

# Via Satellite

## 2026 Media Offerings



Access Intelligence is a **global leader in information and marketing**, offering a diverse portfolio of events, digital media, and data solutions.

Empowered by a strong parent company, our brands harness scale, innovation, and credibility to deliver unparalleled value to every industry we serve.

Access Intelligence provides **concierge-level ACCESS** to:

- ✓ Market Insights
- ✓ Trusted Platforms & Events
- ✓ Subject Matter Experts & Market Leaders
- ✓ Critical Decision-Makers & Buyers
- ✓ Industry Leadership & Market Visibility

## CRITICAL INFRASTRUCTURE — DIVISION —

Access Intelligence's Critical Infrastructure Division serves markets spanning **aviation, satellite, defense, energy, healthcare, chemical, power, and more.**

At the nexus of security, resilience and technology, our trusted media and event platforms connect industry leaders around topics such as **AI, 5G, cybersecurity, and data management.**

Powered by the strength of Access Intelligence, **we deliver influential platforms that drive growth and innovation across critical sectors.**

By integrating the Satellite Group, Defense Daily and Avionics, we now bring deeper, more cohesive coverage across the full government, military and commercial aerospace ecosystem.

### DEFENSE DAILY

### Via Satellite



### CYBERSAT

### AVIATION TECH TODAY

## KEY STRENGTHS & VALUE PROPOSITION

- **Expanded Government & Military Footprint**
  - Access to DoW, intelligence and aerospace leadership
  - Deeper reach across mission and acquisition audiences
  - Stronger access to government and military decision-makers
- **Cross-Market Intelligence**
  - Coverage spans satcom, avionics, cyber & defense primes
  - Enables clients to navigate interconnected opportunities
- **Content & Thought Leadership**
  - From Via Satellite to Defense Daily, we deliver insights and analysis that resonate with both strategic and technical stakeholders
  - Consistent, holistic coverage across commercial, defense and aerospace markets
  - Differentiated positioning as a trusted partner across the ecosystem
- **Integrated Engagement Platforms**
  - High-impact events, forums and digital summits that bring together commercial and government aerospace leaders
  - Multi-channel opportunities to drive deeper relationships with these decision-makers
  - Cross-promotional opportunities across multiple brands and platforms

## AEROSPACE

Via Satellite

SATELLITE

GovMilSpace

CYBERSAT

SPACE SECURITY  
SENTINEL  
SECURING THE FINAL FRONTIER

DEFENSE DAILY

AVIATION  
TECH TODAY

AIRCRAFT VALUE  
INTELLIGENCE

## HEALTHCARE

PeriOP  
Leader Network

PeriOP  
Leader Week

The HC Collective

## INFRASTRUCTURE

P3C

P3 GOVERNMENT  
CONFERENCE

P3 | Higher Education  
Summit

CONVENTION  
SPORTS & ENTERTAINMENT  
FACILITIES CONFERENCE

HEALTHCARE  
PROJECT DELIVERY  
CONFERENCE

## U.S. NUCLEAR ENTERPRISE

EXCHANGEMONITOR  
PUBLICATIONS & FORUMS

RADWASTE / MONITOR

WEAPONS COMPLEX / MONITOR

WEAPONS COMPLEX / MORNING  
BRIEFING

THE ANNUAL  
NUCLEAR DETERRENCE  
SUMMIT

NUCLEAR SECURITY & DETERRENCE / MONITOR

## ENERGY & ENGINEERING

POWER

Experience  
POWER

Data Center  
POWER exchange

POWER  
PLANT ID

CHEMICAL  
ENGINEERING

LDC GAS FORUMS

NATGAS TO POWER  
FORUM

GULF COAST  
ENERGY FORUM  
all LNG...all ASPECTS

CLEAN  
Americas  
CLEAN WATERWAYS

# Via Satellite

The Access You Need. The Insights You Require.



