

Via Satellite

MEDIA KIT | 2020



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:

96,087

MONTHLY
ISSUE
SUBSCRIBERS

171,588

MONTHLY
WEBSITE PAGE
VIEWS

16,791

EVENT
ATTENDEES

54,022

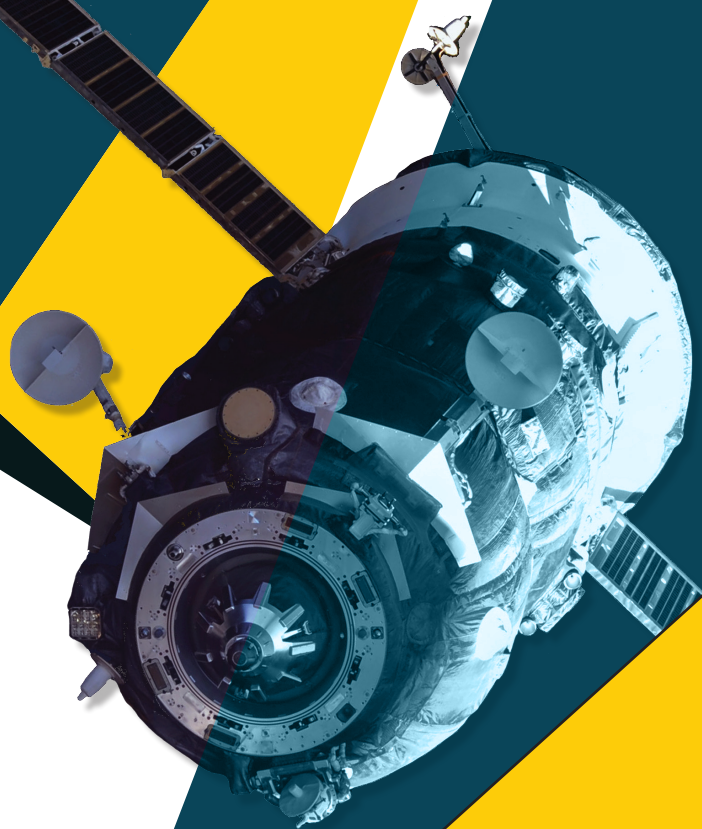
UNIQUE WEBSITE
VISITORS/
MONTH

46%

INTERNATIONAL
WEBSITE
VISITORS

44,613

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

March 9-12, 2020 | Washington, DC

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

November 6-8, 2019 | Reston, VA

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.

OilComm™

October 2-3, 2019 | Houston, TX

OilComm fosters a forward-thinking community to innovate the Oil & Gas industry through face to face interactions. Attendees include: Oxy, BP, ExxonMobil, Chevron and more.

GLOBAL CONNECTED AIRCRAFT SUMMIT

June 2-4, 2019 | Denver, CO

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.

DC5G

November 4-5, 2019 Arlington, VA

DC5G focuses on building the future of 5G by addressing the challenges and opportunities of building the physical and network infrastructure needed to usher in the next generation of connectivity. Municipalities, network operators, infrastructure and engineering companies, federal government, hardware and software manufacturers and more gather to discuss strategy and lessons learned.

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.

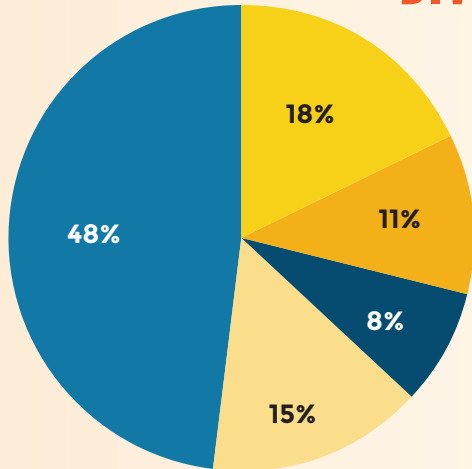
Reach the most engaged community of satellite professionals and maximize your sales and marketing by delivering your advertising message to over **96,000 readers** and qualified industry decision makers each month.
No other competitive publication can come close to this!

