

Via Satellite

MEDIA KIT | 2019



LETTER FROM THE EDITOR

We're delighted to deliver the highest quality content and product portfolio to key commercial markets and influencers helping you make *Via Satellite* your publication of choice.

What truly sets *Via Satellite* apart is the depth in which we talk to and reach commercial markets and C-Suite involved in the purchase, implementation and the use of satellite technology across verticals such as military/government, telecommunications, broadcast/DTH, maritime, aeronautical, etc.

It is this success that enables us to bring you groundbreaking events such as the Global Connected Aircraft Summit, CyberSat Summit, DC5G, OilComm and, of course, our hallmark event, SATELLITE.

We stand apart from others and we look forward to your continued support in 2019.



Mark Holmes

Editorial Director of Via Satellite



ABOUT VIA SATELLITE

MISSION STATEMENT

Key influencers in the global satellite and telecom industries engage with *Via Satellite* and its events for community, emerging technologies and in-depth news and analysis – connecting buyers and sellers to improve business outcomes.

VIA SATELLITE BRANDS

Via Satellite



 **OilComm™**

CYBERSAT

 **DC5G**

**GLOBAL
CONNECTED
AIRCRAFT
SUMMIT** 



@Via_Satellite



ViaSatelliteMag



ViaSatellite Magazine

* Source: Publisher's own data

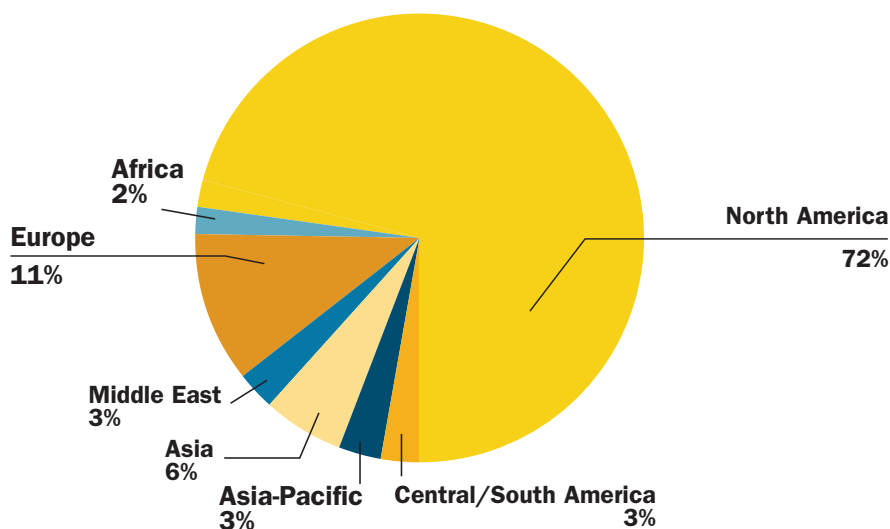
READERSHIP

VIA SATELLITE DIGITAL CIRCULATION

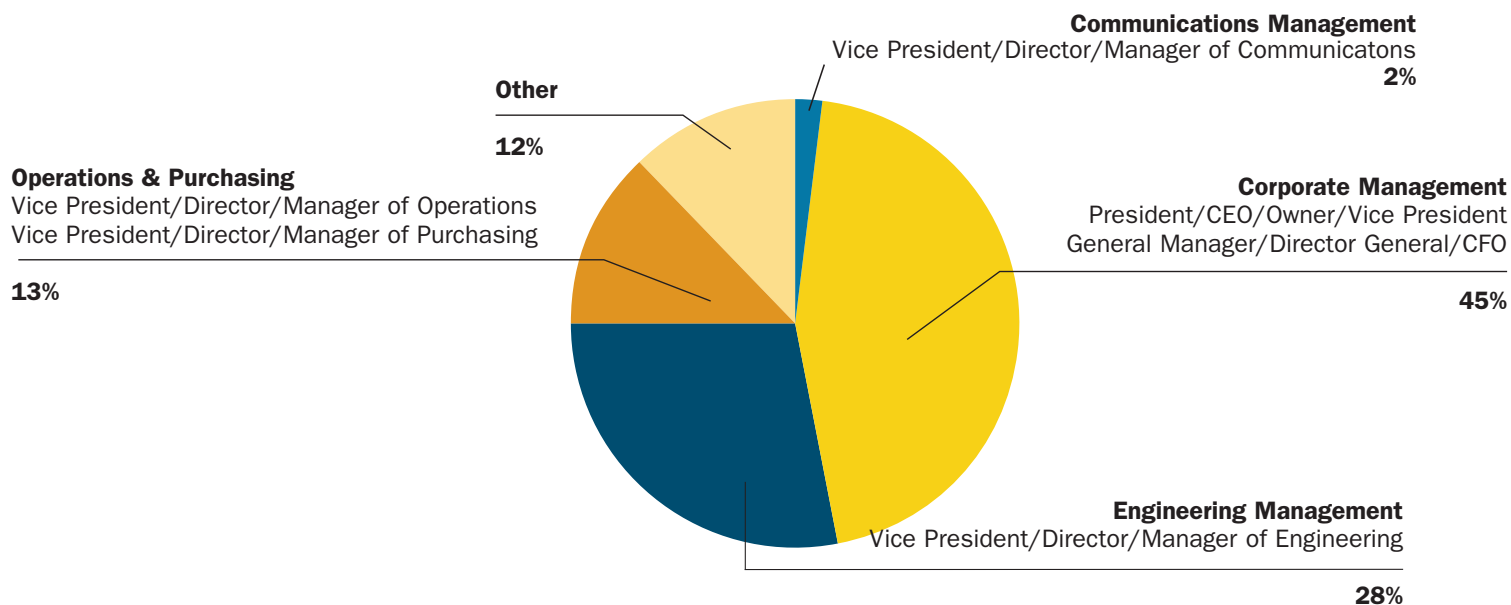
Reach the most engaged community of satellite professionals and maximize your sales and marketing by delivering your advertising message to over **78,000 readers and qualified industry decision-makers** each month. There is no other publication in the industry who can match this!

