



# Via Satellite

## MEDIA KIT | 2022

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:

95,177

MONTHLY  
ISSUE  
SUBSCRIBERS

137,978

MONTHLY  
WEBSITE  
PAGE VIEWS

25,619

EVENT &  
WEBINAR  
ATTENDEES

95,774

UNIQUE  
WEBSITE  
VISITORS/MONTH

48%

INTERNATIONAL  
WEBSITE  
VISITORS

58,346

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 2022<sup>®</sup>

SATELLITE unites 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.

### CYBERSATGOV CYBERLEO

Our Cyber events are the only satellite security events in the world that fuse satellite, space, cyber and government to educate on threat vectors and deliver solutions against next generation attacks.

### Via Satellite Thursday Morning Conversations

Join top executives, fast-tracking young professionals and other all-stars in the satellite community for candid conversation you won't find anywhere else. In addition to what's happening the business of satellite, you'll also find out what happens outside the office — nothing is off the table in Thursday Morning Conversation!

### CONNECTED AVIATION INTELLIGENCE

Digital Transformation, AI & Innovation

Connected Aviation Intelligence is a targeted community dedicated to addressing the current challenges being faced across the various segments of aviation under the impact of COVID-19. You'll understand how AI/ML, connectivity and new digital technologies are enabling innovative new opportunities and applications for airlines, business aviation operators, airports, OEMs and service providers.

### Via Satellite PODCAST

What's our future in space? Via Satellite's On Orbit podcast features discussions focused on the real, human value of building a new economy in space. On Orbit is bringing space technology and exploration down to Earth for a brand new audience of enthusiasts, veterans, and novices alike.

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



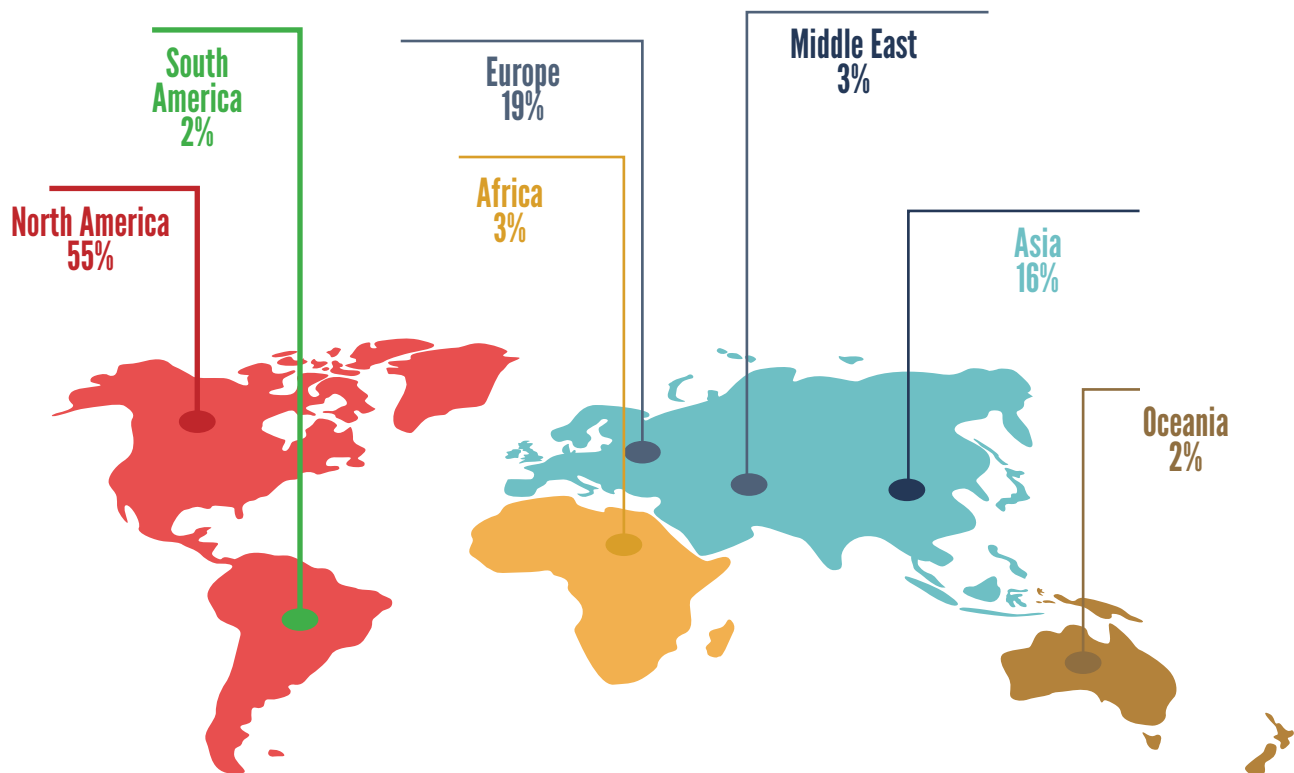


# VIA SATELLITE'S GLOBAL AUDIENCE

Reach the most engaged community of satellite professionals and maximize your sales and marketing by delivering your important message to a global audience of over **95,000** qualified industry decision makers.