20,000+ readers from outside the United States

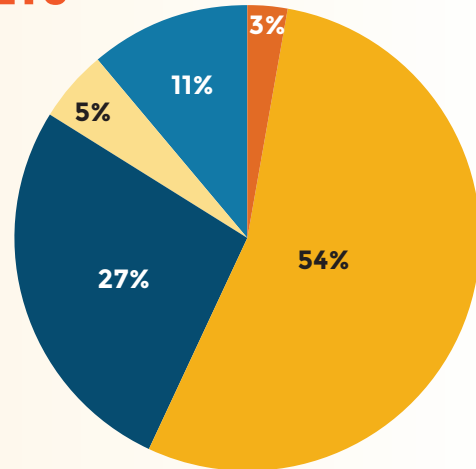


All analytics reflect demographics volunteered to us by our readers.

DIVERSE MARKETS



Satellite & Space Industry	48%
Business Information & Technology	18%
Military & Government	15%
Commercial Market	11%
Media & Entertainment	8%



C-Suite (Corporate Management)	54%
Engineering Management	27%
Other	11%
Operations & Purchasing	5%
Communications	3%

VIA SATELLITE REACHES YOUR CUSTOMERS AND PROSPECTS! Contact Joe Milroy to discuss a marketing campaign to meet your objectives. 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

MONTHLY EDITORIAL FEATURES AT-A-GLANCE. FIND THE ISSUES THAT BEST SERVE YOUR AUDIENCE.

2020	FEATURES	EVENTS	MATERIALS DUE	AD SPACE CLOSE
JANUARY	The Politics and Economics Edition The Economists Speak: Trends in World Economy The 10 Things We Learned from WRC-2019 Q- and V-Band: Battle of the Bands Takes New Step		11/20/19	11/27/19
FEBRUARY	The Constellation Edition State of Play in LEO, Who's Launching What? When? Preparing the Groundwork for the LEO Revolution Launching Small Satellites: Catering for New Market Needs SATELLITE 2020 Preview	MOBILE WORLD CONGRESS	12/18/19	12/27/19
MARCH	The SATELLITE Show Edition 10 Hottest Companies in Satellite Satellite Manufacturing Business Models Examined in Post GEO Disruptive World 10 Must See Events at SATELLITE 2020 Satellite Executive of the Year & Satellite Technology of the Year Nominees	CABSAT GSM WORLD CONGRESS SATELLITE 2020	1/17/20	1/24/20
APRIL	Via Space Edition 3-D Printing and Additive Manufacturing Battle of the Billionaires: The Race for Space Supremacy Sustainable Space: Utopian Dream or Actual Reality? Militarized Space: Investments in Capability	 NAB SPACE SYMPOSIUM APOS	2/19/20	2/26/20
MAY	The Award Winners Edition Satellite Executive of the Year/Satellite Technology of the Year/Start-up Space Winners New Spaceports The New Places to Launch Bandwidth Pricing: How Low can it Go?		3/23/20	3/30/20
JUNE	The Maritime Edition Just Cruising: Shaping a Customer Revolution Through Satellite Smaller Antennas: Companies Get Ready for Prime Time Beyond Cruise: How Can Satellite Shape Other Maritime Markets	COMMUNICASIA GCA SUMMIT	4/22/20	4/29/20
JULY	The Disruptor Edition Behind the Curtain of SpaceX: The World's Most Talked about Satellite Company Satellite's Social Media Engagement Strategies Deciphered How To Attract Bright Young Minds to the Satellite Industry		5/22/20	5/29/20
AUGUST	Via Earth Edition Analytics of Space Imagery The Future End Users for Satellite Imagery Satellite's Role in Saving the Planet	SMALL SATELLITES CONFERENCE	6/19/20	6/26/20
SEPTEMBER	The Video Edition 5G: The Revolution Will be Televised IFC: Passengers Demands for Video Content Examined Satellite Newsgathering in a 24 Hour Media World 4K Broadcasting: Progress Strong or Progress Stalled?	IBC WORLD SATELLITE BUSINESS WEEK APEX DC5G	7/23/20	7/30/20
OCTOBER	Cyber and Military Edition Battlefield 2030: Space Influence Growing or Diminishing? Hacking Satellite Networks: Likelihood of Major Hack? 10 Ways AI Could Make a Difference in the Satellite Industry	MILCOM OILCOMM CYBERSAT	8/21/20	8/28/20
NOVEMBER	The Around the World Edition Japan Space Market Focus US Presidential Election: Listing Their Space Strategies and Ideas Satellite Connections in Africa	AFRICACOM	9/21/20	9/28/20
DECEMBER	The 2021 Year of Change Edition New Launch Vehicles and the Defining Year Ahead Moments that Could Define the Satellite Industry in 2021 Technology Roadmap for Satellite in 2021		10/23/20	10/30/20