Reported analytics reflect demographics volunteered to us by readers who value our brand and have requested our content.

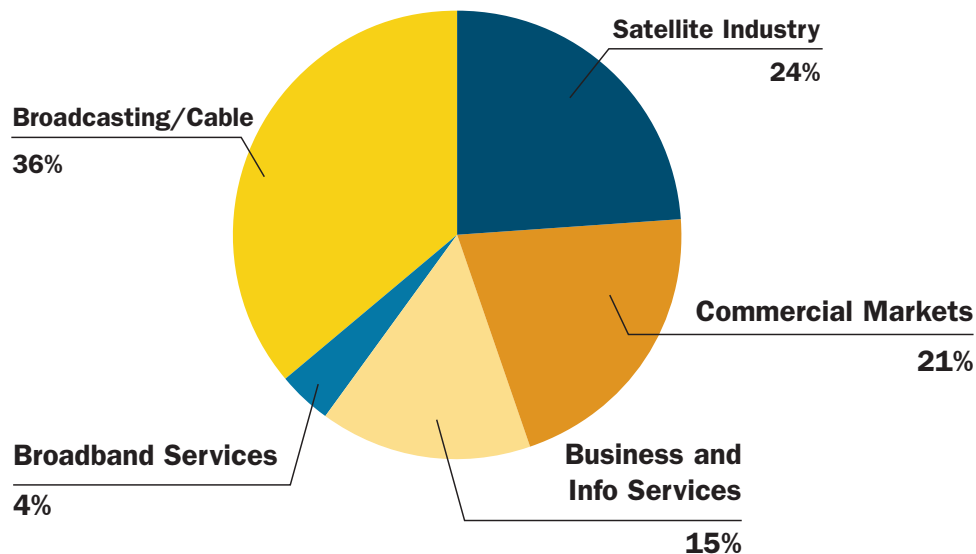
Global Circulation*



Title Breakout*



Business/Industry*



Commercial Markets

- Computers
- Financial
- Healthcare
- Hotel / Lodging
- Petroleum Retailer
- Telecommunications Carrier
- End User (Corporate/Commercial/Industrial)
- Technical Services (Engineering/Design)
- Transportation
- University / Schools

Business / Information Services

- Financial Institutions
- Consultant
- Legal Services
- Insurance
- Brokers
- Investors
- Foreign / Domestic Government

Satellite Industry

- Satellite Operations / Carrier
- Transmission Services
- Satellite Equipment Manufacturer
- Satellite Equipment Distributor / Dealer

Broadcasting

- TV / Radio Broadcasting
- Cable TV / Private Cable
- Programming Producer / Syndicator

Broadband Services

- Content Service Providers
- Internet Service Providers

* Source: Publisher's own data

INDUSTRY REACH

Via Satellite's true differentiator is our reach to industry leaders who are involved with the purchase, implementation and use of satellite technology. Here is a sampling of those we've conducted editorial interviews with as well as readers.