**No other competitive publication can come close to this!**

**49% of our audience comes  
from outside the United States.**



## HOW DO WE DISTRIBUTE THE MAGAZINE?

We take a holistic approach to distributing Via Satellite which ensures we reach the most engaged and broadest audience possible. Through email, trade show distribution, social media, digital, and print advertising, we'll get your message out alongside the valuable content that our audience relies on!



Email



Show Distribution

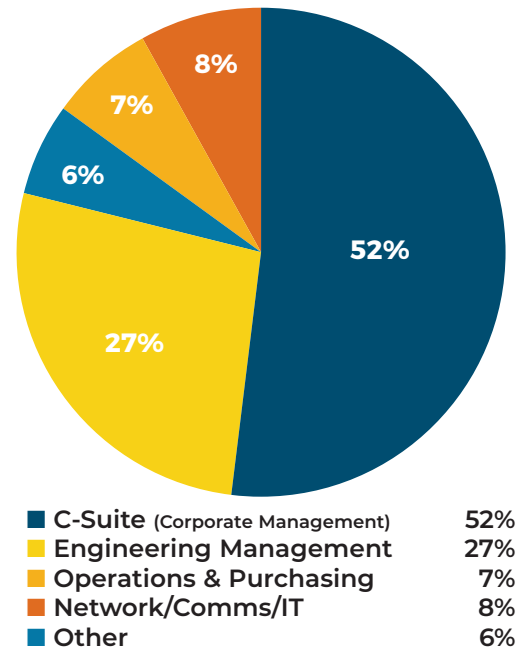
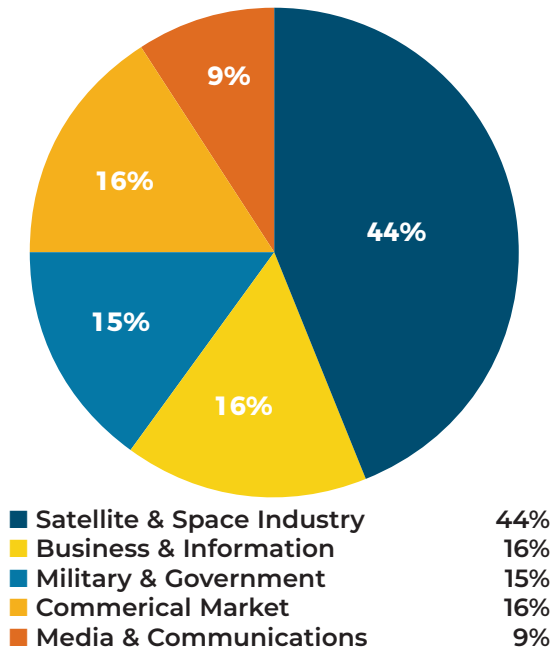


Social Media



Advertising

# VIA SATELLITE'S DIVERSE MARKETS



## Satellite & Space Industry

- Ground Systems/Manufacturer
- Satellite Equipment Distributor/Dealer
- Satellite Equipment Manufacturer
- Satellite Insurance
- Satellite Launcher
- Satellite Operator/Carrier
- Systems Integrator

## Military & Government

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

## Commercial Market

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

## Business & Information

- Association/Non-Profit
- Block Chain
- Brokers
- Cloud Services
- Consultant
- Cybersecurity Solutions Provider
- Financial Institution
- Insurance
- Investors
- Legal Service
- Research
- Software Solution Provider
- University/Schools

## Media & Communications

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

## OUR COMMUNITY TRUSTS US TO DELIVER.

**NET PROMOTER SCORE (NPS) = 43**

The Net Promoter Score is a metric used to gauge customer loyalty and satisfaction. We are very proud to share our high score of 43, which means we are trusted by readers and they are loyal to our brand.

