Launcher
- Satellite Operator/Carrier
- Systems Integrator
- Satellite Imagery & Sensing

## Military & Government

- Military & Defense
- Local or State Government
- Space Agency
- Defense Contractor/Sub-contractor
- Intelligence Agency
- Other Government Department/Agency
- Emergency First Responder

## Commercial Market

- Agriculture
- Air Transportation
- Ground Transportation
- Entertainment/Sports/Recreation
- Energy: Oil & Gas/Electric/Solar/Wind/Utilities
- Engineering Company
- Engineering/Procurement/Construction
- Healthcare
- Hotel & Retail
- Maritime

## Business & Information

- Association/Non-Profit
- Block Chain
- Brokers
- Cloud Services
- Consultant
- Cybersecurity Solutions Provider
- Financial Institution
- Insurance
- Investors
- Legal Service
- Research
- Software Solution Provider
- University/Schools

## Media & Communications

- Telecommunications Carrier
- OTT/Streaming Services
- Media Broadcast Provider
- Device Manufacturer
- Infrastructure/Tower Company

## OUR COMMUNITY TRUSTS US TO DELIVER.

**NET PROMOTER SCORE (NPS) = 57**

The Net Promoter Score is a metric used to gauge customer loyalty and satisfaction. We are very proud to share our high score of 57, which means we are trusted by readers and they are loyal to our brand.

As an advertiser, you'll benefit from aligning with the Via Satellite name, and have multiple opportunities to get your own brand in front of customers, more effectively driving home your message.



# VIA SATELLITE'S CONTENT CALENDAR

SHOWCASES THE BROAD COVERAGE OF CONTENT AND IN-DEPTH INTERVIEWS  
THAT KEEP OUR READERS ENGAGED AND RETURNING EACH MONTH.

2023	CONTENT COVERAGE	SHOWS	AD SPACE CLOSE	MATERIALS DUE
JANUARY/ FEBRUARY	Post SPAC Era: What is next for Satellite Financing? Viasat Hack, What We Learned? What could Happen Next? Chasing Open Standards: Progress With DIFI	Mobile World Congress (Barcelona)	11/7	11/28
MARCH	10 Hottest Companies SEOTY Nominees STOTY Nominees Celebrating Women in Satellite Ground Tech Innovations on Display at SATELLITE	SATELLITE Conference & Exhibition GEOINT Symposium NAB	1/23	1/30
APRIL	The Changing Landscape of DoD Satcom Acquisition The Space Industry's Bid to Attract New Talent The Impact of Severing Relations with Russia	Space Symposium Sea Air Space TechNet Cyber	2/15	2/22
MAY	SEOTY Interview STOTY Interview Adapting to High-Volume Manufacturing Small Connections, Big Opportunities: IoT Case Studies	CyberLEO CABSAT TechNet Cyber	3/22	3/29
JUNE	Case Studies for Space as a Service Bridging the Digital Divide With Backhaul Asia Regional Operators: Plans and Investments	ConnecTechAsia Connected Aviation Intelligence	4/17	4/24
JULY	Traditional Operators: Staying in the Game or Being Left Behind? Regional Focus: Argentinian Space Sector Spaceport Update: How are New Launch Sites Faring?		5/24	5/31
AUGUST	10 Smallsat Startups to Watch Gen-Z on the Future of the Space Industry The Potential Impact of ChatGPT on the Satellite Industry	Small Satellite Conference	6/19	6/26
SEPTEMBER	Agriculture: Feeding Future Generations Using Satellite Ground Segment: Lowering Costs to Meet Rising Expectations Airline Case Studies: Will LEO Operators Muscle in? How the EU Constellation is Taking Shape	World Satellite Business Week IBC Mobile World Congress (Las Vegas) CyberSatGov	7/24	7/31
OCTOBER	Examining Progress With Laser Communications Developing GEO/MEO/LEO Hybrid Services Threat Vectors Your Satellite Company Should be Aware of		8/23	8/30
NOVEMBER	Integrating Satellite into Private LTE Networks Energy Sector Market Focus Satellite's Role in the Global Fight Against Climate Change	MILCOM Global MilSatCom AfricaCom	9/20	9/27
DECEMBER	10 Things We Might See in Satellite Industry in 2024 Analyzing the Effects of the Viasat/Inmarsat Acquisition The James Webb Telescope — One Year Out		11/20	11/27