## EMPOWERING PARTNER SUCCESS

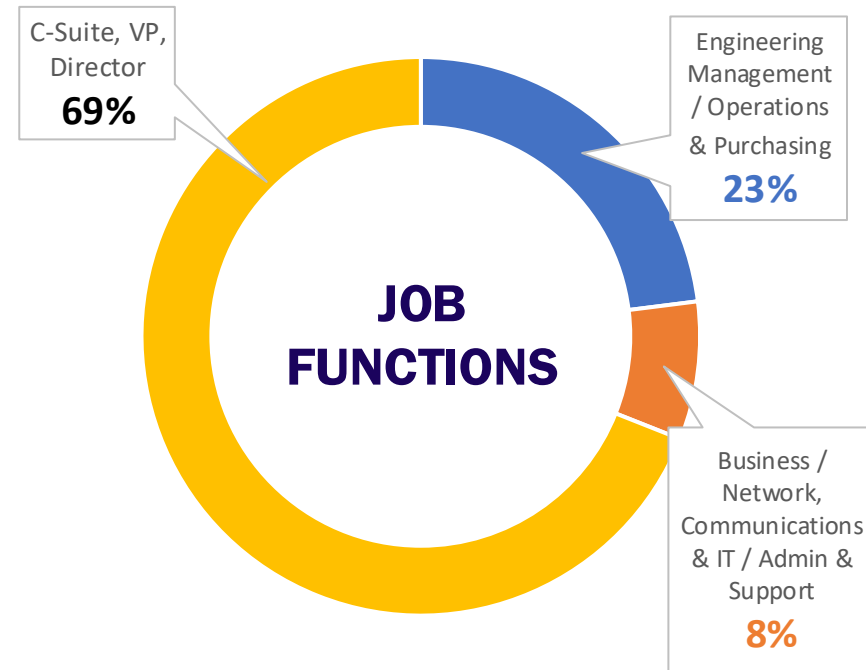
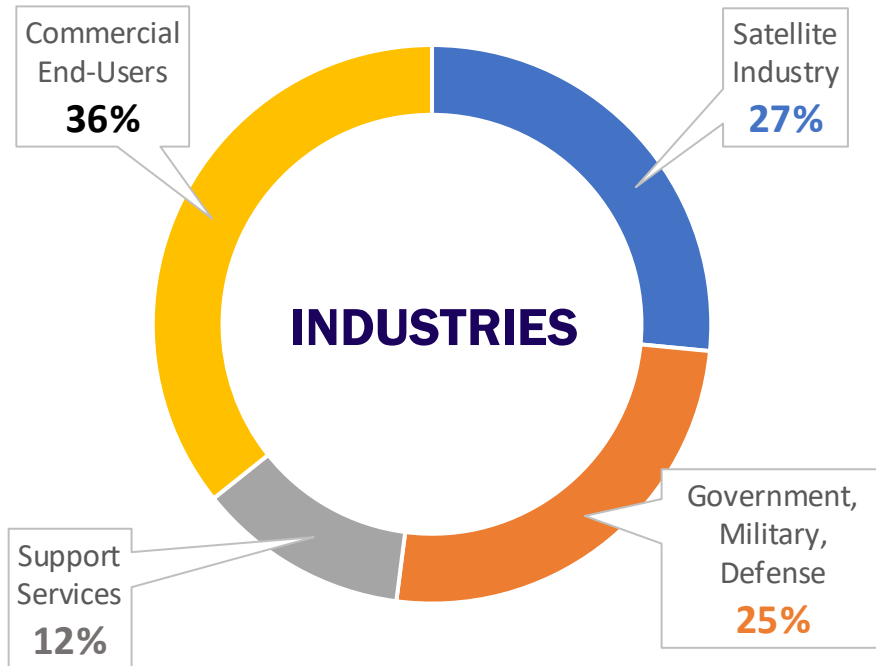
Since 1986

The landscape is complex, and the competition is fierce. That's why **Via Satellite** helps you stay informed and ahead – serving as the **leading source of satellite industry intelligence**. With 40 years at the forefront, we provide direct access to the space and satellite community through trusted news, exclusive interviews, and sharp analysis.

Via Satellite delivers the access you need and the insights you require to **inform decisions, drive opportunity and lead with confidence**.

# AUDIENCE PROFILE

Via Satellite reaches 294k+ industry leaders – government policy makers, commercial innovators, and 45% global stakeholders – ensuring your message makes an impact with the decision-makers who matter most.



# AUDIENCE PROFILE

## MILITARY, GOVERNMENT, & DEFENSE

Civil Space Agency  
Defense Contractor/Sub-contractor  
Government Agency  
Military & Defense  
Public Safety

## SATELLITE INDUSTRY

Ground Systems  
Launch Services  
Imagery & Sensing  
Manufacturer  
Operator  
Software Developer  
Systems Integrator

## COMMERCIAL END-USERS

Aviation  
Agriculture  
Broadcast & Video  
Energy  
Ground Transportation  
Maritime  
Terrestrial Telco

## SUPPORT SERVICES

Academic Research/University  
Association/Non-Profit  
Consulting  
Cybersecurity  
Finance/Investment  
Insurance/Legal Services

# AUDIENCE REACH

We leverage the depth and breadth of our database, along with a robust platform of high-quality content to position your brand for optimal impact.

With the largest and most diverse audience of satellite and space professionals, Via Satellite ensures you reach and engage effectively with your ideal customer prospects.

**Via Satellite**



# BRAND AWARENESS

# Event Visibility Program

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## Via Satellite



### Show Impact x Via Satellite

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Turn Your Event Presence Into Industry Influence

**Show Impact** is Via Satellite's integrated visibility package designed to extend your presence before, during, and after key industry events — reaching satellite and space professionals across trusted editorial environments, high-visibility digital placements, interviews, Show Dailies, and executive thought leadership.

We position your company as part of the industry conversation when attention is at its peak.

