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:

- Monthly Issue Subscribers: 91,657
- Monthly Website Page Views: 175,994
- Event & Webinar Attendees: 23,944
- Unique Website Visitors/Month: 67,497
- International Website Visitors: 41%
- Daily News Feed Subscribers: 54,464
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.

GCA 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:

AWS
NASA
Microsoft
SES
verizon

Department of Defense
Google
NYC Office of the Mayor
Homeland Security
Oxy
SpaceX
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.
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.
## BRAND AWARENESS

### 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.

<table>
<thead>
<tr>
<th>2021</th>
<th>FOCUS</th>
<th>CONTENT COVERAGE</th>
<th>SHOWS</th>
<th>AD SPACE CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL</td>
<td></td>
<td>Maritime Feature US Government Satellite Spending Post-Election Military/Government End User Interview Satellite Executive Interview</td>
<td>GEOINT CABSAT 2/17 2/26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>EXCELLENCE IN THE INDUSTRY</td>
<td>SEDTY Interview New Market for Satellite: Financial Services Software-Defined Satellites *Podcast: Startup Space Interview</td>
<td>3/22 3/30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td></td>
<td>Where Does Satellite Fit in to the 5G Future? The Future of Intelsat Post Chapter 11 End User: Oil &amp; Gas</td>
<td>AfricaCom 9/20 9/28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>POPULAR CULTURE</td>
<td>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</td>
<td>10/25 11/1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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

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.
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 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!
**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
WEB ADVERTISING

VIASATELLITE.COM
TOP BRAND EXPOSURE

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

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

VIASATELLITE’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
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.

<table>
<thead>
<tr>
<th>Distribution includes:</th>
<th>Pricing:</th>
<th>Deadlines:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Registration Bag Distribution</td>
<td>Two Page Spread: $16,565</td>
<td>Ad space close: 6/25</td>
</tr>
<tr>
<td>• Room Drops at Official Conference Hotels</td>
<td>Full Page: $10,395</td>
<td>Materials due: 6/30</td>
</tr>
<tr>
<td>• Strategically Placed Onsite Distribution</td>
<td>Half Page: $6,245</td>
<td></td>
</tr>
<tr>
<td>• Post Show Wrap-up Edition</td>
<td>Third Page: $4,835</td>
<td></td>
</tr>
<tr>
<td>• Digital edition format to 100k database</td>
<td>Quarter Page: $3,090</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Distribution includes:</th>
<th>Pricing*:</th>
<th>Deadlines:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Registration Bags</td>
<td>Two Page Spread: $3,730</td>
<td>Ad space close: 6/25</td>
</tr>
<tr>
<td>• Publication bins in registration area</td>
<td>Full Page: $2,625</td>
<td>Materials due: 6/30</td>
</tr>
<tr>
<td>• Publication bins on the exhibit area</td>
<td>Half Page: $1,785</td>
<td></td>
</tr>
</tbody>
</table>

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

### DIGITAL EDITION AD SIZES

<table>
<thead>
<tr>
<th>Width x Depth in Pixels</th>
<th>Print issue Equivalent</th>
<th>Mobile Ad Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>970 x 600 px</td>
<td>full page ad</td>
<td>320 x 600 px</td>
</tr>
<tr>
<td>600 x 300 px</td>
<td>1/2 page ad</td>
<td>320 x 480 px</td>
</tr>
<tr>
<td>300 x 250 px</td>
<td>1/3 page ad</td>
<td></td>
</tr>
<tr>
<td>180 x 150 px</td>
<td>1/4 page ad</td>
<td></td>
</tr>
<tr>
<td>Above TOC 600 x 160 px</td>
<td>cover 4</td>
<td>320 x 160 px</td>
</tr>
<tr>
<td>Under TOC 600 x 160 px</td>
<td>cover 2</td>
<td>320 x 160 px</td>
</tr>
<tr>
<td>Within TOC 300 x 250 px</td>
<td></td>
<td></td>
</tr>
</tbody>
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### PRINT MAGAZINE AD SIZES

<table>
<thead>
<tr>
<th>Width x Depth Inches</th>
<th>Width x Depth Metric</th>
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</thead>
<tbody>
<tr>
<td>Magazine Trim Size</td>
<td>7.875” x 10.750”</td>
</tr>
<tr>
<td>Full Page w/bleed</td>
<td>8.125” x 11.000”</td>
</tr>
<tr>
<td>(Live Area)</td>
<td>7.000” x 10.000”</td>
</tr>
<tr>
<td>2/3-Page (Vertical)</td>
<td>4.500” x 9.500”</td>
</tr>
<tr>
<td>1/2 Page (Island)</td>
<td>4.500” x 7.500”</td>
</tr>
<tr>
<td>(Horizontal)</td>
<td>7.000” x 4.750”</td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>2.125” x 9.500”</td>
</tr>
<tr>
<td>(Square)</td>
<td>4.500” x 4.750”</td>
</tr>
<tr>
<td>1/4 Page (Vertical)</td>
<td>3.375” x 4.750”</td>
</tr>
<tr>
<td>1/4 Page (Horizontal)</td>
<td>7.000” x 2.250”</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>15.750” x 10.750”</td>
</tr>
<tr>
<td>w/bleed</td>
<td>16.000” x 11.000”</td>
</tr>
<tr>
<td>(Live Area)</td>
<td>15.000” x 10.000”</td>
</tr>
</tbody>
</table>

### TERMS & CONDITIONS
Visit 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

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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

### 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.

### SCHEMATICS
## VIA SATELLITE

### TRADESHOW DISTRIBUTION & DIGITAL EDITIONS

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Two page spread</td>
<td>$13,125</td>
<td>$12,400</td>
<td>$11,450</td>
<td>$9,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$8,750</td>
<td>$8,260</td>
<td>$7,625</td>
<td>$6,320</td>
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<tr>
<td>Two thirds page</td>
<td>$7,170</td>
<td>$6,770</td>
<td>$6,250</td>
<td>$5,180</td>
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<tr>
<td>Half page</td>
<td>$6,125</td>
<td>$5,800</td>
<td>$5,340</td>
<td>$4,425</td>
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<tr>
<td>Third page</td>
<td>$3,950</td>
<td>$3,720</td>
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<td>$3,070</td>
<td>$2,900</td>
<td>$2,400</td>
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## VIA SATELLITE

### DIGITAL EDITION ONLY

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

<table>
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<tr>
<th></th>
<th></th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above TOC 600x160</td>
<td>Cover 4</td>
<td>$5,395</td>
<td>$5,090</td>
<td>$4,695</td>
<td>$3,895</td>
</tr>
<tr>
<td>Under TOC 600x160</td>
<td>Cover 2</td>
<td>$5,060</td>
<td>$4,690</td>
<td>$4,325</td>
<td>$3,590</td>
</tr>
<tr>
<td>Within TOC 300x250</td>
<td></td>
<td>$5,215</td>
<td>$4,835</td>
<td>$4,460</td>
<td>$3,700</td>
</tr>
</tbody>
</table>

### 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
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