# Via Satellite TECHNOLOGY Webcast Series

You determine a content topic that's important to your company and select your speakers - let us do the rest! Our sponsored webinars have generated over 8,000 engaged leads for our clients. We'll utilize the Via Satellite brand to market and you'll be showcased as a thought-leader to the entire community.

## WHAT OUR CLIENTS VALUE ABOUT OUR WEBINARS:

- Third party credibility through Via Satellite affiliation
- Our reach and penetration into the market
- Thought leadership with editorial moderation
- Lead generation



## TWO OPTIONS AVAILABLE:

### 1 One hour Sponsored Webinar: \$15,000

- Via Satellite moderator
- Comprehensive marketing campaign
- One question on the registration form
- Q&A included during the webinar
- Opportunity to include polling & marketing collateral during the webinar
- Up to 400 leads
  - Additional leads can be purchased for \$50 per lead

### 2 30 minute Sponsored Webinar: \$8,400

- Via Satellite moderator
- Comprehensive marketing campaign
- Q&A included during the webinar
- Opportunity to include marketing collateral during the webinar
- Up to 250 leads
  - Additional leads can be purchased for \$50 per lead

## OPTIONAL ADD-ON

### Technology Webcast Report: \$8,000

Expand the reach and shelf-life of your webinar with this co-branded post event report which also serves as excellent marketing collateral.

- 3-5 page PDF we create using the content from the webinar
- Added editorial commentary offering third party credibility
- Inclusion of images/charts/diagrams
- PDF report will be included in our Technology Webcast Series marketing campaign

## AUGMENTED WEBINAR CAMPAIGN

### MAXIMIZE YOUR WEBINAR VISIBILITY WITH A PROVEN AUGMENTED CAMPAIGN.

**61%** more leads for webinars with additional promotion.

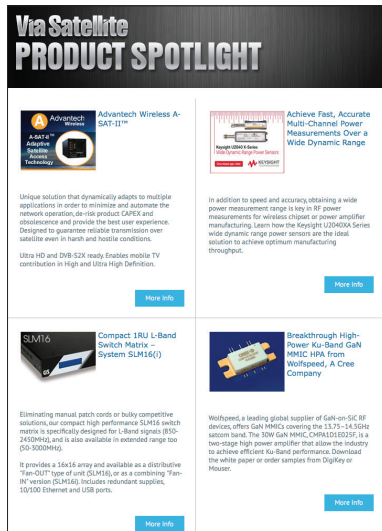
- Average Webinar Leads: **357**
- Average Webinar Leads with an Augmented Campaign: **585**

### Campaign Components:

- 1 Week Fluid Banner - \$3,750
- Onsite Modal (2 weeks) - \$2,400
- Up to 500 total leads - \$50 CPL, additional 100 leads are valued at \$5,000

**Package Pricing:** \$7,250 (\$11,150 regularly)

# Via Satellite Product Spotlight



## LEAD COMES WITH FULL CONTACT INFORMATION

Via Satellite product spotlight e-letter is solely dedicated to your product announcements. Delivered to more than **112,800 global Via Satellite readers**, this is the perfect vehicle to promote your company's latest products and technologies.