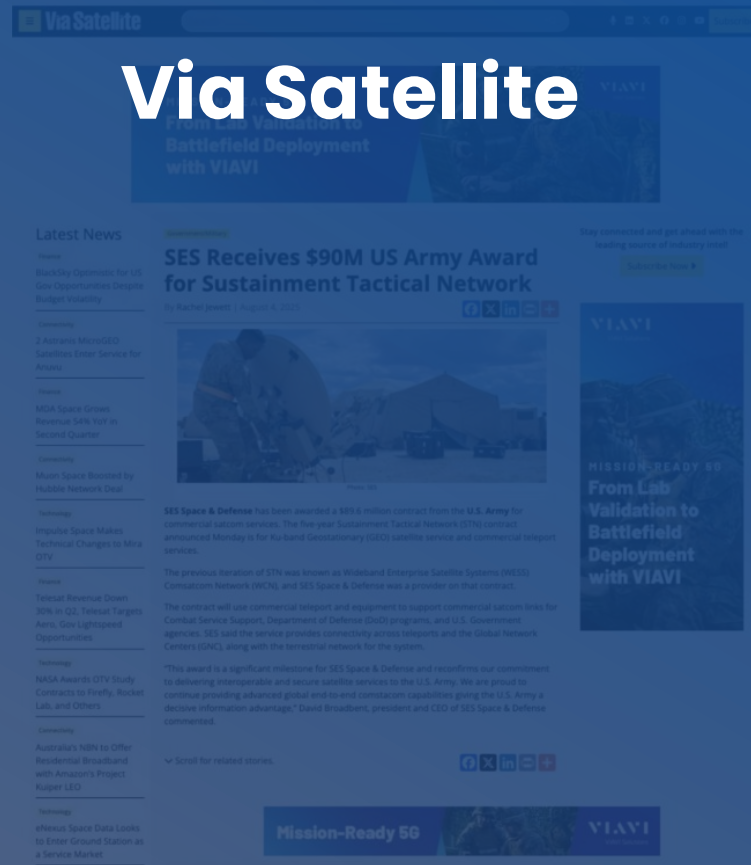
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### Sponsorships include:

- Video Interviews
- Podcasts
- Written Q&As
- Show Dailies
- Premium website banners
- Networking events
- And more!

[Learn More](#)

# DISPLAY



## Banner Advertising

Consistent exposure alongside authoritative editorial content reinforces brand credibility and thought leadership.

Via Satellite's display placements reach professionals actively engaged in evaluating technologies, partnerships and suppliers – keeping your brand top-of-mind throughout their decision-making process.

## Website Banner – Page Takeover:

- Dominate the web page with ads in all ad units including the native ad position, giving readers a unified message from your brand. Each article page features one exclusive advertiser, creating a cohesive, high-impact experience that drives stronger recall and engagement.
- Limited to up to 4 advertisers, for 25% SOV
- See example [here](#)

**\$6,000 / Month** \*+20% in March

# DISPLAY



## Via Satellite



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### FLUID Banner:

- Welcome Billboard (ROS)
- Sticky Feature: 90px of the ad remains at the top as viewers scroll down
- Maximize CTRs and viewability with this high-impact fluid banner
- See example [here](#)

**\$5,000 / week**

# NEWSLETTERS



## Via Satellite

### Daily News Feed

Share your message in the leading source for news and insights that shape the satellite and space industry.

Delivered to 100k global inboxes 5 days a week, this premier newsletter offers a prime opportunity to engage your brand with our most active and loyal subscribers.

### Sponsorship includes:

- Sponsor chooses between banner or native ad placements
- Average 550k impressions during campaign
- Sponsor receives 25% SOV
- Sponsorship is \$4,800/month for a 3-month campaign

**\$14,400 / 3 Months**

[See Example](#)

# NEWSLETTERS



## Via Satellite

Download the...  
The European Space Agency (ESA) published the...  
ESA published the...

Complex designs. Tight deadlines. Missions are...  
waiting - your website should, too. Download our...  
best whitepaper to learn how to validate your...  
designs in real time. See how digital mission...  
engineering can help fuel the next generation of...



## Daily News Feed – Saturday Edition

On Saturdays we send a Weekend Wrap-Up Edition highlighting the week's biggest stories. This edition reaches even more subscribers than our daily, while maintaining the same high engagement rates. This makes it ideal for impactful brand messaging.

