

	Pre-Show Issue JANUARY	FEBRUARY	SATELLITE 2008 Issue MARCH	SATELLITE 2008 Show Daily SATELLITE 2008
FEATURES	<p>Cover Story Satcom To Aircraft: Providing Communications To Smaller Jets</p> <p>Legacy Systems: Keeping Older Satellite Systems Operating</p> <p>DTH Operators Role On The Broadcast Landscape</p> <p>Webinar: MSS – The New Pricing Paradigm</p>	<p>Cover Story Mobile Satellite Services — LEO or GEO</p> <p>Satellite Executive Of The Year Nominees</p> <p>C-Band Wrap-Up</p> <p>Military E-Newsletter: Space Programs In The U.S. Air Force Budget Request</p>	<p>Cover Story Executive of the Year 2007</p> <p>Africa: Are In Region Satellites Bringing Down Transponder Prices</p> <p>The Next Generation: Attracting New Engineers</p> <p>Going Public: The Advantages And Disadvantages Of Public Money</p> <p>Hot Orbital Slots</p> <p>Webinar: IPTV: Threat Or Opportunity For Satellite</p>	<p>The Show Daily will be distributed all four days. Plus a wrap-up 5th edition to mail to the entire <i>Via Satellite</i> circulation.</p>
BONUS DISTRIBUTION	<p>PTC Honolulu, HI January 13-18, 2008</p> <p>IPTV World Forum Latin America Rio de Janeiro, Brazil January 29-30, 2008</p> <p>Mobile Deployable Communications Conference Prague, Czech Republic January 30-31, 2008</p>	<p>Digital Signage Expo Las Vegas, NV February 27-28, 2008</p>	<p>SATELLITE 2008 Washington, DC February 25-28, 2008</p> <p>CabSat 2008 Dubai, United Arab Emirates March 4-8, 2008</p> <p>MilSpace 2008 London, England March 5-6, 2008</p> <p>IPTV World Forum London, England March 12-14, 2008</p> <p>Convergence India New Delhi, India March 19-21, 2008</p>	<p>Distribution outlets at SATELLITE 2008 will include hotel room drops, registration bags and multiple strategic points throughout the Convention Center. Total distribution will be 8,500+ copies and provide attendees with critical and timely show information.</p>
AD CLOSE	November 7, 2007	December 14, 2007	January 9, 2008	January 14, 2008
MATERIALS DUE	November 19, 2007	December 21, 2007	January 18, 2008	January 22, 2008

	JULY	AUGUST	SEPTEMBER	FALL MILITARY SATCOM SUPPLEMENT
FEATURES	<p>Cover Story The Stadium: The Role Satellites Play At Big Events</p> <p>State Of The Industry</p> <p>Government Series Part I: ITAR's Impact On U.S. Companies</p> <p>Webinar: Ownership Changes – Impact For The Industry</p>	<p>Cover Story China: What Happens After The Olympics</p> <p>Small Satellites: Small Users</p> <p>Government Series Part II: ITAR's Impact On International Players</p>	<p>Cover Story European Broadcasting</p> <p>Ka-band: Ready To Make A Business Impact</p> <p>Launch: Medium Class Rockets</p> <p>Middle East: Where Is Satellite's Play</p> <p>Air Traffic Control And Satellite</p>	<p>The September 2008 Military SatCom Supplement will examine:</p> <p>Military Influence On Commercial Operators What will continued military use of commercial satellites mean for the next generations of communications spacecraft?</p> <p>Alternatives To Satellite What alternative technologies are being developed that may replace satellite in some uses?</p>
BONUS DISTRIBUTION			<p>IBC 2008 Amsterdam, The Netherlands September 11-16, 2008</p> <p>APSCC Singapore</p> <p>Comsys VSAT 2008</p>	<p>MilCom 2008 San Diego, CA November 16-19, 2008</p> <p>SATELLITE 2009 Washington, DC February 2009</p>
AD CLOSE	May 12, 2008	June 16, 2008	July 8, 2008	July 8, 2008
MATERIALS DUE	May 21, 2008	June 26, 2008	July 21, 2008	July 21, 2008