As an advertiser, you'll benefit from aligning with the Via Satellite name, and have multiple opportunities to get your own brand in front of customers, more effectively driving home your message.



# VIA SATELLITE'S CONTENT CALENDAR

SHOWCASES THE BROAD COVERAGE OF CONTENT AND IN-DEPTH INTERVIEWS  
THAT KEEP OUR READERS ENGAGED AND RETURNING EACH MONTH.

2022	CONTENT COVERAGE	SHOWS	AD SPACE CLOSE	MATERIALS DUE
<b>JANUARY/ FEBRUARY</b>	L-Band Wars: The Fight Over Ligado 10 Major Satellites Launches to Watch in 2021 5G Deployment and Satellite UK Regional Space Focus	Mobile World Congress CABSAT	12/15	12/22
<b>MARCH</b>	Women in Satellite Highlight Leaders Who Have Influenced Them 10 Hottest Companies in Satellite Satellite Executive of the Year & Satellite Technology of the Year Nominees	SATELLITE Conference & Exhibition	1/24	1/31
<b>APRIL</b>	10 Things We Learned from SATELLITE 2022 End User Interview: Oil & Gas The Relationship Between Government and New Space Flat Panel Antennas: Entering Pivotal Time	Space Symposium Sea Air Space GEOINT Symposium NAB TechNet Cyber CyberLEO	2/16	2/25
<b>MAY</b>	Satellite Executive of the Year Interview Satellite Technology of the Year Interview Chasing the Open Standards Unicorn in Ground Tech Market Focus on Smallsat IoT		3/23	4/1
<b>JUNE</b>	A Summer Vacation to Space: Space Tourism Heats Up End User Interview: Maritime LEO Revolution in Maritime and Aviation	ConnecTechAsia Connected Aviation Intelligence	4/20	4/29
<b>JULY</b>	Is Space Actually Crowded: Myth vs. Reality Executive Interview Examining the Labor Shortage in the Aerospace Industry Software Defined Satellites: The Latest Innovations		5/25	6/1
<b>AUGUST</b>	When Startups Become Public Companies: Evaluating SPACs for Space Rent This Space: Customers for Satellite-as-a-Service End User Interview: Aviation The LEO Revolution in Maritime and Aviation	Small Satellite Conference	6/20	6/27
<b>SEPTEMBER</b>	GEO vs. LEO Broadband Deployment Brazil Regional Space Focus From Virtualization to New Service Models: Being a Ground Segment Player in the 2020s	World Satellite Business Week IBC Mobile World Congress (Los Angeles) CyberSatGov	7/25	8/1
<b>OCTOBER</b>	What Climate Scientists Wants from Satellite End User Interview: Government The Dangers of Militarized Space		8/17	9/1
<b>NOVEMBER</b>	How Satellite is Impacting Agriculture End User Interview: Telco The Cloud, Space, Networks in the Sky and Beyond	MILCOM Global MilSatCom AfricaCom	9/21	9/28
<b>DECEMBER</b>	10 Things on the Satellite Industry's Wish List for 2023 Executive Interview The Satellite Industry and Quantum Computing The Evolution of a Satellite (Historical)		10/24	11/1

# LEAD GENERATION

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

## Via Satellite TECHNOLOGY Webcast Series

Showcase  
your thought  
leadership!



### 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

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!

### THE OPTIONS ARE AVAILABLE:

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

- Via Satellite moderator
- Comprehensive marketing campaign
- One question on the registration form
- Q&A included during the webinar
- Opportunity to include polling & marketing collateral 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
- Q&A included during the webinar
- Opportunity to include marketing collateral during the webinar
- Up to 250 leads
  - Additional leads can be purchased for \$50 dollars per lead

#### Technology Webcast Report: **\$8,000**

Expand the reach and shelf-life of your webinar with this co-branded post event report which also serves as excellent marketing collateral.

- 3-5 page PDF we create using the content from the webinar
- Added editorial commentary offering third party credibility
- Inclusion of Images/charts/diagrams
- PDF report will be included in our Technology Webcast Series marketing campaign

# LEAD GENERATION

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

## Via Satellite Product Spotlight



## 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:

January 6, February 3, March 3, April 7, May 5, June 2, July 7, August 4, September 1, October 6, November 3, December 1

\*Special Deployment: SATELLITE 2022 Show Edition March 17 (sent to all registrants)