### Sponsorship includes:

- Exclusive Sponsorship: Stand out as the sole sponsor of our high-impact weekend edition
  - Prominent Logo Placement
  - Long-Form Native Ad
  - Display Ad
- \$5,000 for one edition (1)**  
**\$4,500 for four editions (4)**  
**\$4,000 for eight editions (8)**

[See Example](#)

# NEWSLETTERS



## Via Satellite

500+ Articles From 175+ Countries  
U.S. Space Force's Space  
Vehicle Development (VAD) is  
and mission ready. [Read More](#)

Upcoming Boeing X-47B  
The U.S. Space Force plans  
Future & impact from [Read More](#)

Sponsored  
Mission-Ready 5G - Secure, Proven, and Deployable - From Lab to Battlefield  
with VIAVI [Read More](#)



Modern missions need secure, resilient, and agile communications systems. For over a  
century, VIAVI has helped defense agencies build, test, and deploy 5G networks ready for the  
real world - and the battlefield. Our advanced test and assurance solutions keep  
communications strong, secure, and mission ready. Defense trusts VIAVI to deliver when it  
matters most. [Read More](#)

Singapore Aerospace Debuts AI Agent for Spacecraft Operations Training  
Singapore Aerospace is rolling out a new simulation tool, an AI-powered agent that can simulate  
satellite actions in training and simulation environments. Called "Talos" [Read More](#)

SES, Luxembourg Order Second GovSat Satellite from Thales  
SES and the Luxembourg government are investing in a second satellite for the GovSat public-  
private partnership to provide government connectivity services over Europe. GovSat is [Read More](#)

UK Government's FCDO Services Signs Deal for Eutelsat OneWeb LEO  
Services  
Eutelsat has signed a new Low-Earth Orbit (LEO) capacity deal with the U.K. government's  
FCDO Services and NSI, Global, after the U.K. recently increased its [Read More](#)

Spire Builds Out its Space Reconnaissance Portfolio for Defense  
Spire Global is building out its space reconnaissance portfolio for defense, with new radio  
frequency (RF) geospatial intelligence capabilities for persistent monitoring, geolocation, and  
situational [Read More](#)

Denmark Donates Satellite Communications Services to Ukraine  
Denmark is donating European-produced satellite services to Ukraine's defense through the  
European Defense Agency (EDA). Denmark is providing Ukraine with satellite receiver terminals  
for access. [Read More](#)



## Focus on Defense

Focus on Defense is Via Satellite's newest and most targeted newsletter. Created in response to growing demand for defense coverage, it is delivered bi-weekly to more than 40,000 highly engaged defense professionals.

Sponsors receive exclusive share-of-voice, with takeover ad placements that surround the content and put your brand front and center with this audience.

## Exclusive Sponsorship includes:

- 100% SOV with three ad units (600x300 banner, native ad & logo)

**\$5,000 for one edition (1)**  
**\$4,500 for four editions (4)**  
**\$4,000 for eight editions (8)**

[See Example](#)

# NEWSLETTERS



## Via Satellite



### How Earth Observation Companies Stay Ahead of the Cyber Threat

In a new era of warfare enabled by commercial products and services, owners and operators of earth observation capabilities are finding themselves on the frontlines of novel conflicts, often fought with technology rather than weapons and deliberately kept below the level of armed combat.

Earth Observation (EO) satellites in Low Earth Orbit (LEO) have experienced interference with their radio frequency, or RF, communications as they pass over conflict zones on Earth below multiple industry sources say. [\(continued\)](#)

### Cyber Experts Assess the Impact of New Quantum Standards

Quantum computing is set to impact space networks, and the past year saw a number of updates in quantum regulations. The U.S. Department of Commerce's [\(continued\)](#)

### SPARTA: A Tactics, Techniques, and Procedures Framework for the Space-Cyber Professional



## Space Security Sentinel (S3)

Space Security Sentinel (S3) is an essential briefing for professionals operating at the intersection of space, cybersecurity, and national defense. Published monthly, each edition cuts through the noise with mission-critical updates, expert insights, and emerging threat intelligence shaping the secure future of space.

Closely aligned with the content and conversations of the CyberSat Summit, S3 provides a year-round pulse on the threats, technologies, and priorities defining space security today..

## Exclusive Sponsorship includes:

- 100% SOV with three ad units (600x300 banner, native ad & logo)

**\$4,000 for one edition (1)**  
**\$3,500 for four editions (4)**  
**\$3,000 for eight editions (8)**

[See Example](#)

# EMAIL



## Targeted Email Blast

Showcase your expertise, share your latest case studies, or announce new products directly to 5,000 targeted professionals from our premium database.

### Sponsorship includes:

- Sponsor to supply HTML file and subject line
- The sponsor's target audience is selected
- After one week, we follow up with a report including full deployment analytics

**\$4,500 for one email (1)**

# MAGAZINE

## Via Satellite



### Via Satellite Magazine

For 40 years, Via Satellite has provided essential news and expert business analysis on the global satellite industry, including current and evolving applications, infrastructure issues, technology, and business and regulatory developments.

Top satellite executives from 160 countries read Via Satellite to fully understand the industry and maximize their companies' profits.