4KUniverse Founder and CEO

ACES CEO

Aeroméxico VP Customer Experience

Alitalia Chief Customer Officer

Astro Digital CEO

AT&T Director of Core & Govt. Regulatory Standards

Audi Senior Manager, Connected Vehicles

BBC Worldwide EVP of the Asia region

beIN Media Group Executive Director of Technology

Brava TV Chief Creative Officer

Bristol Spaceplanes Managing Director

CGI SVP, Space Defense & National Security

CGWIC EVP

Signal TV President

Cricket Global Head of Digital Sales

Deimos Space UK Managing Director

DFDS Project Manager, IT Department

DigitalGlobe President and CEO

Disaster Tech Lab Founder

Discovery Networks SVP of innovation

DSI CEO

Earth-i Operations Director

Embratel Star One President

Emirates SVP Flight Operations Technical

ESA Satellite Telecomm. Future Programs group

Etihad Airways SVP Technical

EUMETSAT program scientist

exactEarth VP of operations and engineering

Facebook Technical Program Manager

Fashion One Television COO

Federal Agency of Communications Deputy Head

Finnair Manager Inflight eCommerce & IFEC

FlyDubai COO

Forecast International Aerospace & Defense Analyst

HBO Independent Media Consultant

ifix COO

IHS Senior Director, Upstream Exploration & Production

Intel VP and GM of 5G Infrastructure

Kacific CEO

Lockheed Martin Mechanical Engineer

Made in Space Head of Product Strategy

Mauritanian Broadcasting Coop General Director

Mercy Ships Programs Design Director

Mexsat. Technical Director of Telecommunications

Modcom do Brasil VP

Modern Times Group CEO

Møkster Information and Communications
Technology manager

MSC Cruises CIO

MultiChoice CTO

NASA's Space Portal Office Director and Co-founder

Naspers Ltd Group CTO

NTV+ CTO

Numerex VP of Network Product Management

Ooredoo Maldives

OPT President and CEO

Orange Vice President of North America

Orbcomm CEO

Orbital Express CEO

Orion Express CEO

OSN CTO

PCCW EVP of Pay-TV

Planetary Resources President and CEO

PressReader COO

Pullmantur IT Director

Qualcomm Vice President of Engineering

RCS Managing Director

Reaction Engines Chief Executive Officer

RedWorks Founder and Team Lead

Rocket Crafters Co-founder, President and CTO

Rotana TV Network CTO

Satellite Applications Catapult CEO

Satellogic CEO

Saudia VP Marketing & Products

Scorpio Group IT Vessel Support Manager

SCT Mexico Mexsat program director

Serbia Broadband CEO

Silicon Valley Space Center Executive Director

SOS Children's Villages International Head of ICT

SGAC Executive Director

SpaceWorks Senior Systems Engineer

Sprint Vice President of Technology

Star Online CMO

STC General Manager of Operations

Stena Line T Demand Manager SMM

STV Director General

Supernet Senior Manager for Satcom Products

SVSC Co-Founder and Managing Director

T-Mobile VP of Tech Development and Strategy

TERN International CEO

Trasmediterranea CIO

Tricolor TV COO

TV5Monde Managing Director

US Air Force Deputy Under Secretary

Volvo Cars Director Connected Products & Services

Willka Yachay Director

Zee Entertainment Enterprises Limited MD & CEO

Zuku TV CEO

EDITORIAL CALENDAR

JANUARY		FEBRUARY
Issue Theme	THE FUTURE OF SATELLITE EDITION	THE LEO EDITION
Features	<ul style="list-style-type: none"> • The 10 Most Exciting Companies in Satellite • Young People to Watch in Satellite 	<ul style="list-style-type: none"> • LEO-Powered Applications • Assessment of All Major LEO Players • Contracts Likely Available • Antennas in LEO – Developments
Events		Mobile World Congress
Ad Close	11/20	12/18
Materials Due	11/27	12/27

MARCH		APRIL
Issue Theme	THE MANUFACTURING AND SERVICING EDITION	THE US MARKET EDITION
Features	<ul style="list-style-type: none"> • Servicing: The Difference Maker? • How to Build Satellites Quicker and Cheaper • Space Debris 	<ul style="list-style-type: none"> • Two Years After Trump: Where Does Space Go? • Trends in Key North American Verticals US Military Satellite Vision • Video Influencers Talk Future Trends
Events	CABSAT	Space Symposium, NAB, APOS
Ad Close	1/18	2/19
Materials Due	1/25	2/26

