

# Via Satellite

## MEDIA KIT | 2021

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 #1 source to join the community and engage buyers.



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

91,657

MONTHLY  
ISSUE  
SUBSCRIBERS

175,994

MONTHLY  
WEBSITE  
PAGE VIEWS

23,944

EVENT &  
WEBINAR  
ATTENDEES

67,497

UNIQUE  
WEBSITE  
VISITORS/MONTH

41%

INTERNATIONAL  
WEBSITE  
VISITORS

54,464

DAILY NEWS  
FEED  
SUBSCRIBERS

# 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

SATELLITE unites more than 15,000 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.

### CYBERSAT

CyberSat is the only satellite security event in the world that fuses satellite, space, cyber and government to educate on threat vectors and deliver solutions against next generation attacks.

### CONNECTED energy

As the energy market heads towards a digital revolution, oil & gas professionals need to stay apprised of the latest technology to keep their industry moving forward. Through online content and in-person networking events, the Connected Energy Series fosters a forward-thinking environment that meshes technology buyers with solution providers.

### GLOBAL CONNECTED AIRCRAFT SUMMIT

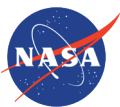


GCA Summit brings together the world's largest airlines and companies from all across the aerospace and avionics industries to discuss and assess the newest developments in the global connected solutions market.

### Via Satellite PODCAST

What's your business in space? Via Satellite's On Orbit podcast explores the future of space and the ecommerce opportunities through in-depth conversations with the pioneers leading the way. Give your eyes a rest and take in discussions around the socio-economic value of space with this podcast!

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





## VIA SATELLITE'S MONTHLY DIGITAL ISSUE

**YOUR OBJECTIVE: PROMOTE YOUR BRAND AND DRIVE TRAFFIC TO YOUR WEBSITE.**

Reach the most engaged community of satellite professionals and maximize your sales and marketing by delivering your advertising message to over more than **91,000 readers** and qualified industry decision makers each month.  
**No other competitive publication can come close to this!**

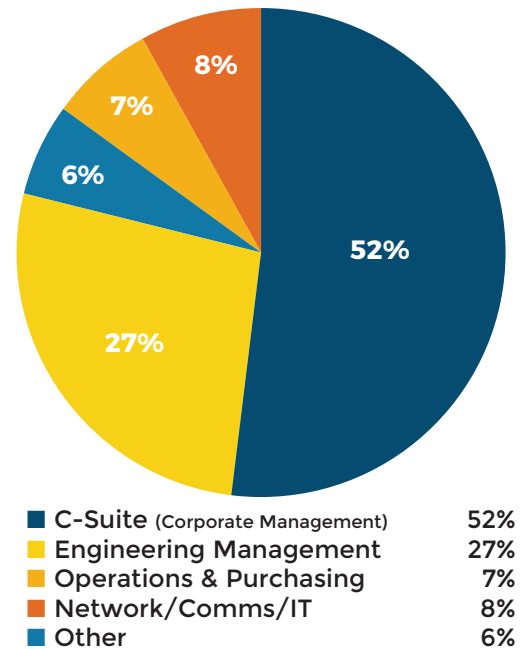
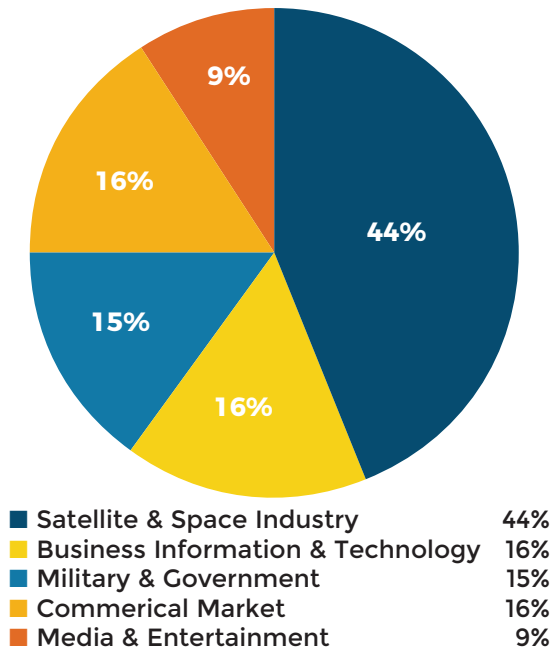
**20,000+ readers from outside the United States**



All analytics reflect demographics volunteered to us by our readers.