### Advertising includes:

- Distribution digitally to subscribers around the globe, with trade show copies printed and distributed onsite at global events.
- [Editorial Calendar](#)

**Pricing: See Next Slide**

[Download Ad Specs](#)

# MAGAZINE RATES

PRODUCT	PRICING
Magazine Display (2-Page Spread)	1 x \$13,125   4 x \$12,400   8 x \$11,450   12 x \$9,500*
Magazine Display (Full Page / 970x600)	1 x \$8,750   4 x \$8,260   8 x \$7,625   12 x \$6,320 *
Magazine Display (2/3 Page / 970x600)	1 x \$7,170   4 x \$6,770   8 x \$6,250   12 x \$5,180*
Magazine Display (1/2 Page / 600x300)	1 x \$6,125   4 x \$5,800   8 x \$5,340   12 x \$4,425*
Magazine Display (1/3 Page / 300x250)	1 x \$3,950   4 x \$3,720   8 x \$3,450   12 x \$2,850*
Magazine Display (1/4 Page / 180x50)	1 x \$3,350   4 x \$3,070   8 x \$2,900   12 x \$2,400*
Magazine Display (Premium Positions)	Full Page Rate + 15%

\* +10% in March Edition

## Brand Boost

Maximize your reach with the decision-makers and buyers who matter most.

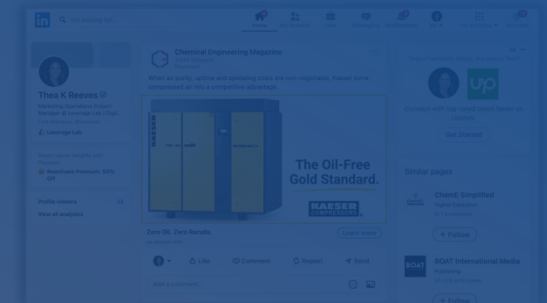
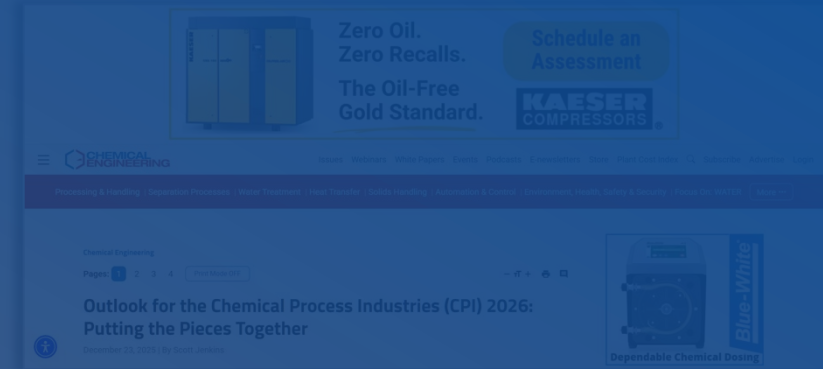
Our first-party data-driven Brand Boost program places your messaging in front of high-value prospects across our owned properties, programmatic networks and key social channels – accelerating reach, relevance and ROI.

## Sponsorship includes:

- Precision targeting using identify-matched, first-party data (min. 20k audience size).
- Multi-channel branding & awareness activation for 3-month program.
- 100k impressions, including on-site and audience extension banners, social, email & newsletters. (option to include custom blacklist/whitelist for tighter controls)

**\$15,000**

# Target the Decision-Makers Who Drive Results



[Dashboard Demo](#)

# ACCESS: Amplification

## OVERVIEW

The ACCESS: Amplification program is a 3-month, omnichannel campaign that is designed to increase awareness & engagement with your top prospects with the goal of driving this targeted traffic back to your site.

### Objectives

- Increase branding/awareness
- Drive account engagement
- Enhance topic alignment
- Drive targeted traffic to sponsor's site

### Tactics

- Display Banners, Email, Social Posts
- Strategy, setup, management and optimization by Access Intelligence

### Timing & Reach\*

- 3-months
- 20-50K individuals in target accounts

### Outcomes\*

- 225k impressions
- Includes 3 email sends (5k each)
- Custom Insights Dashboard

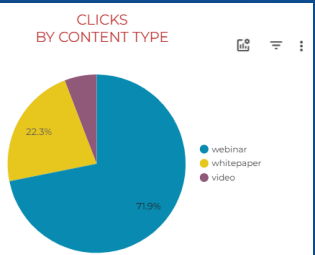
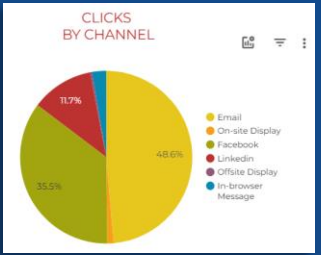
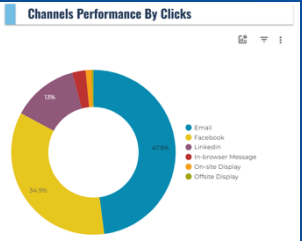
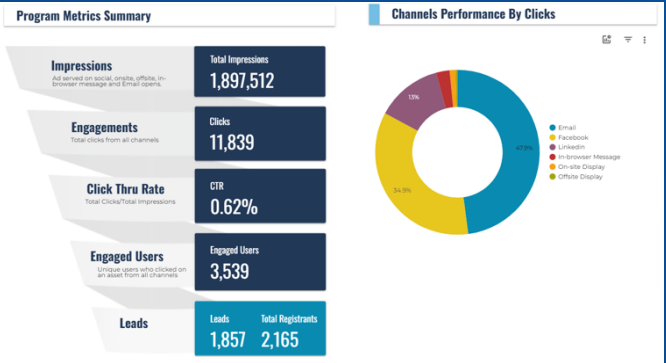
### Assets Needed