MAY		JUNE	JULY
Issue Theme	The Space & Nominees Edition	THE MOBILITY EDITION	Award Winners and Launch Edition
Features	<ul style="list-style-type: none"> • Nominees for both STOTY and SEOTY • Environmental Impact on Satellites • Satellite to Help the Environment • Disaster Recovery • Space Tourism 	<ul style="list-style-type: none"> • Connected Mobility on Land • Global Connected Aircraft Summit Preview • New Investor's Roundtable • Cellular Backhaul 	<ul style="list-style-type: none"> • Reusability: The Difference Maker? • Launch Evolution: All in One • SEOTY Award Winners • STOTY/Startup Space Award Winners
Events	SATELLITE 2019	CommunicAsia, GCA Summit, Norshipping	
Ad Close	3/22	4/22	5/23
Materials Due	3/29	4/29	5/30

EDITORIAL CALENDAR

	AUGUST	SEPTEMBER	OCTOBER
Issue Theme	VIA SPACE EDITION	THE SATELLITE BUSINESS EDITION	THE 5G EDITION
Features	<ul style="list-style-type: none"> • Environmental Impact of Satellites • Satellites to Help the Environment • Disaster Recovery • Life on Mars • Space Tourism 	<ul style="list-style-type: none"> • The Future of GEO in a LEO World • New Verticals for Satellite • Amplifier, Antenna Business Prospects 	<ul style="list-style-type: none"> • 5G Across the World – State of the Union • Growth Prospects in Telecoms/ Broadband • Military Story
Events	SmallSat Conference	IBC, World Satellite Business Week, APEX	Milcom, NAB NY, OilComm/ FleetComm, VSAT Congress
Ad Close	6/21	7/23	8/23
Materials Due	6/28	7/30	8/30

	NOVEMBER	DECEMBER
Issue Theme	THE CYBER EDITION	THE SMART WORLD EDITION
Features	<ul style="list-style-type: none"> • A Scenario Where a Satellite is Hacked • Blockchain • Software-Defined Satellites; Blockchain for the Satellite Industry 	<ul style="list-style-type: none"> • Satellites in a Smart Environments • Artificial Intelligence • NewSpace Applications
Events	AfricaCom, DC5G, CyberSat 2019	
Ad Close	9/20	10/23
Materials Due	9/27	10/30

VIASATELLITE.COM ADVERTISING

ViaSatellite.com delivers actionable news and in-depth analysis in all sectors of the market (broadcasting, enterprise, military, broadband, commercial and civil space) providing users with a complete picture of the satellite landscape on a daily basis. Our site generates **153,384** page views per month, with **46,580** unique users. **49%** of visitors are from international sources.

The most popular website serving the industry!



More options for reaching your target audience and seamless integration of ads!

- **Leaderboard:** 970x90px or 970x250px: \$125 CPM
- **Left rail:** 180x150px: \$75 CPM
- **Center section:** 600x160px or 600x300px or 728x90px: \$125 CPM
- **Right Rail:** 300x250px or 300x600px: \$135 CPM

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.

CUSTOM & INTERACTIVE CONTENT AND FEATURES

Via Satellite's Smarter, Interactive Features provide a next-generation online reading experience. These articles offer a unique, engaging and clean design with interactive images, graphics and video complementing the story.

Sponsors can select an article from the *Via Satellite's* editorial calendar to associate their brand with, or we can publish your content in this format.

- Our standard interactive feature which includes company logo, image and banner within the article.
- A more customized version allowing flexibility and input for design, images, video, etc.