- Only e-letter with a report containing full contact, lead generation information
- Average Product Spotlight advertiser receives 24 leads per issue

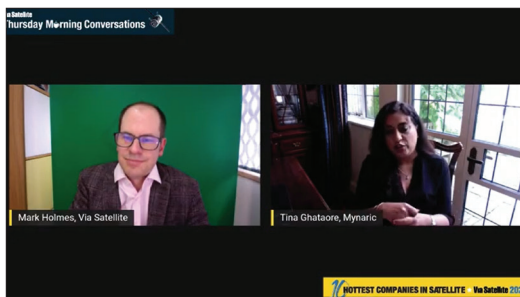
## Issues Dates:

First Thursday of every month

## Pricing:

1x \$1,680    4x \$1,550    8x \$1,370    12x \$1,230

# Thursday Morning Conversations



## BRANDED INTERVIEW

\$5,000

SPONSORED VIDEO INTERVIEW

Each Thursday, Via Satellite's Mark Holmes sits down with industry leaders and influencers to discuss the latest trends, technology and news impacting the satellite and space industry.

Thursday Morning Conversations presents your opportunity to heighten the thought leadership of your company through the industry's most trusted source and strongest global reach. Book your sponsored video interview today!

# CONTENT MARKETING

***Content marketing represents the gap between what brands produce and what consumers want.***

Via Satellite's content marketing solutions offer marketers targeted, plug-and-play capabilities to generate demand, capture intent, and develop qualified leads from content. All of our solutions are managed by our best-in-class Performance Marketing Team who will guide our partners toward a successful campaign.

## CONTENT SYNDICATION

### BRANDCONNECT

GOAL: *Brand Awareness/Reach*

**NEW!** BrandConnect allows content marketers the opportunity to syndicate top-of-funnel content and assets on [viasatellite.com](https://viasatellite.com). The solution accelerates reach by utilizing our top performing content marketing channels.

#### FEATURE HIGHLIGHTS:

- Content published on [viasatellite.com](https://viasatellite.com)
- Home page promotion
- Targeted Native advertising
- Social media promotion
- Targeted Email promotions
- Partner ad alongside content
- Content consumption and marketing performance report

**\*STARTING AT \$8,500**

## LEAD GENERATION

### PIPELINE

GOAL: *Leads*

**NEW!** PIPELINE is Via Satellite's enhanced lead-generation solution, providing marketers with an efficient strategy to generate leads from our partner's most critical assets.

#### FEATURE HIGHLIGHTS:

- Landing page with lead-capture form
- Home page promotion
- Targeted Native advertising
- Targeted Social media promotion
- Targeted Email promotions
- Targeted Off-site audience extension promotion
- Enhanced lead analysis and marketing performance report

**\*STARTING AT \$11,000**

## NURTURE LEADS

### FLOW

GOAL: *Nurtured Leads*

Each FLOW campaign is designed to align precisely with our partner's needs. At its core, FLOW is an orchestrated, multi-asset, content journey that leverages high-touch experiences to nurture our audience from awareness to Marketing Qualified Lead (MQL).

#### FEATURE HIGHLIGHTS:

- Content audit and optimization (pre-launch)
- Asset configuration on [viasatellite.com](https://viasatellite.com)
- All marketing creatives developed by our Performance Marketing Team
- Targeted on-site banner and native ads
- Targeted off-site audience extension ads, including native & social media
- Targeted email promotions
- Active campaign optimization
- Live performance dashboard

**\*CUSTOM PRICING**





## What's our future in space?

### THE FUTURE SPACE ECONOMY WEBCAST SERIES

“The Future Space Economy” is a monthly interactive webcast series with the goal of educating various industries on the benefits space can provide them. This forum serves as a dialog between global industries, commercial space industry leaders, governments and educators about building the infrastructure we need to bring people, businesses, heavy industry and our larger global economy into space.