LEAD GENERATION

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

WEBINARS | \$15,000

Via Satellite WEBINAR

Showcase
your thought
leadership!



TOP LEAD GENERATOR

Limited inventory available!

Utilize Via Satellite's brand by determining a content topic that's important to your company, select your speakers will be on the webinar, and let us do the rest! Not only will you be showcased as a thought-leader to the entire community, but you'll also receive the contact info for all registrants!

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

**PRODUCT SPOTLIGHT |
\$990 - \$1,360 EACH**

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 51 leads per issue!

Issues Dates:

Jan 9, Feb 6, Mar 5, Apr 2, May 7, Jun 4, Jul 2, Aug 6,
Sep 3, Oct 1, Nov 5, Dec 3

Pricing:

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

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.

PODCAST ADVERTISING

YOUR OBJECTIVE: SHARE YOUR BRAND WITH THOUSANDS OF ACTIVE LISTENERS

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



NEW FOR 2020!

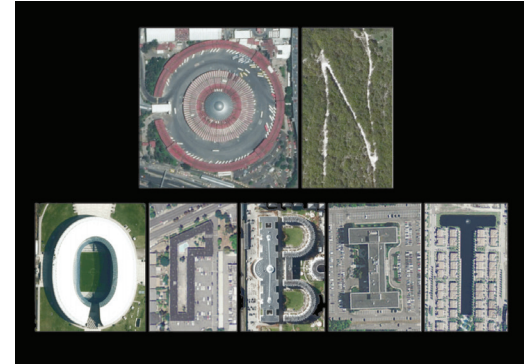
Produced by Via Satellite magazine and hosted by Via Satellite Executive Editor Jeffrey Hill, On Orbit is a bi-weekly podcast that provides in-depth information and discussion about the socio-economic value of space and satellite capabilities.

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.

Via Satellite
PODCAST



THOUGHT LEADERSHIP

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

Tech Focus Report

By Via Satellite

CO-BRANDED SPECIAL
REPORT | \$15,000



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

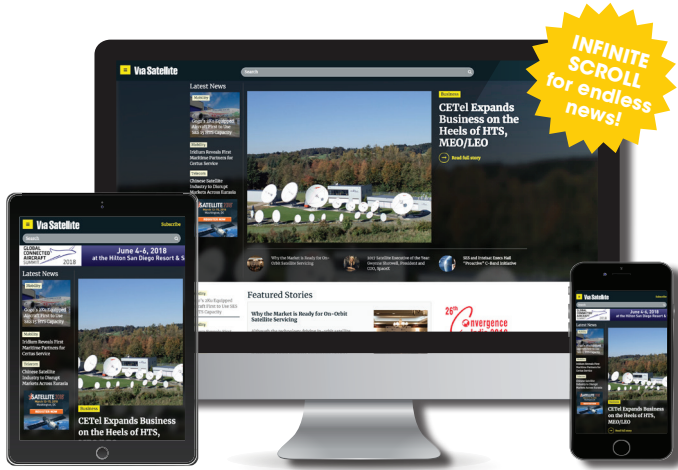
How it works:

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	\$125 CPM
Left Rail	180x150px	\$75 CPM
Center section	600x160px or 600x300px or 728x90px	\$125 CPM
Right Rail	300x250px or 300x600px	\$135 CPM