Emerging Space Powers: The Leaders of Tomorrow

By Caleb Henry

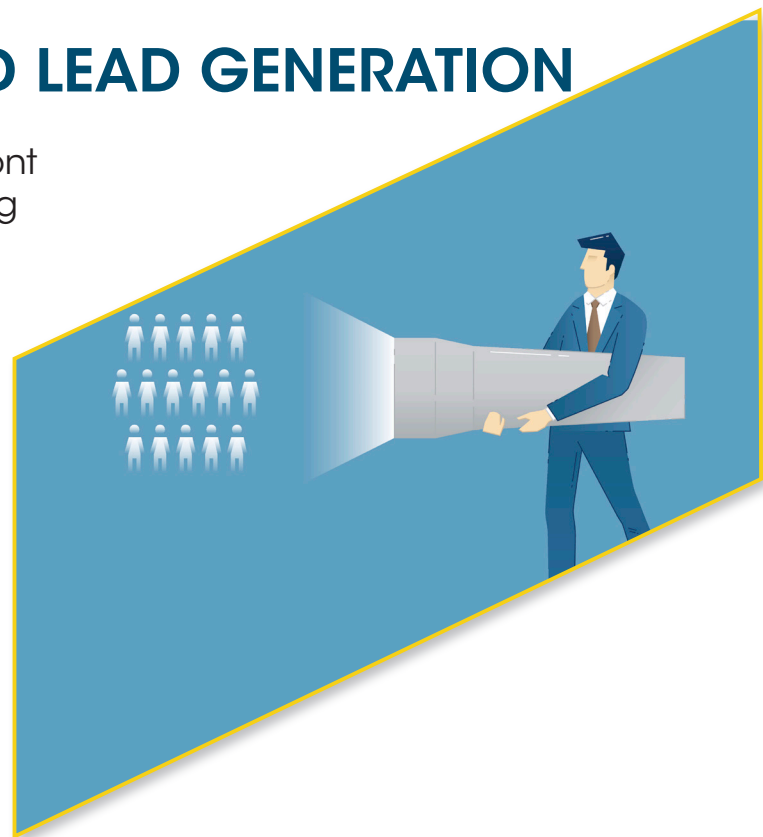
Space is no longer the domain of a few powerful nations. Every year new countries are launching satellites of their own for everything from telecommunications to Earth observation and space exploration. Via Satellite spoke with five of the top emerging space agencies in the world, and listened to leaders as they detailed their vision for the future.

12 February 2015

LEAD GENERATION

AUDIENCE TARGETING AND LEAD GENERATION

Place your important marketing message in front of the right audience with a targeted marketing campaign through our SATELLITE portfolio and database of over 78,000 contacts!



TARGETED OUTREACH.

A custom, targeted email blast up to 10,000 users from *Via Satellite's* coveted database. We'll then send a retargeted email blast with modified creative to users that engaged with the initial email blast.



MAXIMIZE ENGAGEMENT.

A targeted banner ad on our site will be served to the same 10,000 users with your message for one month when they visit our site. An additional disruptive pop-up banner ad to the same target audience for two weeks.



AMPLIFIED REACH. A programmatically retargeted banner ad to the same target audience off-site across the web, up to 100,000 impressions.



PERFORMANCE ANALYSIS. A complete, multichannel performance analysis including total audience reach, total actions and a full list of companies, titles, and geography of engaged users.

EXCLUSIVELY FROM

Via Satellite

www.viasatellite.com

Price: \$10,000/net

Allow *Via Satellite* to help get your important message out to the market effectively and efficiently.

VIDEO ADVERTISING

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 that you worked so hard on? 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.

- How-to Videos
- Training
- Company Profiles
- Product Demonstrations
- New Product Launch

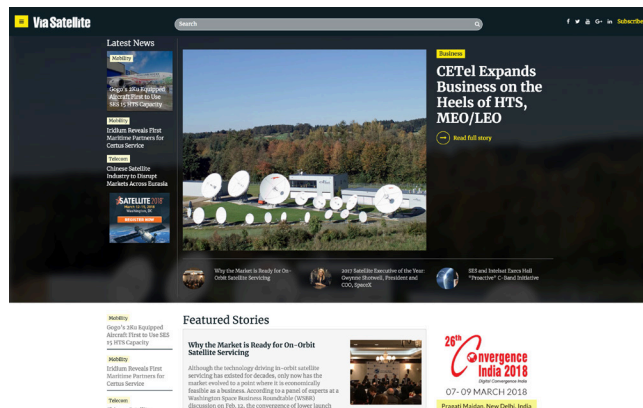
Recommended video length: 2-3 minutes

SILVER PACKAGE: \$1,000 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

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



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

CYBERSAT SUMMIT SPONSORSHIP OPPORTUNITIES

CYBERSAT19

SECURITY IN CONNECTIVITY

PRESENTED BY:
Via Satellite

NOVEMBER 6-8, 2019 RESTON, VA HYATT REGENCY RESTON

ESTABLISH YOURSELF AS A THOUGHT LEADER IN SECURITY

During this 3 day event, get strategic insights from leading cybersecurity experts and satellite industry executives about best practices for achieving end-to-end protection within the entire satellite ecosystem.