#### WHAT ARE OUR KEY MARKETS?



**38%**  
ENGINEERING  
R&D



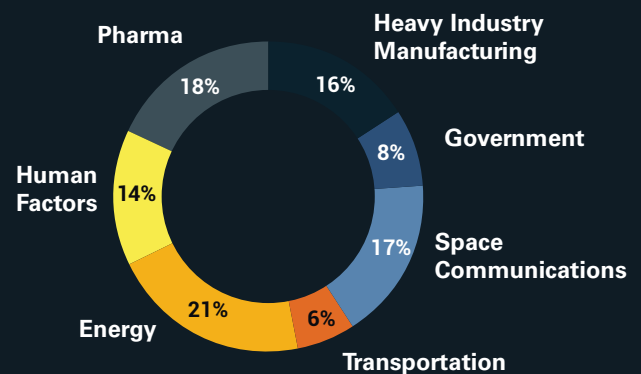
**32%**  
EXECUTIVE  
MANAGEMENT



**19%**  
BUSINESS  
DEVELOPMENT



**11%**  
OPERATIONS



Each webcast gives visionaries from innovative space companies and thought leaders from outside of the industry an opportunity to learn from one another – to explore potential use cases for space-based infrastructure and technologies and to identify solutions to critical challenges facing humanity.

Please contact Joe Milroy at [JMilroy@accessintel.com](mailto:JMilroy@accessintel.com) for more information on how to get involved.

**PODCAST** \$2,950 (2 EPISODES) | \$4,250 (4 EPISODES)

#### THIS IS YOUR OPPORTUNITY TO SHARE YOUR COMPANY'S STORY TO THOUSANDS OF LISTENERS.

Via Satellite's bi-weekly On Orbit podcast asks the question – “What's our future in space?” – to a diverse group of space industry thought leaders, tech experts, creators, policymakers, executives, and investors. With more than 45,000 downloads since its inception in April 2019, On Orbit is bringing space technology and exploration down to Earth for a brand-new audience of enthusiast, veterans, and novices alike.

##### How it works:

- Purchase in 2 or 4 episode increments as the exclusive advertiser.
- Receive three 30 second host spoken advertisements per episode (for a total of 6 or 12 advertisements) – one advertisement at the beginning, middle and end of each episode.
- Your logo will appear on the dedicated email blast for the episode(s) and on the podcast landing page.

# TECH FOCUS REPORT

**DIGITAL EDITION & TRADESHOW  
DISTRIBUTION | \$12,500**  
**DIGITAL EDITION | \$8,000**

**COMBINE YOUR COMPANY'S TECHNICAL  
KNOWLEDGE WITH THE BRAND RECOGNITION  
OF VIA SATELLITE**

Via Satellite's Tech Focus Report gives your company the unique advantage of thought-leadership and high visibility. Paired with your display ad on the back cover, it's a high-impact, multi-purpose sales and marketing tool that can be used effectively in a variety of ways:

- As an insert in Via Satellite magazine
- For your sales team to use as a leave-behind
- As a direct mail piece
- To post on your company's Web site

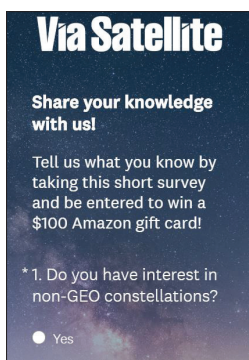


## Package includes:

- 4-page report
- Half-page 4-color image of your product on the front cover
- Full-color display ad on back cover
- PDF of Tech Focus Report
- 500 copies for your internal sales and marketing needs
- Trade show distribution available through Via Satellite

# MARKET INTELLIGENCE REPORT

**MARKET INTELLIGENCE REPORT | \$9,500**



The Market Intelligence Report is an email survey we send out to our database which allows you to gather specific information on your brand, technology/service, competition, market trends and needs, and more.

We then compile the survey data into a report for you which you can use to understand your market's needs and demands, how familiar the market is with your company/technology or to gather competitive information.

## Clients have used this to:

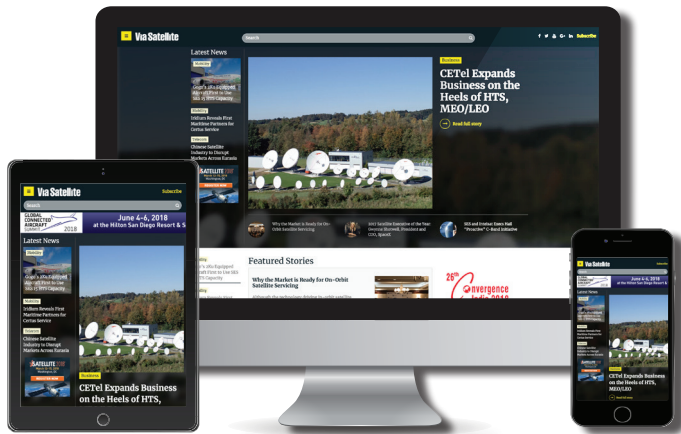
- Measure success of marketing campaigns
- Create accurate messaging back to the market
- Launch new products and services
- Develop thought leadership campaigns and new content

Beat your competition to the punch and get the edge with this valuable data!