- ACCESS will build banners, social and email placements to support your program, plus
- Any additional client ad creative
- Any additional client HTML email

### Investment

\$29,800

\*Higher outcomes available at increased investment level



Ads Channel	Impressions	Clicks	CTR
Facebook	746,932	4,137	0.55%
Offsite Display	436,493	45	0.01%
LinkedIn	161,924	1,362	0.84%
On-site Display	57,284	138	0.24%
In-browser Message	40,634	309	0.76%
<b>Grand total</b>	<b>1,443,267</b>	<b>5,991</b>	<b>0.42%</b>

Ad Size	Impressions	Clicks	CTR
Native	57,284	138	0.24%
300x250	259,538	27	0.01%
320x50	34,007	7	0.02%
728x90	110,928	6	0.01%
300x600	20,488	5	0.02%
970x250	11,532	0	0%
<b>Grand total</b>	<b>493,777</b>	<b>183</b>	<b>0.04%</b>

# THOUGHT LEADERSHIP

# MAGAZINE



## Via Satellite

Modern missions need secure, resilient, and agile communications systems. For over a century, Viasat has helped defense agencies build, test, and deploy 5G networks ready for the real world – and the battlefield. Our advanced test and assurance solutions keep communications strong, secure, and mission ready. Defense trusts Viasat to deliver when it matters most.

[Learn More](#)

**SingShot Aerospace Debuts AI Agent for Spacecraft Operations Training**  
SingShot Aerospace is rolling out a new simulation tool, an AI-powered agent that can simulate satellite actions in training and simulation environments. Called "Saber" – [Read More](#)

**SES, Luxembourg Order Second GovSat Satellite from Thales**  
SES and the Luxembourg government are investing in a second satellite for the GovSat public-private partnership to provide government connectivity services over Europe. GovSat is – [Read More](#)

**UK Government's FCDO Services Signs Deal for Eutelsat OneWeb LEO Services**  
Eutelsat has signed a new Low-Earth Orbit (LEO) capacity deal with the U.K. government's FCDO Services and NSI, Global, after the U.K. recently increased its – [Read More](#)

**Spire Builds Out its Space Reconnaissance Portfolio for Defense**  
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**Denmark Donates Satellite Communications Services to Ukraine**  
Denmark is donating European-produced satellite services to Ukraine's defense through the European Defense Agency (EDA). Denmark is providing Ukraine with satellite receiver terminals for access. – [Read More](#)



## Tech Focus Report

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.

Include your Tech Focus Report in one of the magazine issues we distribute at key events and give away copies in your booth.

## Sponsorship includes:

- 4-page report inserted into Via Satellite Magazine
- Includes co-branded front cover, 2 full pages of copy inside, and back cover with copy and ad
- PDF and 500 print copies provided for your own distribution

**Digital Edition and Tradeshow: \$12,500**

**Digital Edition Only: \$8,000**

[See Example](#)

# Built-For-You Events

## Via Satellite

### Built-For-You Events

From a sponsored networking reception to an invite-only executive dinner or roundtable, we build events that help you deepen relationships, accelerate deals, and elevate your brand.

Each event includes a tailored media package designed to maximize visibility before, during, and after the event.

Depending on the format, this may include branding across signage and promotional materials, social media promotion, newsletter, website, and magazine advertising, and even custom content to showcase your thought leadership.

**Pricing: Custom**

# EXECUTIVE VIDEOS



## Via Satellite

### Sponsored Video Interview

Take advantage of your executive on-site at industry events with a custom interview video, facilitated by our editor and video team.

These conversations showcase your expertise, position your brand as a thought leader, and extend visibility through our site, newsletters, social media and event coverage.

#### Package includes:

- One 2–3-minute video interview
- Filmed on-site with post-production edits
- Includes promotional package: Video featured in Digital Show Daily event coverage, post-event social media promotion with 30-second highlight clip
- Sponsor receives full video and also 30 second social media clip

**\$7,500**

[See Example](#)

# SPONSORED CONTENT

## Latest News

Finance  
Stellantis Systems to be Acquired by TransDigm for \$960M

Mobility  
Qatar Airways Installs Starlink IFC on Nearly 120 Aircraft, Including Boeing Dreamliners

Government/Military  
Japan MoD Awards Astroscale Contract to Develop Gripping Mechanism System

Mobility  
Evergreen Marine Taps Inmarsat Maritime for NexusWave Connectivity Upgrade

Government/Military  
Israel Space Agency Selects Team to Lead R&D Space Laboratory Development

Government/Military  
Sierra Space Completes First Batch of SDA Satellite Structures Ahead of Schedule