# BRAND AWARENESS

## DIVERSE MARKETS



**VIA SATELLITE REACHES YOUR CUSTOMERS AND PROSPECTS! Contact Joe Milroy to discuss a marketing campaign to meet your objectives. [jmilroy@accessintel.com](mailto:jmilroy@accessintel.com) | +1 215.439.1708**

### Military & Government

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

### Commercial Market

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

### Satellite Industry

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

### Media & Entertainment

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

### Business Information & Technology

- Association/Non-Profit
- Blockchain
- Brokers
- Cloud Services
- Communication Services Provider
- Consultant
- Cybersecurity Solution Provider
- Satellite Insurance
- Investors
- Legal Services
- Research
- Software Solution Provider
- University/Schools

## NO MATTER THE MARKET, OUR COMMUNITY TRUSTS VIA SATELLITE TO DELIVER.

### NET PROMOTER SCORE (NPS)

The Net Promoter Score (NPS) is a customer loyalty metric used to gauge customer loyalty and satisfaction. ViaSatellite.com is very proud to share our **Net Promoter Score of 47**. Our high NPS means we are trusted by our readers and they are loyal to our brand, consistently returning to ViaSatellite.com for their news. As an advertiser, you will align your company with a loyal, trusted brand in the marketplace, and will have the opportunity to get your own brand in front of customers multiple times, 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.

Includes Via Satellite feature stories, Thursday Morning Conversation videos and episodes of the podcast On Orbit.

2021	FOCUS	CONTENT COVERAGE	SHOWS	AD SPACE CLOSE	MATERIALS DUE
JANUARY	A LOOK AT THE YEAR AHEAD	Are Supply Chains Sustainable in a COVID and Post-COVID World? 2021: Five Companies Facing a Pivotal Year Impact of Failed Mergers on the Satellite Industry End User Interview: Airline		11/18	11/30
FEBRUARY	CONSTELLATIONS	Constellations: Who is Rolling Out What and When End User: Telco (5G/4G) Interview: UK Government Post-Brexit, OneWeb *TMCs Future of LEOs (Virtual Roundtable)		12/14	12/23
MARCH		SEOTY Nominees STOTY Nominees 10 Hottest Satellite Companies in 2021 Diversity: How Should the Satellite Industry Work to Level the Playing Field?		1/15	1/27
APRIL		Maritime Feature US Government Satellite Spending Post-Election Military/Government End User Interview Satellite Executive Interview	GEOINT CABSAT	2/17	2/26
MAY	EXCELLENCE IN THE INDUSTRY	SEOTY Interview STOTY Interview New Market for Satellite: Financial Services Software-Defined Satellites *Podcast: Startup Space Interview		3/22	3/30
JUNE	ASIA	Airline Connectivity Roundtable Startup Space 2021 Overview Asia Satellite Operators CapEx Plans Deciphered Satellite Executive Interview End User: Telco *TMCs Top Operators in Asia	ConnecTechAsia TechNet Cyber Mobile World Congress	4/21	4/29
JULY	SATELLITE SHOW	10 Hottest Satellite Companies in 2021 Satellite 2021 Half Year Report The Changing Face of Ground Systems R&D (antenna tech, 5G infrastructure) End User Airline Interview *TMCs The Hottest Companies in Satellite *Podcast: 40 Years of SATELLITE	SATELLITE Show	5/24	5/31
AUGUST	FUTURE LEADERS	10 CEOs to Watch in the Satellite Industry Market Focus: Satellite for Land and Resource Planning End User: Government *TMCs CEOs to Watch in the Industry *Podcast: Interview with CEO to Watch *Podcast: Live at SATELLITE	Small Satellite Conference Space Symposium Sea Air Space	6/16	6/25
SEPTEMBER		Has Bandwidth Pricing Changed in a COVID and Post-COVID World? End User: Broadcaster New Launch Vehicles Focus Space-Based Healthcare: A Vision of an Exciting Future	World Satellite Business Week IBC APEX Expo	7/21	7/30
OCTOBER	GOVERNMENT AND CYBERSECURITY	US Space Force: 18 Months On Satellite Executive Interview End User: Maritime Cybersecurity and Satellites Focus *Podcast: Focus on Space Force	NAB CyberSatGov MilCom	8/18	8/27
NOVEMBER		Where Does Satellite Fit in to the 5G Future? The Future of Intelsat Post Chapter 11 End User: Oil & Gas	AfricaCom	9/20	9/28
DECEMBER	POPULAR CULTURE	Satellites/Space in Popular Culture: From Bowie to Space Force End User: Airline Sustainable Space Focus *TMCs Satellite Influence in Popular Culture/The Arts *Podcast: Space in Pop Culture Podcast		10/25	11/1