### Pricing:

1x \$1,600    4x \$1,470    8x \$1,300    13x \$1,170

## 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 95,000 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.



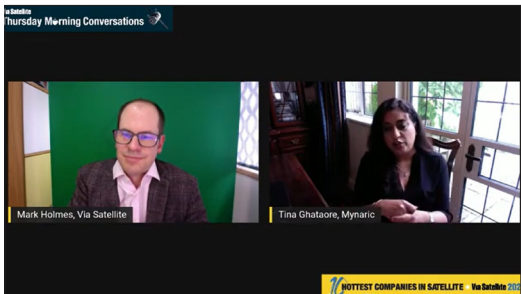
# MULTI-CHANNEL MESSAGING

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

Via Satellite

## Thursday Morning Conversations

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



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

## Via Satellite PODCAST

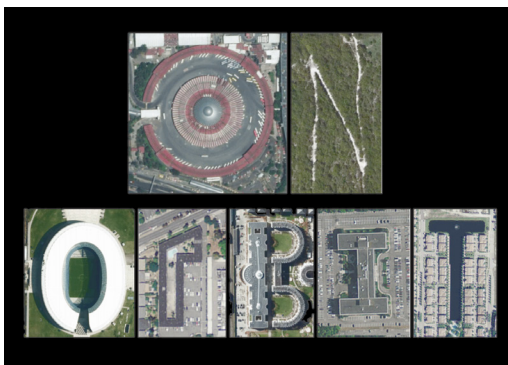
\$2,950 (2 EPISODES)  
\$4,250 (4 EPISODES)

Via Satellite's bi-weekly On Orbit podcast asks the question — "What's our future in space?" — to a diverse group of space industry thought leaders, tech experts, creators, policymakers, executives, and investors. Each episode features discussions focused on the real, human value of building a new economy in space. With more than 35,000 downloads in its first two years, On Orbit is bringing space technology and exploration down to Earth for a brand new audience of enthusiasts, veterans, and novices alike.

**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.



# TECH FOCUS REPORT

**GOAL: EDUCATE THE MARKET ON YOUR COMPANY'S TECHNOLOGY AND SOLUTIONS**

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

# MARKET INTELLIGENCE REPORT

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

**MARKET INTELLIGENCE REPORT | \$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.

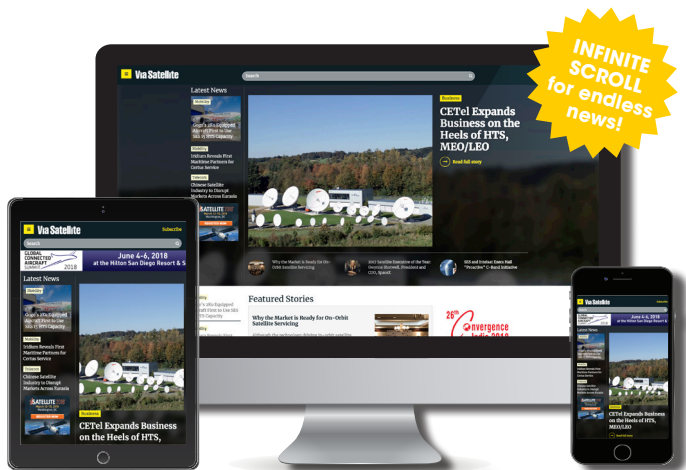
Our clients have used the Market Intelligence Report to measure the success of marketing campaigns, to create accurate messaging back to the market, launch new products and services and to develop thought leadership campaigns.