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

171,588

**PAGE VIEWS
A MONTH**

54,022

**UNIQUE
VISITORS
A MONTH**

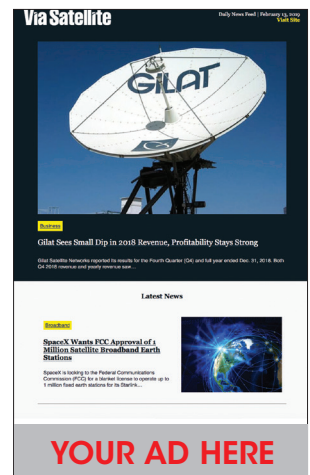
46%

**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 44,610 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: ENGAGE YOUR TARGET MARKET BY "SHOWING" THEM WHAT YOU'RE MADE OF

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

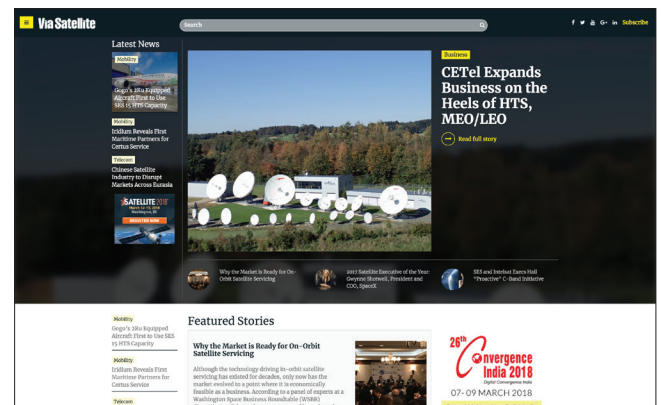
- Targeted exclusive e-mail blast to 5,000 emails promoting video
- Dedicated exclusive landing page for video
- Banner placement in high value top ad position on our site for 15,000 impressions
- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Insight Video 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 AS A SOLUTIONS PROVIDER TO 15,000+ AT THE LARGEST SATELLITE & SPACE SYSTEMS SHOW IN THE WORLD



Conference: March 9-12, 2020
Exhibition: March 10-12, 2020
Walter E. Washington Convention Center
Washington, DC

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: 2/7
Materials due: 2/12

SATELLITE PROGRAM GUIDE

The Program Guide is your complete resource to SATELLITE 2020. 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: 2/7
Materials due: 2/12

*You must advertise in either the Show Daily or May 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

FEBRUARY ISSUE: Pre-Show Issue - a sneak peek at SATELLITE 2020

MARCH ISSUE: The BIG show issue and Satellite Executive of the Year nominees announced

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

SATELLITE 2020

SATELLITE 2020 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 2020 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 2020 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 2020 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 44,000 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 February e-letter will be strategically deployed one week ahead of SATELLITE 2020 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.

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

2020

2020 SPONSORSHIP PACKAGES

JUNE 2-3, 2020
HILTON DENVER CITY CENTER

DIAMOND - \$50,000 EXCLUSIVE SOLD OUT!

- ☐ One seat on the Global Connected Aircraft Summit Advisory Board for one year
- ☐ Listing on website and on promotions leading up to event which includes:
 - ☐ Full page ad promotions of the event in Via Satellite and Avionics
 - ☐ On-site signage
- ☐ Full Page ad on the back cover of the Program Guide at the event
- ☐ 5 complimentary registrations
- ☐ Two email deployments (one pre-one post)
- ☐ Gift item registration bag insert
- ☐ Moderate Closing Session on day 1
- ☐ Day One Reception Sponsorship
- ☐ Chair drop
- ☐ 10x10 Exhibit

PLATINUM - \$42,500 (2 AVAILABLE)