# WEB ADVERTISING

ViaSatellite.com

TOP BRAND EXPOSURE



ViaSatellite.com delivers actionable news and in-depth analysis of the market providing users with a comprehensive picture of the satellite landscape.

## Leaderboard

970x90px or  
970x250px \$160 CPM

## Center Section

600x160px or  
600x300px or  
728x90px \$160 CPM

## Right Rail

300x250px or  
300x600px \$160 CPM

2,000,000

**TOTAL  
PAGEVIEWS  
IN 2022**

2,847,185

**DELIVERED  
IMPRESSIONS  
IN 2022**

137,978

**PAGE  
VIEWS  
A MONTH**

95,774

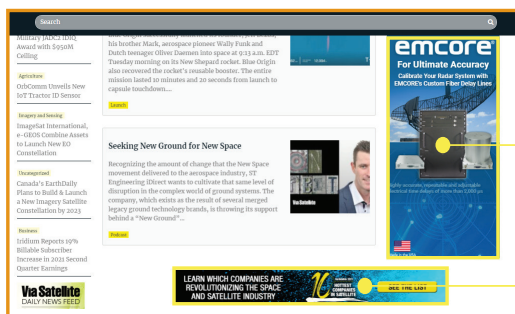
**UNIQUE  
VISTORS  
A MONTH**

49%

**OF VISITORS  
RESIDE  
INTERNATIONALLY**



**LEADERBOARD**



**RIGHT RAIL**

**CENTER SECTION**

# E-LETTERS

## VIA SATELLITE'S DAILY NEWS FEED

Via Satellite's Daily News Feed e-newsletter is the #1 source for actionable news and events that shape the global satellite and space industry. Delivered to 105,000 global inboxes 6 days per week, this premiere e-newsletter offers marketers the opportunity to get their important message in front of the most active and engaged subscribers.

With our advanced e-newsletter platform and technology, we're enabling marketers to quickly launch, test, target and scale messaging seamlessly and have the flexibility to reach our broad database or target their message to their ideal customer profile. Advertisers also have the ability to test their messaging through A/B testing.

Based on the Via Satellite legacy, coupled with our show, SATELLITE, nowhere else can you find an engaged audience of this size. Add in our advanced marketing capability, and you have a e-newsletter unlike any other!

### PRICING:

**600x300 Banner:** \$160 CPM

**Native Ad:** \$200 CPM

### TARGETING OPTION:

**600x300 Banner:** \$240 CPM

**Native Ad:** \$260 CPM

\*Minimum Impression Buy: 85,000 impressions

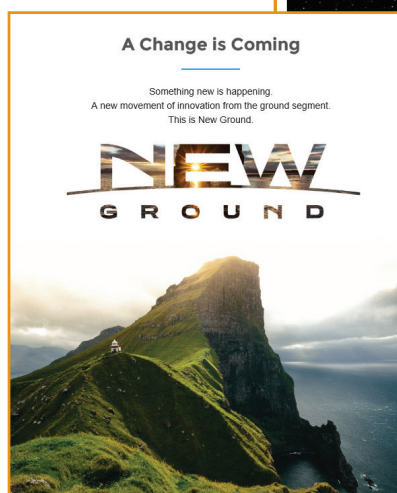
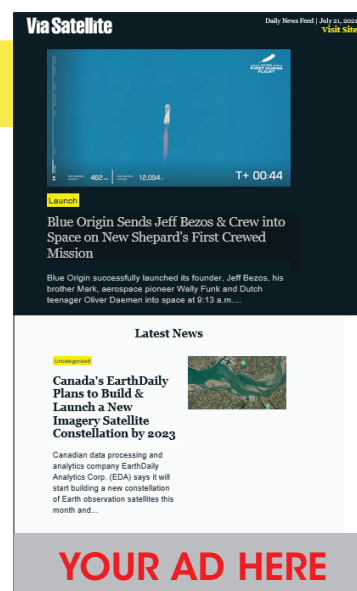
\*Minimum Impression Buy Targeted: 55,000 impressions