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

# 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.

#### Leaderboard

970x90px or  
970x250px

\$160 CPM

#### Left Rail

180x150px

\$160 CPM

#### Center section

600x160px or  
600x300px or  
728x90px

\$160 CPM

#### Right Rail

300x250px or  
300x600px

\$160 CPM

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

**137,978**

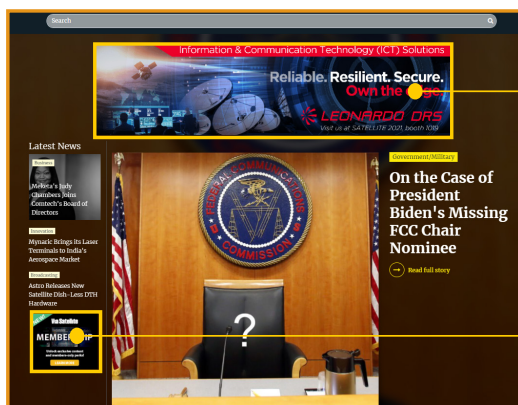
**PAGE VIEWS  
A MONTH**

**95,774**

**UNIQUE  
VISITORS  
A MONTH**

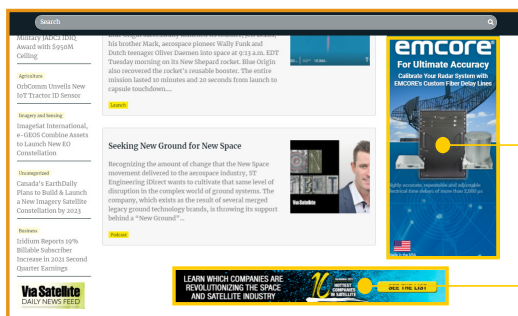
**41%**

**OF VISITORS RESIDE  
INTERNATIONALLY**



**LEADERBOARD**

**LEFT RAIL**



**RIGHT RAIL**

**CENTER SECTION**



# E-LETTERS

**YOUR OBJECTIVE: REACH AN ENGAGED AND HIGH VALUE AUDIENCE THROUGH VIA SATELLITE'S DAILY NEWS FEED OR A TARGETED E-MAIL**

## 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.

**Delivered to over 58,346 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 FOR UP TO 5,000 EMAIL ADDRESSES**

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.



# VIDEO INSIGHT

## 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 Video Insight Program takes your content and leverages our reach in the industry to give you a positive return on your video investment.

We'll place 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
- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Video Insight 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

- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Video Insight 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

- Video hosted on homepage within Video section for one month
- Video hosted on Via Satellite Video Insight 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



# SATELLITE 2022<sup>®</sup>

**MARCH 21-24, 2022**

Walter E. Washington Convention Center | Washington, DC

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

## 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, DC with a fifth wrap-up edition produced post event.

Distribution includes:	Pricing:	Deadlines:
<ul style="list-style-type: none"> <li>Registration Bag Distribution</li> <li>Strategically Placed Onsite Distribution</li> <li>Post Show Wrap-up Edition</li> <li>Digital edition format to 100k database</li> </ul>	<p>Two Page Spread: \$16,565</p> <p>Full Page: \$10,395</p> <p>Half Page: \$6,245</p> <p>Third Page: \$4,835</p> <p>Quarter Page: \$3,090</p>	<p>Ad space close: <b>2/18</b></p> <p>Materials due: <b>2/25</b></p>



## SATELLITE PROGRAM GUIDE

The Program Guide is your complete resource to SATELLITE 2022. The guide includes important show information, conference schedule, networking events, exhibitor listings, and exhibit hall floor plan.

Distribution includes:	Pricing*:	Deadlines:
<ul style="list-style-type: none"> <li>Registration Bags</li> <li>Publication bins in registration area</li> <li>Publication bins in the exhibit area</li> </ul>	<p>Two Page Spread: \$3,730</p> <p>Full Page: \$2,625</p> <p>Half Page: \$1,785</p>	<p>Ad space close: <b>2/18</b></p> <p>Materials due: <b>2/25</b></p>

\*You must advertise in the Show Daily or March issue to advertise in the Program Guide





# SATELLITE 2022

# 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

**MARCH ISSUE:** Includes the popular annual article "10 Hottest Companies in Satellite 2022", Satellite Executive and Satellite Technology of the Year Nominees, and a Women in Satellite focus. Digital edition sent to Via Satellite readers and SATELLITE attendees, plus bonus onsite distribution at SATELLITE 2022.

### SATELLITE 2022

**SATELLITE 2022 SHOW DAILY:** one price for all 5 editions — four days of the event plus a post-show wrap up edition, packaged with the April issue of Via Satellite.

**SATELLITE 2022 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 2022 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 2022 SPONSORED VIDEO INTERVIEW:** This professional one-on-one video interview with an editor of Via Satellite takes place on the show floor at SATELLITE 2022. The videos are posted to our website the week following our show and includes a comprehensive marketing campaign promoting the videos.

### 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 SATELLITE edition will deploy on March 17 ahead of SATELLITE 2022 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.