- ☐ One seat on the Global Connected Aircraft Summit Advisory Board for one year
- ☐ Listing on website and on promotions leading up to event which includes:
 - ☐ Full page ad promotions of the event in Via Satellite and Avionics
 - ☐ On-site signage
- ☐ Full Page ad in the Program Guide at the event
- ☐ Four complimentary registrations
- ☐ One email deployment (pre-event)
- ☐ Gift item registration bag insert
- ☐ Session introduction and day one chair drop
- CHOICE OF:
 - ☐ Registration Sponsorship (lanyards, bag and signage)
 - ☐ Welcome Sponsorship
 - ☐ Speaker Room Sponsorship
- ☐ 10x10 Exhibit

GOLD - \$37,300 (4 AVAILABLE)

- ☐ One seat on the Global Connected Aircraft Summit Advisory Board for one year
- ☐ Listing on website and on promotions leading up to event which includes:
 - ☐ Full page ad promotions of the event in Via Satellite and Avionics
 - ☐ On-site signage
- ☐ Full Page ad in the Program Guide at the event
- ☐ Three complimentary registrations
- ☐ One email deployment (post-event)
- ☐ Literature registration bag insert (2-4 pages)
- Choice of:
 - ☐ One General session introduction
 - ☐ Keynote Lunch Sponsorship
- ☐ 10x10 Exhibit

AIRLINE BREAKFAST - \$28,500 (2 AVAILABLE)

- ☐ Sponsor an exclusive gathering of the top airline professionals at the Global Connected Aircraft Summit.
 - Includes:
 - ☐ 1.5 hour sit down breakfast for the airline delegates at the conference
 - ☐ Recognition on all room signage and delegate invitations.
 - ☐ Chair drop of collateral materials and/or gift at the breakfast (gift not included)
 - ☐ Opening comments
 - ☐ List of all delegates that attend the breakfast
 - ☐ Work with GCAS team to collaborate on a guest speaker (20 min)

SILVER - \$27,900 (4 AVAILABLE)

- ☐ Listing on website and on promotions leading up to event which includes:
 - ☐ Full page ad promotions of the event in Via Satellite and Avionics
 - ☐ On-site signage
- ☐ Half Page ad in the Program Guide at the event
- ☐ Two complimentary registrations
- ☐ Literature registration bag insert (2-4 pages)
- CHOICE OF:
 - ☐ Session Sponsor
 - ☐ Day 1 Networking Coffee Break Sponsorship
 - ☐ Day 2 Networking Coffee Break Sponsorship
- ☐ 10x10 Exhibit

BRONZE - \$24,900 (7 AVAILABLE)

- ☐ Listing on website and on promotions leading up to event which includes:
 - ☐ Full page ad promotions of the event in Via Satellite and Avionics
 - ☐ On-site signage
- ☐ Half Page ad in the Program Guide at the event
- ☐ Two complimentary registrations
- ☐ 10x10 Exhibit
- ☐ Podcast Sponsorship
 - ☐ Verbal recognition of sponsorship on the podcast
 - ☐ Logo on email notification delivered to the 21,000 names in the Global Connected Aircraft Summit database.

DIGITAL MEDIA SPONSORSHIP - \$20,000

- ☐ Be the exclusive sponsor of all things digital. Includes:
 - ☐ Exclusive sponsorship of the WiFi network
 - ☐ Choose a custom WiFi password
 - ☐ Logo on all WiFi related material
 - ☐ Exclusive sponsorship of the GCAS App.
 - ☐ Banner ads on the App
 - ☐ Recognition on all App promotions
 - ☐ Send push notifications 2 times per day to promote your company to attendees
 - ☐ Live Polling
 - ☐ Recognition on all live polling questions
 - ☐ Ask one live polling question per day of delegates

EXHIBIT ONLY - \$6,600 (LIMITED SPOTS AVAILABLE)

- ☐ 10x10 Exhibit
- ☐ 6'table
- ☐ two chairs
- ☐ waste basket
- ☐ carpet
- ☐ one FREE registration

Ask about speaking opportunities.