APRIL	SPRING MILITARY SATCOM SUPPLEMENT	MAY	JUNE
<p>Cover story Broadcasting: Ethnic Content</p> <p>Top Five New Service Markets</p> <p>Digital Signage: Do Satellite Players Still Have A Place?</p> <p>Which Telcos Really Are Pushing Satellite?</p>	<p>The April 2008 Military SatCom Supplement will examine:</p> <p>Government R&D Funding Where is the U.S. government focusing its satellite-related research and development efforts and which organizations control the funding.</p> <p>Next-Generation Military Satcom Terminals A look at the development efforts and schedules for the next generation of military satellite communications terminals.</p>	<p>Cover Story Killer Apps: Which Ones Have Proven Successful And Which Are Still Dreams?</p> <p>European Space Consolidation</p> <p>Internet To Aircraft: Life After Connexion</p> <p>Webinar: Small Satellites</p>	<p>Cover Story Asia: Regional Operators Versus FSS Giants</p> <p>Emergency Communications: Alternative Uses For Systems</p> <p>Commercial Operators And Interference Problems</p> <p>Military E-Newsletter: Military Launch Market The Future For X-Band</p>
<p>National Space Symposium Colorado Springs, CO April 7-10, 2008</p> <p>SatCom Africa Johannesburg, South Africa April 7-11, 2008</p> <p>NAB 2008 Las Vegas, NV April 12-17, 2008</p>	<p>National Space Symposium Colorado Springs, CO April 7-10, 2008</p>	<p>Mobile Satellite Users Association (MSUA-5)</p>	<p>CommunicAsia 2008 Singapore June 17-20, 2008</p>
AD PERCEPTION STUDY			
February 11, 2008	February 11, 2008	March 12, 2008	April 9, 2008
February 20, 2008	February 20, 2008	March 24, 2008	April 21, 2008

STRATEGIC PLANNING & RESOURCE GUIDE	OCTOBER	NOVEMBER	DECEMBER	FOCUS ON ASIA SUPPLEMENT
<p>Via <i>Satellite's</i> 13th issue highlighting satellite products and services that solve some of the most vital communication issues in business today.</p> <p>10% Early Bird Discount: January 18, 2008</p> <p>5% Early Bird Discount: May 2, 2008</p>	<p>Cover Story Satellite Phones Competing Against Cell Phones</p> <p>Operators: Partnerships Powering New Spacecraft</p> <p>Satellite Newsgathering</p> <p>Webinar: Do DTH Players Offer More Than TV?</p>	<p>Cover Story The Maritime Satellite Market</p> <p>FSS: What Do The Four Largest Operators Do Now?</p> <p>IP In Space</p> <p>Compression Trends</p> <p>Military E-Letter: Satellite's Role In The GIG Blue Force Tracking</p>	<p>Cover Story Year In Review</p> <p>Digital Switchover: What It Means For Broadcasting</p> <p>Cellular Backhaul Market</p> <p>Webinar: New Space Powers In Asia</p>	<p>The Focus on Asia 2008 Supplement will spotlight the most significant developments facing satellite-enabled communications and showcase where profits are materializing.</p>
TRac Study				
<p>SATELLITE 2009</p> <p>NAB 2009</p> <p>CommunicAsia 2009</p> <p>IBC 2009</p>	<p>ITC 2008</p>	<p>MilCom 2008 San Diego, CA November 16-19, 2008</p> <p>Global MilSatCom</p> <p>Offshore Communications</p>		<p>PTC 2009</p> <p>CommunicAsia 2009</p>
July 8, 2008	August 12, 2008	September 11, 2008	October 14, 2008	October 14, 2008
September 9, 2008	August 22, 2008	September 19, 2008	October 23, 2008	October 23, 2008