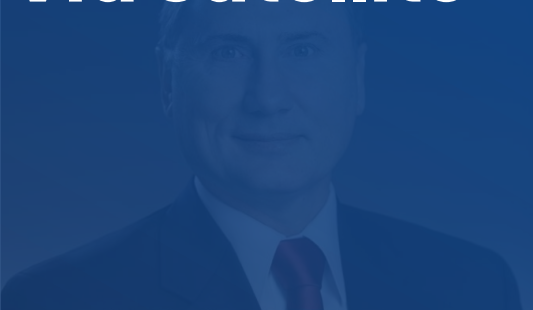
Finance  
Satellite Radar Startup Array Labs Raises \$20M

Finance  
Viasat Exits Investment in Maritime Service Provider Navarino

Finance  
AE Industrial to Acquire Majority Stake in



## Via Satellite



Clint Crosier, director of the AWS Aerospace and Satellite business. Photo: AWS

Clint Crosier, director of the AWS Aerospace and Satellite business, believes in the power of bringing together cloud computing capabilities and space innovation. His work at AWS has focused on unlocking the future economic potential in space by allowing customers to access data in orbit and harnessing powerful AI tools to speed up the process and transfer of data in space and back to Earth. AWS aims to be the partner in bridging data for space industries, governments and enterprise markets around the world. Crosier believes that AWS' recognition as a thought leader in cloud innovation will maintain and expand its leadership in the age of AI.

In this interview with *Via Satellite*, Crosier, a retired U.S. Air Force/Space Force two-star General with 33 years of service, explains the evolution of the space-based cloud, and how AWS worked for nearly a decade to solve one of the most important operational challenges of the modern, connected age – getting a firm grasp on big data.

**VIA SATELLITE: The Director of National Intelligence has said that innovation from AWS will be critical in operationalizing intelligence in space. Why is**

## Sponsored Article

Reinforce your market positioning beyond traditional advertising by leveraging this long-form article format written by our editorial team and published on our site.

Designed to strengthen brand awareness and recognition in front of our engaged audience of decision-makers, peers and prospects, this is a powerful way to differentiate your brand from the competition.

## Package includes:

- Sponsor provides article guidance, with up to three interviews and one round of edits
- Article included on ViaSatellite.com home page
- Distribution in Daily News Feed (2x)
- Dedicated email promoting the article (5k targeted contacts)
- Social media promotions

**\$15,500**

[See Example](#)

# EXECUTIVE INTERVIEW

## Latest News

Stellantis Systems to be Acquired by TransDigm for \$960M

Qatar Airways Installs Starlink IFC on Nearly 120 Aircraft, Including Boeing Dreamliners

Japan MoD Awards Astroscale Contract to Develop Gripping Mechanism System

Evergreen Marine Taps Inmarsat Maritime for NexusWave Connectivity Upgrade

Israel Space Agency Selects Team to Lead R&D Space Laboratory Development

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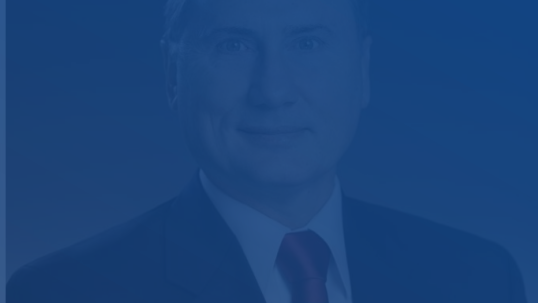
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**VIA SATELLITE: The Director of National Intelligence has said that innovation from AWS will be critical in operationalizing intelligence in space. Why is**

## Sponsored Executive Q&A

Shape perception among industry peers, customers, investors and partners with an executive Q&A interview with one of our editors.

This platform provides a powerful way to communicate strategic priorities, innovations and unique value propositions directly from leadership while being showcased directly on our site with heightened visibility to our readers.

## Package includes:

- Executive interview conducted by a Via Satellite Editor with one round of edits
- Article included on ViaSatellite.com home page
- Distribution in Daily News Feed (2x)
- Dedicated email promoting the article (5k targeted contacts)
- Social media promotions

**\$13,750**

**See Example**

# EXECUTIVE INTERVIEW

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## Via Satellite

### Thursday Morning Conversation

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Showcase your thought leadership and increase brand awareness with a one-on-one video interview between one of your leaders and Mark Holmes, Senior Editorial Director, to discuss the latest trends, technology, and news impacting the satellite and space industry.

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#### Package includes:

- Video lives on a custom landing page on ViaSatellite.com
- Distributed on Thursday mornings as the lead article in our Daily News Feed
- The average Thursday Morning Conversation receives over 500 views

**\$5,250**

[See Example](#)

# PODCASTS



## Via Satellite

### On Orbit Podcast

Our twice-monthly podcasts feature interviews with thought leaders, tech experts, creators, policymakers, executives, and investors discussing the future of space.

We aim to make space technology accessible to a brand-new audience, including enthusiasts, veterans and novices alike.