# LEAD GENERATION

**YOUR OBJECTIVE: ACQUIRE NEW LEADS AND PORTRAY YOUR COMPANY AS THE GO-TO EXPERT IN THE FIELD**

## VIA SATELLITE'S TECHNOLOGY WEBCAST SERIES

### Via Satellite WEBINAR



You determine a content topic that's important to your company and select your speakers - let us do the rest! We'll utilize the Via Satellite brand to market and you'll be showcased as a thought-leader to the entire community! **Two options are available:**

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

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

#### 30 minute Sponsored Webinar: **\$8,000**

- Via Satellite moderator
- Comprehensive marketing campaign
- Up to 250 leads
  - Additional leads can be purchased for \$50 dollars per lead

#### 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

## PRODUCT SPOTLIGHT

### 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 60,000 global Via Satellite readers, this is the perfect vehicle to promote your company's latest products and technologies.

This is the **ONLY** e-Letter to provide you with a report containing full contact, lead generation information. The average Product Spotlight advertiser receives 24 leads per issue!

#### Issues Dates:

Jan 7, Feb 4, Mar 4, Apr 1, May 6, June 3, July 1, Aug 5, Sept 2, Oct 7, Nov 4, Dec 2

**Special Deployment:** SATELLITE 2021 Show Edition July 22 (sent to all registrants)

#### Pricing:

1x \$1,500    4x \$1,370    8x \$1,210    13x \$1,090



# LEAD GENERATION

**YOUR OBJECTIVE: PLACE YOUR MARKETING MESSAGE IN FRONT OF THE RIGHT AUDIENCE**

## AUDIENCE TARGETING PROGRAM | \$11,000



**WHAT OUR CLIENTS LIKE MOST ABOUT THIS PROGRAM:**

**EFFICIENT  
EFFECTIVE  
LEADS  
ANALYTICS SHOWING ROI!**

Place your important marketing message in front of the right audience through our satellite portfolio and database of more than 70,000 contacts!

**How it works is easy as 1,2,3:**

1. Based on your criteria, we'll build out your target segment.
2. We use that segment to power your customized messaging through email and banner advertising.
3. Those who engage with your messaging are redirected to your Partner Page on our site where they are enticed to download your gated asset, converting to a lead.

Lastly, we'll prepare a Performance Analysis Report at the end of your campaign showing complete campaign data including leads.

# MARKET INTELLIGENCE REPORT

**YOUR OBJECTIVE: GARNER MARKET RESEARCH ON YOUR BRAND, PRODUCT OR SERVICE**

## MARKET INTELLIGENCE REPORT | ONLY \$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.

Our clients have used the Market Intelligence Report to measure the success of marketing campaigns, to create accurate messaging back to the market, launch new products and services and to develop thought leadership campaigns.

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

# TAKE YOUR MESSAGE OFF THE PAGE

**YOUR OBJECTIVE: SHARE YOUR BRAND WITH THOUSANDS OF ACTIVE LISTENERS AND VIEWERS**

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

Launched in 2019, the On Orbit podcast aims to answer the question "What's your business in space?". On Orbit is a bi-weekly podcast providing information and discussion about the socio-economic value of space and satellite capabilities. Available on all podcast platforms, On Orbit boasts more than 18,000 listens.

**This is your opportunity to share your company's story to thousands of listeners.**

## 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.
- Plus, your logo will appear on the dedicated email blast for the episode(s) as well as on the podcast landing page.

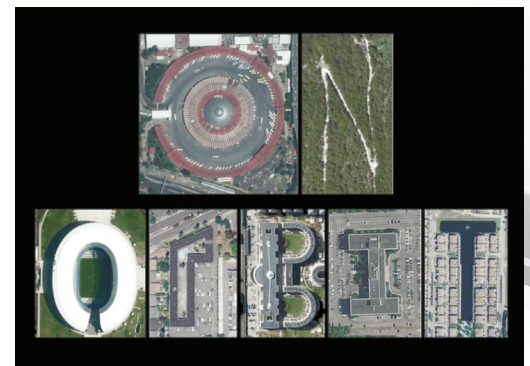
## LOOKING FOR SOMETHING MORE CUSTOM?