Sponsorship	Platinum	Gold	Silver	Registration	Bronze	Table Top Exhibit
Rate	\$18,995	\$14,995	\$9,975	\$8,995	\$7,995	\$4,995
# Available	Exclusive	3	6	Exclusive	6	n/a
# Comps	3	2	1	1	1	1
# Tabletops	1	1	1	1	1	1
# Email Blasts	2	1	1	-	-	-
Ad in Program Guide	Full Page	Full Page	Full Page	-	½ Page Ad	-
Speaking Slot on Panel	1	1	1	-	-	-
Options	-	<ul style="list-style-type: none"> • Keynote Lunch Sponsorship (2 available) • Day 2 Reception Sponsorship 	<ul style="list-style-type: none"> • Breakfast Sponsorship (2 available) • Networking Break Sponsorship (4 available) 	-	<ul style="list-style-type: none"> • Padfolios • Travel coffee mugs • Chair drop • Lanyards • Wi-fi • Water bottles 	-
Advisory Board Seat	1	1	1	-	-	-
Signage (Logo on all promotions leading up to the conference)	<ul style="list-style-type: none"> • Full page ads promoting the conference in Avionics & Via Satellite Magazines • Recognition on the direct mail piece • On-site signage 	<ul style="list-style-type: none"> • Full page ads promoting the conference in Avionics & Via Satellite Magazines • Recognition on the direct mail piece • On-site signage 	<ul style="list-style-type: none"> • Full page ads promoting the conference in Avionics & Via Satellite Magazines • Recognition on the direct mail piece • On-site signage 	<ul style="list-style-type: none"> • Full page ads promoting the conference in Avionics & Via Satellite Magazines • Recognition on the direct mail piece • On-site signage 	<ul style="list-style-type: none"> • Full page ads promoting the conference in Avionics & Via Satellite Magazines • Recognition on the direct mail piece • On-site signage 	<ul style="list-style-type: none"> • Full page ads promoting the conference in Avionics & Via Satellite Magazines • Recognition on the direct mail piece • On-site signage
Package Premium Inclusions	<ul style="list-style-type: none"> • Private meeting room • Sponsorship of Opening Networking Reception • Reception • Chair Drop on Day 1 • One table top exhibit (includes 6' table, two chairs, and a wastebasket) 	<ul style="list-style-type: none"> • One table top exhibit (includes 6' table, two chairs, and a wastebasket) 	<ul style="list-style-type: none"> • One table top exhibit (includes 6' table, two chairs, and a wastebasket) 	<ul style="list-style-type: none"> • Badge stock insert • Conference registration bags/ logo • Website banner in registration portal • E-letter banner in registration confirmation email 	<ul style="list-style-type: none"> • One table top exhibit (includes 6' table, two chairs, and a wastebasket) 	<ul style="list-style-type: none"> • Website banner in registration portal • E-letter banner in registration confirmation email • One table top exhibit (includes 6' table, two chairs, and a wastebasket)

GLOBAL CONNECTED AIRCRAFT SUMMIT

GLOBAL CONNECTED AIRCRAFT SUMMIT

JUNE 10-13, 2019 | HILTON LA JOLLA | TORREY PINES, CA

Now entering its sixth year, the **Global Connected Aircraft Summit** has grown into one of the most important events in the industry. Featuring speakers from innovative companies like Southwest Airline, Delta Airlines, American Airlines, United Airlines, Royal Caribbean, Rolls-Royce, Marriott Hotels, Netflix, Visa, Google, Facebook, and more, this event provides an in-depth look at aircraft connectivity from every perspective possible.

This year's event will be held at the beautiful Hilton La Jolla in Torrey Pines, CA from June 10-13, 2019. The 2019 agenda will feature sessions on the hardware & software necessary to optimize connectivity, best practices for maximizing operational efficiency, and airline case studies on real-world applications of connectivity.

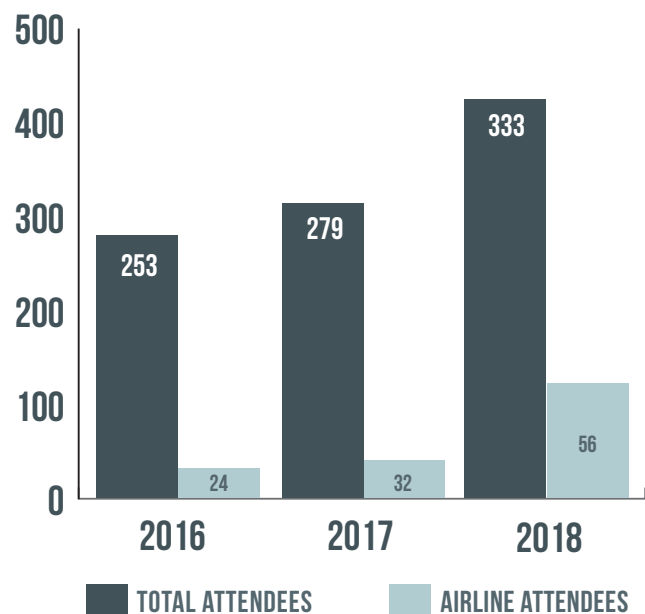
Dedicated networking breaks, along with an interactive exhibit floor, will give you the opportunity you need to have the one-on-one personal conversations with the industry's most forward thinking leaders.