## TARGETED E-BLASTS UP TO 5,000 EMAIL ADDRESSES: \$4,500

The perfect way to communicate to a qualified audience.

- You pick your demographics and we customize your targeted list.
- Send us your HTML
- Our team takes care of the rest!

One week following deployment, we provide you with full analytics from your deployment.





# BRAND BOOST

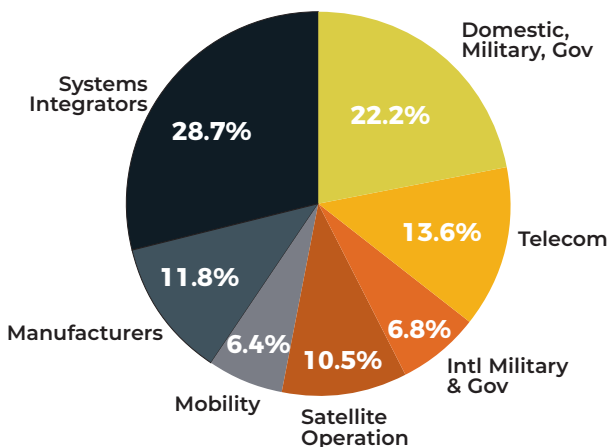
**YOUR OBJECTIVE: MAXIMIZE YOUR MARKETING SPEND WITH TARGETED CAMPAIGNS TO REACH YOUR IDEAL CUSTOMERS VIA SOCIAL MEDIA AND BANNER ADS.**

Cut the waste and zero in on your best prospects by serving your banner ads across the web to the segments of our audience which match your ideal customer profile. Your banner ads will be served on ViaSatellite.com, offsite on programmatic third party network of sites and social media.

## MAXIMIZE YOUR REACH TO VIA SATELLITE'S AUDIENCE!

Select your target audience, then we'll configure your ads to run on ViaSatellite.com, off-site through extended ad networks as well as social media!

## REACH THE VIA SATELLITE AUDIENCE ACROSS THE WEB



## SELECT YOUR PACKAGE



### BRAND BOOST **Target**

Select an audience segment to target with your ads

Package starts at 100K impressions \$7,333/month\*

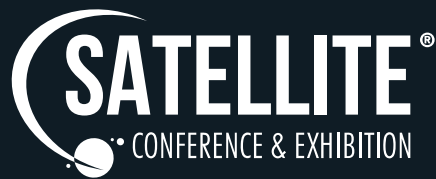


### BRAND BOOST **Blitz**

Target your ads to the entire *Via Satellite* audience

Package starts at 100K impressions \$6,333/month\*

\*All packages require 3-month commitment



MARCH 18-21, 2024

Walter E. Washington Convention Center | Washington, DC

**BOOST YOUR VISIBILITY AT THE WORLD'S MOST TRUSTED SATELLITE AND SPACE SYSTEMS SHOW.**

## SATELLITE SHOW DAILY

As the official daily publication of record for SATELLITE Conference & Exhibition, Via Satellite's Show Daily captures the breaking news, important issues, and newsworthy events that arise during this high-powered conference.

Written by Via Satellite's seasoned and dedicated editorial staff, Via Satellite's Show Daily is produced all four days of the SATELLITE Show in Washington, DC with a wrap-up edition produced post-event.