You can reach the On Orbit audience through special episodes that tell your company's story with your chosen executives and customers. You provide us the message you want to convey and who you want featured on the episodes. From there, we'll work with you on the story arc and most compelling, interesting way to attract our listeners! Pricing is based on number of episodes, contact Joe Milroy at [jmilroy@accessintel.com](mailto:jmilroy@accessintel.com) or +1-215-439-1708 for more information.

**THURSDAY MORNING CONVERSATION |**  
**BRANDING \$2,950 (PER EPISODE)**  
**INTERVIEW \$5,000 (INCLUDES BRANDING FOR THE EPISODE)**

Each Thursday, Via Satellite Editorial Director Mark Holmes kicks back for a casual conversation with top executives, fast-tracking young professionals and other all-stars in the satellite community. In addition to what's happening the business of satellite, you'll also find out what happens outside the office. Favorite TV show, first music concert, preferred late night snack – nothing is off the table in Thursday Morning Conversation!

## Via Satellite PODCAST



EPISODE	DESCRIPTION	DATE	DURATION
3	Connecting the world's disconnected is a mission we take to heart...	3 Sep 2019	1:00:36
2	On this episode of On Orbit, we're joined by Melissa Wuerl, Vice P...	20 Aug 2019	1:00:18
1	As global space activity expands and accelerates, our space env...	6 Aug 2019	40:16
0	The telecommunications sector is at an inflection point between ...	23 Jul 2019	46:07
0	Must people are aware of the Trump administration's plans for a ...	24 Jun 2019	44:09
0	as SATELLITE 2019, Jeff hosted a fireside chat on 3D Printed rock...	11 Jun 2019	32:57
0	Jeff asks Space's launch manager Jerry Barua why the satellite L...	28 May 2019	36:44
0	Jeff asks Space's launch manager Jerry Barua why the satellite L...	14 May 2019	38:10
0	October's Specialist Leader in Space Jeff Matthews sits with On ...	13 May 2019	27:35
0			17:44





# THOUGHT LEADERSHIP

**GOAL: USE YOUR BUSINESS EXPERIENCE AND PASSION TO REACH YOUR TARGET MARKET**

## Tech Focus Report

By Via Satellite

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

**VIA SATELLITE'S TECH FOCUS REPORT IS A COLLABORATED EFFORT COMBINING YOUR COMPANY'S TECHNICAL KNOWLEDGE WITH THE BRAND RECOGNITION OF VIA SATELLITE MAGAZINE.**

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 distribution at industry trade shows
- For your sales team to use as a leave-behind
- As a direct mail piece
- To post on your company's Web site

### How it works:

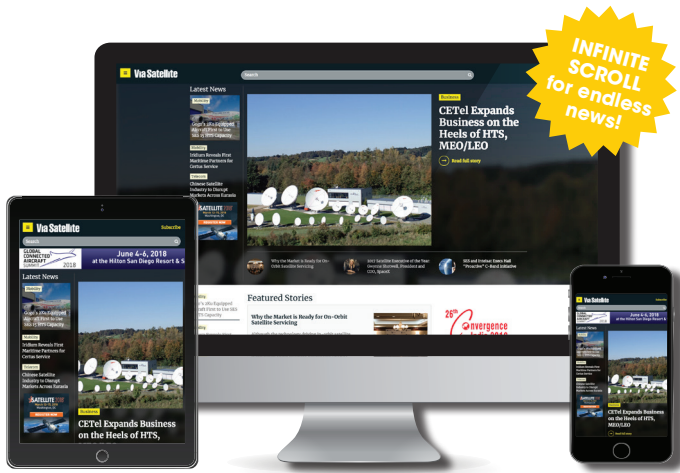
This full-color 4-page report, focused on your products' technical capabilities and/or applications, provides your customers the best understanding of your product offering. The front cover of the report will feature an image of your product or company logo, and the back cover will feature your display ad — all designed to reinforce your marketing message.