# VIA SATELLITE ADVERTISING SPECS

## FILE FORMATS

- PDF high resolution/Press or Print Optimized (300 dpi minimum)
- TIFF high resolution (300 dpi minimum)

## GUIDELINES

- Set up documents to final size for output (For bleed ads, files should be set up for the bleed size of the magazine with crop marks set at the trim size. For non-bleed ads, set the file and crop marks to the actual ad size)
- All files must be converted to CMYK (not RGB or include any Spot Colors)
- If using Adobe Illustrator to creat ad, save as a

PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics

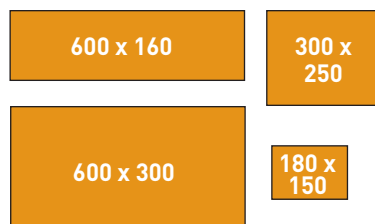
- Do not compress linked graphics files when preparing final PDF or TIFF
- All photos and art must be a minimum 300 dpi resolution—don't include low res images in hi-res PDFs or TIFFs
- Trapping must be completed prior to creating final files: 0.20 pt. value and overprint black
- Send materials thru email or FTP upload— contact Production Manager for instructions

## DIGITAL EDITION AD SIZES

Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
970 x 600 px	full page ad	320 x 600 px
600 x 300 px	1/2 page ad	320 x 480 px
300 x 250 px	1/3 page ad	
180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px	cover 4	320 x 160 px
Under TOC 600 x 160 px	cover 2	320 x 160 px
Within TOC 300 x 250 px		

## FILE FORMATS

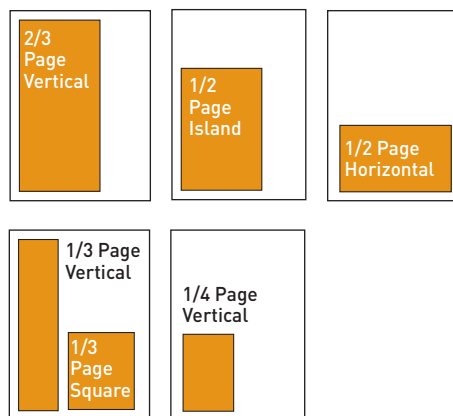
- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.



## PRINT MAGAZINE AD SIZES

	Width x Depth Inches	Width x Depth Metric
Magazine Trim Size	7.875" x 10.750"	200mm x 273mm
Full Page w/bleed	8.125" x 11.000"	206mm x 279mm
(Live Area)	7.000" x 10.000"	178mm x 254mm
2/3-Page (Vertical)	4.500" x 9.500"	114mm x 241mm
1/2 Page (Island)	4.500" x 7.500"	114mm x 191mm
(Horizontal)	7.000" x 4.750"	178mm x 121mm
1/3 Page (Vertical)	2.125" x 9.500"	54mm x 241mm
(Square)	4.500" x 4.750"	114mm x 121mm
1/4 Page (Vertical)	3.375" x 4.750"	86mm x 121mm
1/4 Page (Horizontal)	7.000" x 2.250"	178mm x 57mm
2 Page Spread	15.750" x 10.750"	400mm x 273mm
w/bleed	16.000" x 11.000"	406mm x 279mm
(Live Area)	15.000" x 10.000"	381mm x 254mm

## SCHEMATICS



## TERMS & CONDITIONS

Visit [www.accessintel.com/terms-conditions](http://www.accessintel.com/terms-conditions) to review Via Satellite's print and digital general terms and conditions.

*Live Area—keep all text and important graphics within this area*

# AD PRICING

## VIA SATELLITE MONTHLY EDITION PRICING

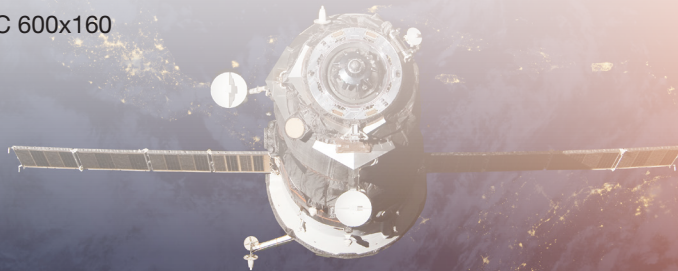
\*Includes Digital Edition and any show distribution

	Digital Edition Equivalent	1x	4x	8x	12x
<b>Two page spread</b>		\$ 13,125	\$12,400	\$11,450	\$9,500
<b>Full Page</b>	970x600	\$ 8,750	\$8,260	\$7,625	\$6,320
<b>Two thirds page</b>	970x600	\$ 7,170	\$6,770	\$6,250	\$5,180
<b>Half page</b>	600x300	\$ 6,125	\$5,800	\$5,340	\$4,425
<b>Third page</b>	300x250	\$ 3,950	\$3,720	\$3,450	\$2,850
<b>Quarter page</b>	180x50	\$ 3,350	\$3,070	\$2,900	\$2,400

### PREMIUM POSITIONS: Full Page Rate + 15%

**Cover 2** Under TOC 600x160

**Cover 4** Above TOC 600x160



## 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

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