### Distribution includes:

- Strategically Placed Onsite Distribution
- Post Show Wrap-up Edition
- Digital edition format to 100k database

### Pricing:

Two Page Spread: \$16,565  
Full Page: \$10,395  
Half Page: \$6,245  
Third Page: \$4,835  
Quarter Page: \$3,090

### Deadlines:

Ad space close:  
**TBD**  
Materials due:  
**TBD**



## SATELLITE PROGRAM GUIDE

The Program Guide is your complete resource to SATELLITE. The guide includes important show information, conference schedule, networking events, exhibitor listings, and exhibit hall floor plan.

### Distribution includes:

- Registration Bags
- Publication bins in registration area
- Publication bins in the exhibit area

### Pricing\*:

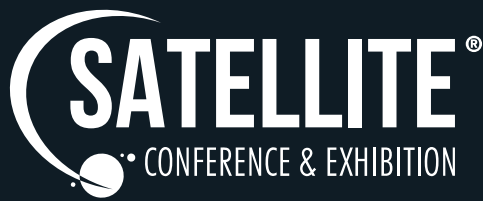
Two Page Spread: \$3,730  
Full Page: \$2,625  
Half Page: \$1,785

### Deadlines:

Ad space close:  
**TBD**  
Materials due:  
**TBD**

\*You must advertise in the Show Daily or March issue to advertise in the Program Guide





# ADVERTISING OPPORTUNITIES

## Maximize your exposure at SATELLITE

Build visibility around your investment at SATELLITE. With over 350 exhibitors, you must stand out from the crowd. Let us help you drive exposure for your organization and traffic to your booth. Select from the various opportunities below and we'll build a custom package for you to meet your objectives.

### VIA SATELLITE

**MARCH ISSUE:** Includes the popular annual article "10 Hottest Companies in Satellite 2024", Satellite Executive and Satellite Technology of the Year Nominees, and a Women in Satellite focus. Digital edition sent to Via Satellite readers and SATELLITE attendees, plus bonus onsite distribution at SATELLITE.

### SATELLITE

**SATELLITE SHOW DAILY:** One price for all 5 editions — four days of the event plus a post-show wrap up edition, packaged with the April issue of Via Satellite.

**SATELLITE PROGRAM GUIDE:** Includes event schedule, sessions, floor map and exhibitors and is distributed in the registration bags and publication bins. A must-have for attendees.

**SATELLITE DOWNLINK NEWSLETTER:** Your source for insider information on the event. Each edition delivers the latest information including updates on the sessions, exhibit and sponsorship opportunities, and relevant news and trends within the market.

### EMAIL & WEBSITE

**VIA SATELLITE'S DAILY NEWS FEED:** Our daily e-newsletter, which is distributed to over 85,000 email addresses, is sold in 10-Week Packs so your message is out in the market every day for 10 consecutive weeks.

**E-INVITE:** We can deploy your e-letter/e-invite to a targeted list of buyers for your products and services from Via Satellite and invite them to your booth at our show.

**WEB BANNER ADS:** Banner inventory on ViaSatellite.com and SATShow.com sells out fast leading into the show. Please inquire to discuss available positions and unique opportunities.

# 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 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.

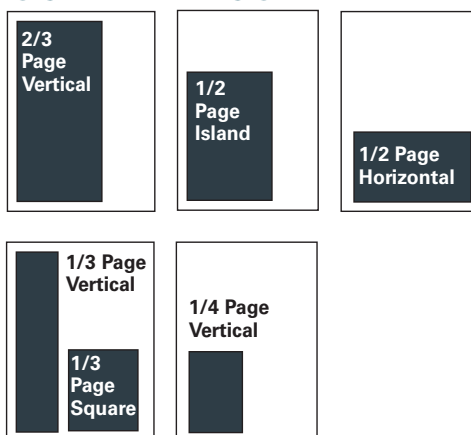


## PRINT MAGAZINE AD SIZES

	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

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

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\*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
<b>PREMIUM POSITIONS: Full Page Rate + 15%</b>					
Cover 2	Under TOC 600x160				
Cover 4	Above TOC 600x160				

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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

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