### 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



## 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 \$135 CPM

### Left Rail

180x150px \$75 CPM

### Center section

600x160px or 600x300px or 728x90px \$135 CPM

### Right Rail

300x250px or 300x600px \$145 CPM

**Infinite scroll gives you more options for reaching your target audience and seamless integration of ads!**

**175,994**

**PAGE VIEWS  
A MONTH**

**67,497**

**UNIQUE  
VISITORS  
A MONTH**

**41%**

**OF VISITORS RESIDE  
INTERNATIONALLY**

## VIA SATELLITE'S DAILY NEWS FEED 600 X 300 BANNER: \$11,645

Via Satellite's Daily News Feed is the most accurate source for the daily events that shape the global satellite-enabled communications industry. This e-Letter delivered to over 54,464 subscribers daily, follows the industry and sorts through the news and developments keeping readers on top of all the market intelligence, regulatory changes and competition that affect their business.

Note: Advertisement in the Daily News Feed is sold in a 10 week pack. This means your message is sent to over 2.5 million emails with more than a half million opens and between 500 and 1,000 click throughs!



## TARGETED E-BLASTS \$4,500/5K

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.



## YOUR OBJECTIVE: YOU'VE MADE THE INVESTMENT IN CREATING YOUR VIDEO - NOW EXPAND THE REACH TO THE VIA SATELLITE AUDIENCE

HOW-TO VIDEOS | TRAINING | COMPANY PROFILES  
PRODUCT LAUNCHES | PRODUCT DEMONSTRATIONS

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video? Well, we have just the program for you! The Via Satellite Insight Video Program takes your content and leverages our reach in the industry to give you a positive return on your video investment.

The Via Satellite Insight Video Program places your video in front of the global Via Satellite market through a variety of methods including weekly and monthly promotion in Via Satellite's e-newsletters.

### ONE UNIQUE PRODUCT WITH 3 DISTINCT OPTIONS FOR A POSITIVE RETURN ON YOUR INVESTMENT.

#### 1. PLATINUM PACKAGE: \$5,250 PER VIDEO

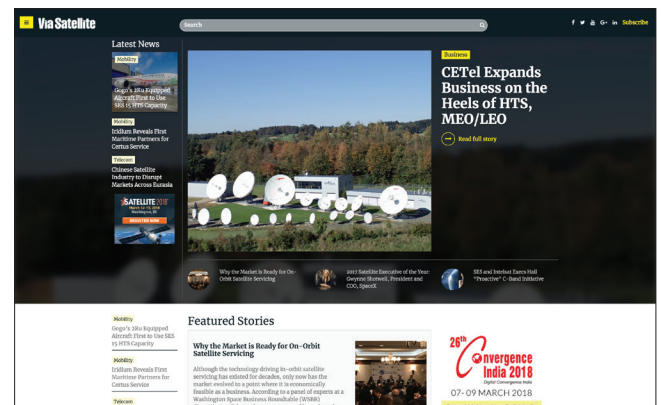
- Targeted exclusive e-mail blast to 5,000 emails promoting video
- Dedicated exclusive landing page for video
- Banner placement in high value top ad position on our site for 15,000 impressions
- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Insight Video landing page on our site for one year
- Promotion on Via Satellite social media channels—Facebook, Twitter and LinkedIn
- SEO benefits of video being featured on ViaSatellite.com

#### 2. GOLD PACKAGE: \$2,500 PER VIDEO

- Banner placement in high-value ad position for 10,000 impressions
- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Insight Video landing page for one year
- SEO benefits of video being featured on ViaSatellite.com
- Promotion of social media channels – Facebook, Twitter and LinkedIn for three weeks

#### 3. SILVER PACKAGE: \$1,000 PER VIDEO | \$1,000 NET PER VIDEO

- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Insight Video landing page on our site for one year
- SEO benefits of video being featured on ViaSatellite.com
- Promotion of social media channels – Facebook, Twitter and LinkedIn for two weeks



RECOMMENDED VIDEO LENGTH: 2-3 MINUTES

**YOUR OBJECTIVE:** BOOST YOUR VISIBILITY AT THE WORLD'S MOST TRUSTED AND ATTENDED SATELLITE 2021 AND SPACE SYSTEMS SHOW.

## SATELLITE 2021<sup>®</sup> JULY 26 – 29, 2021

### 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 D.C., plus a special 5th wrap-up edition distributed to our complete database.