ATTENDEE GROWTH:

The **2018 Global Connected Aircraft Summit** had a total of 431 registrants, a 38% increase from 2017.

The registrant list included 122 representatives from global airlines, a 75% increase from 2017.

GLOBAL CONNECTED AIRCRAFT SUMMIT YOY ATTENDEE GROWTH



INTERESTED IN SPONSORING OR EXHIBITING AT THIS EVENT?
PLEASE CONTACT PUBLISHER JOE MILROY AT
[JMLROY@ACCESSINTEL.COM](mailto:jmilroy@accessintel.com) FOR DETAILS!

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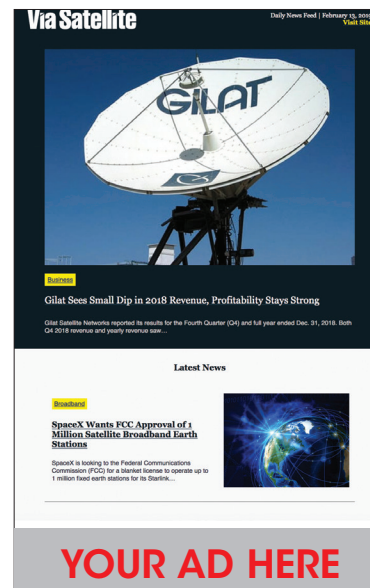
E-LETTER ADVERTISING

VIA SATELLITE'S DAILY NEWS FEED

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 38,000 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 3 million emails with well over a half million open!

600x300 Banner: \$11,645



VIA SATELLITE'S PRODUCT SPOTLIGHT

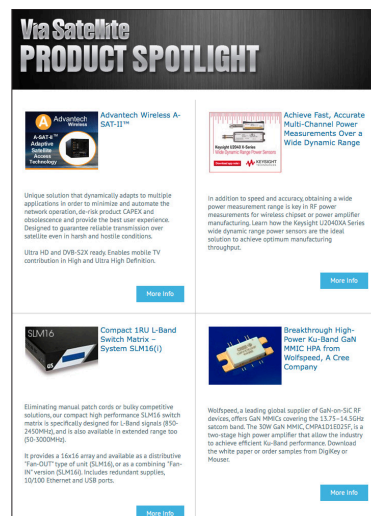
Via Satellite's Product Spotlight e-Letter is solely dedicated to your product announcements. Delivered to more than 60,000 global *Via Satellite* readers, this is the perfect vehicle to promote your company's latest products and technologies.

This is the **ONLY** e-Letter to provide you with a report containing full contact, lead generation information.

Issue dates: Jan 10, Feb 7, Mar 7, Apr 4, May 2, Jun 6, Jul 11, Aug 1, Sep 5, Oct 3, Nov 7, Dec 5

Pricing:

- 1x \$1,360
- 4x \$1,240
- 8x \$1,100
- 12x \$990



TARGETED E-BLASTS & WEBINARS

TARGETED E-BLASTS & WEBINARS

The perfect way to communicate your message to a qualified audience!

We've made it easy for you to get your message and brand in front of your target market.

You pick your demographics and customize your message in an HTML. Our team takes care of the rest!

One week following the deployment, we'll provide you with all of the post email analytics from your custom email deployment, arming you with multiple ways to tailor your messaging in the future.

Note: We offer custom email blast opportunities to fit your needs and budget.

Pricing: \$4,500 for up to 5,000 targeted email addresses

SPONSORED WEBINARS

Webinars are one of our best lead gen programs - you receive the complete registration list after the webinar. Utilize *Via Satellite's* brand and marketing expertise with a one hour web seminar. You select the topic, date/time and speakers and we will take care of the rest! If needed, we can assist with content and speakers.

Or select from one of the scheduled webinars below to sponsor (available on a first come, first served basis)

- February: Antenna Technology
- March: Cybersecurity
- April: 5G
- June: Small Satellites - How to select the right launch provider
- September: Cellular backhaul
- November: HTS - Technology update

We'll promote the webinar (all event promotions include your logo), coordinate all logistics, registration, host and moderate.