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)

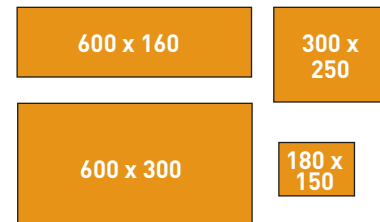
- If using Adobe Illustrator to creat ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics
- Do not compress linked graphics files when preparing final PDF or TIFF
- All photos and art must be a minimum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

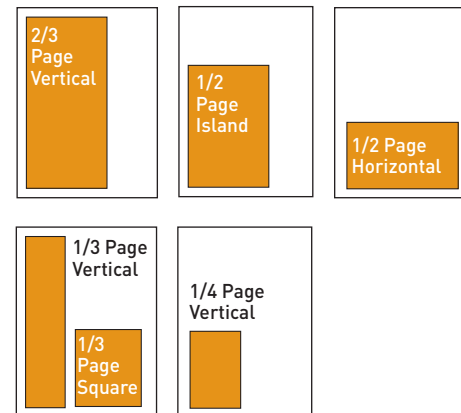
- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.



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/termsandconditions 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
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: 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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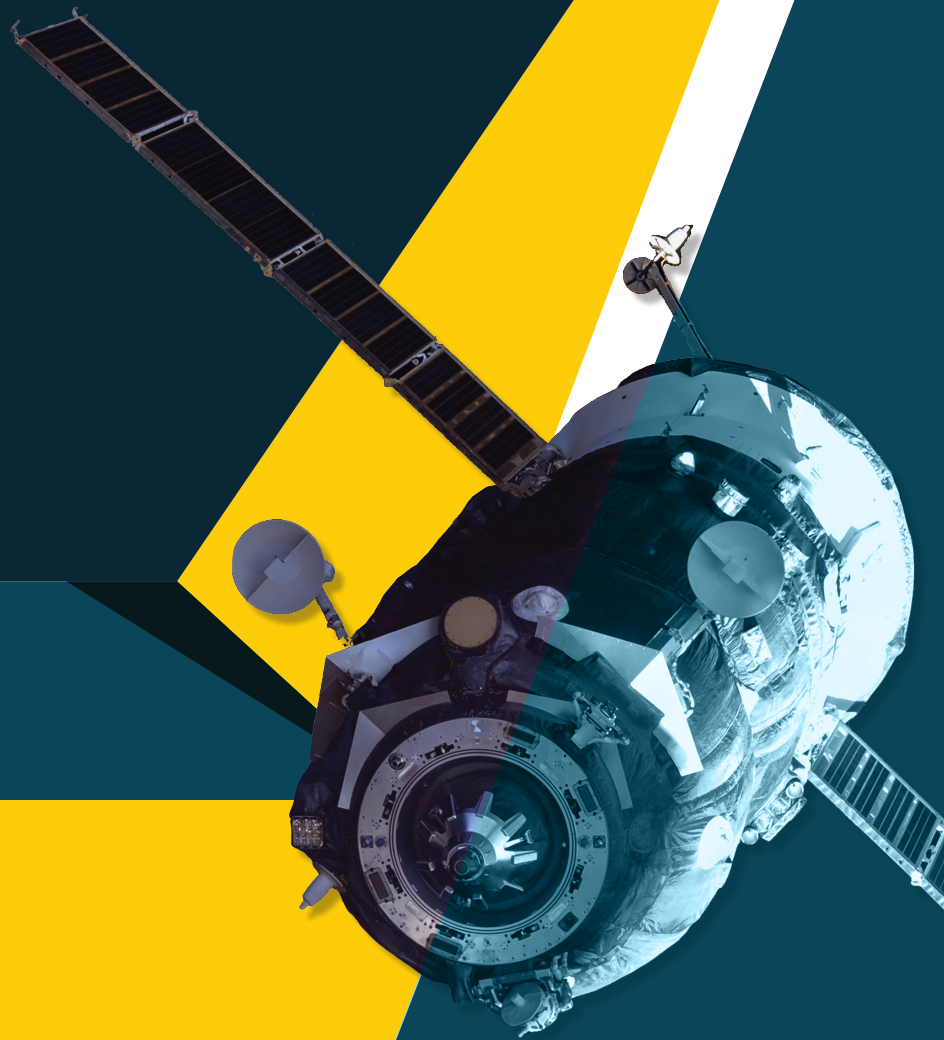
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NOTES

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