#### Distribution includes:

- Registration Bag Distribution
- Room Drops at Official Conference Hotels
- 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: **6/25**  
Materials due: **6/30**

### SATELLITE PROGRAM GUIDE

The Program Guide is your complete resource to SATELLITE 2021. The guide includes a detailed conference schedule, exhibition hall floor plan, exhibitor list and company description, and much more.



#### Distribution includes:

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

#### Pricing\*:

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

#### Deadlines:

Ad space close: **6/25**  
Materials due: **6/30**

\*You must advertise in either the Show Daily or July issue to advertise in the Program Guide.



## SATELLITE SHOW ADVERTISING OPPORTUNITIES

### Maximize your exposure 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

**JULY ISSUE:** The BIG show issue covering the trends and strategies you can expect at SATELLITE.

**DIGITAL EDITION:** Advertise in any digital edition of Via Satellite at a fraction of the cost of print

#### SATELLITE 2021

**SATELLITE 2021 SHOW DAILY:** one low price for all 5 editions - four days of the event plus a bonus post-show wrap up edition, mailed with the May issue of Via Satellite.

**SATELLITE 2021 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 2021 DOWNLINK EMAIL:** 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.

**SATELLITE 2021 SPONSORED VIDEO INTERVIEW:** One on one video interview with an editor of Via Satellite right on the show floor in our News Studio! Great opportunity to discuss a new product introduction, technology or service and the advantages your organization offers.

#### EMAIL & ADVERTISING

**VIA SATELLITE'S DAILY NEWS FEED:** Our daily e-newsletter, which is distributed to over 54,000 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.

**PRODUCT SPOTLIGHT:** A Special e-letter will be strategically deployed on July 22 ahead of SATELLITE 2021 to help you drive awareness for your product, technology and booth.

**BANNER ADS ON VIA SATELLITE AND SATSHOW.COM:** Banner inventory sells out fast leading into our show. Please inquire to discuss available positions and unique opportunities on ViaSatellite.com.

## 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)

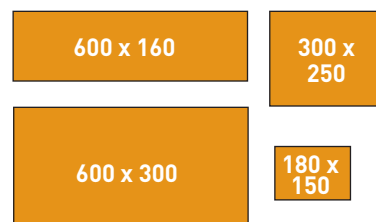
- If using Adobe Illustrator to creat ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics
- Do not compress linked graphics files when preparing final PDF or TIFF
- All photos and art must be a minimum 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

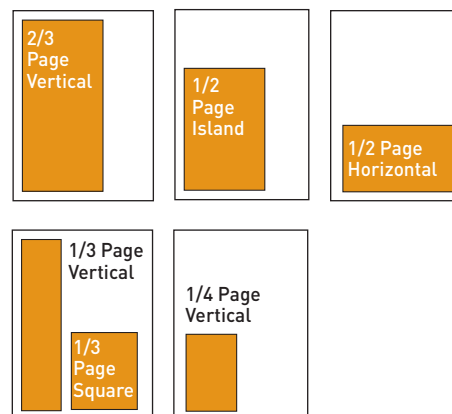
- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.



## 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*

## VIA SATELLITE TRADESHOW DISTRIBUTION & DIGITAL EDITIONS

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

## VIA SATELLITE DIGITAL EDITION ONLY

	Print issue Equivalent	1x	4x	8x	12x
<b>970x600</b>	Full Page	\$4,730	\$4,465	\$4,120	\$3,415
<b>970x600</b>	Two thirds page	\$3,875	\$3,660	\$3,375	\$2,800
<b>600x300</b>	Half Page	\$3,310	\$3,125	\$2,885	\$2,390
<b>300x250</b>	Third Page	\$2,130	\$2,010	\$1,855	\$1,535
<b>180x50</b>	Quarter Page	\$1,800	\$1,695	\$1,565	\$1,300

### 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

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A satellite with solar panels is shown in orbit above Earth's cloud-covered surface. The sun is visible on the right, creating a bright glow and lens flare effects. A network of lines connects various points across the image, suggesting a global communication network.

# Via Satellite

## MEDIA KIT | 2021

A series of satellite dishes are silhouetted against a dark night sky filled with stars. The dishes are of varying sizes and are connected by a network of lines, similar to the one in the top section. A bright light source on the horizon creates a glow.

[www.ViaSatellite.com](http://www.ViaSatellite.com)

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