Your sponsored webinar includes:

- Comprehensive pre- and post-event marketing campaign
- Banner advertisement on ViaSatellite.com leading up to event
- Promotion in *Satellite Today* News Feed
- Full page advertisement in *Via Satellite* magazine (if timing allows)
- Pre-event email promotions to our *Via Satellite* database
- Post-event email promotions to those who registered, but did not view the live event
- One question of your choice on the registration form
- Archived and hosted on our site for one year

Pricing: \$15,000

CONTENT MARKETING

Via Satellite's Tech Focus Report is a collaborative effort combining your company's technical knowledge with the brand recognition of *Via Satellite* magazine.

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.



A Terrific Value Not Available Anywhere Else

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

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*

Pricing: \$15,000

SATELLITE SHOW DAILY & PROGRAM GUIDE

SATELLITE SHOW DAILY

Boost your visibility as a solutions provider to more than 14,500 executives

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

Deadlines

Ad space close: **4/5**

Materials due: **4/10**

Pricing:

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



SATELLITE PROGRAM GUIDE

The Program Guide is your complete resource to SATELLITE 2019. 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

Deadlines

Ad space close: **4/5**

Materials due: **4/10**

Pricing: *must advertise in either the Show Daily or the May issue of *Via Satellite*

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



Note: You must advertise in either the Show Daily or May issue to advertise in the Program Guide.

SATELLITE SHOW ADVERTISING OPPORTUNITIES

SATELLITE 2019 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

April Issue: Pre-Show and Satellite Executive of the Year nominees announced

May Issue: The BIG show Issue and Satellite Executive of the Year winner announced

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

SATELLITE 2019

SATELLITE 2019 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 2019 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 2019 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 2019 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 AND ADVERTISING

Via Satellite's Daily News Feed: Our daily e-newsletter, which is distributed to over 47,000 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: The March e-letter will be strategically deployed one week ahead of SATELLITE 2019 to help you drive awareness for your product, technology and booth.

Banner ads on Via Satellite: Banner inventory sells out fast leading into our show. Please inquire to discuss available positions and unique opportunities on ViaSatellite.com.

ADVERTISING SPECIFICATIONS

Print Magazine 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)
- 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 files must be converted to CMYK (not RGB or include any Spot Colors)
- 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

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

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
970 x 600 px	2/3 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		

- **Submit company logo for Ad Index as JPG or EPS.**

JPG must be at least 500 px wide for logo.

ADVERTISING SPECIFICATIONS

Via Satellite: (Tradshow Distribution and digital editions)

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

Via Satellite: (Digital edition only)

	Print issue Equivalent	1x	4x	8x	12x
970x600	Full Page	\$4,730	\$4,465	\$4,120	\$3,415
970x600	Two thirds page	\$3,875	\$3,660	\$3,375	\$2,800
600x300	Half Page	\$3,310	\$3,125	\$2,885	\$2,390
300x250	Third Page	\$2,130	\$2,010	\$1,855	\$1,535
180x50	Quarter Page	\$1,800	\$1,695	\$1,565	\$1,300
Premium Positions					
Above TOC 600x160	Cover 4	\$5,395	\$5,090	\$4,695	\$3,895
Under TOC 600x160	Cover 2	\$5,060	\$4,690	\$4,325	\$3,590
Within TOC 300x250		\$5,215	\$4,835	\$4,460	\$3,700

Daily News Feed E-letter Ad Sizes

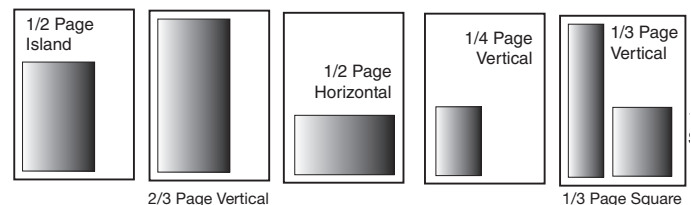
TEXT AD

- Headline: 100 characters max (including spaces)
- Ad Size: Text - 50-75 words
- Logo - 100x100px max

BANNER AD

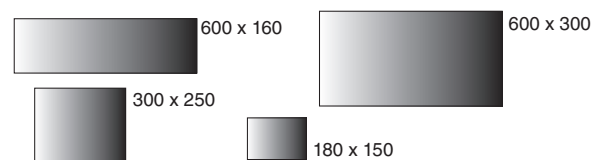
- Ad Size: 600x300px
- File Formats: JPEG or GIF
- Flash Ads accepted: NO
- Animation: NO

Schematics



Digital Ad 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.



Address For Sending Ad Materials

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