### Exclusive Episode Sponsorship

- Tailored episode featuring your chosen topic and interviews with your executives.
- Includes landing page on ViaSatellite.com and placement as lead article in our Daily News Feed

**\$5,250**

[See Example](#)

# PODCASTS



## Via Satellite

### On Orbit Podcast

Our twice-monthly podcasts feature interviews with thought leaders, tech experts, creators, policymakers, executives, and investors discussing the future of space.

We aim to make space technology accessible to a brand-new audience, including enthusiasts, veterans and novices alike.

### Exclusive Sponsorship 3-Episode Series

- Tailored 3-episode series featuring topic and interviews with your executives. Includes landing page on Via Satellite and placement lead in our Daily News Feed
- Each topic will be supported with a 3-part podcast series (20 min. episodes)
- Three dedicated emails to 5k targeted contacts
- Three social posts to support each podcast

**\$25,000**

[See Example](#)

## ACCESS Lite

As a pilot option to our ACCESS products, ACCESS Lite delivers enhanced credibility and discoverability by strategically placing your asset next to highly relevant, trusted editorial content.

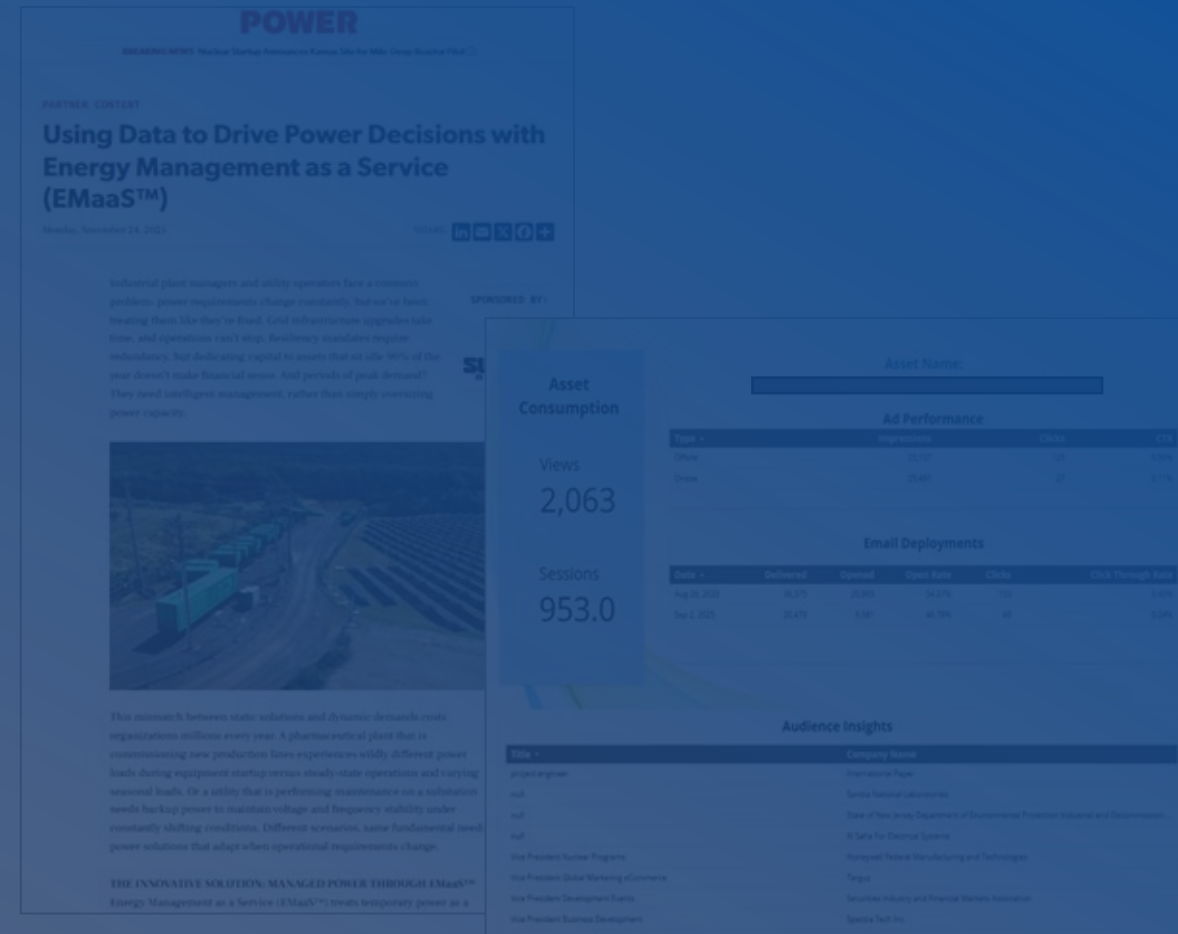
Drive significant reach and efficient engagement through guaranteed promotion across top-performing digital channels and placements. This multi-channel program goes beyond the organic reach of a single placement, ensuring high amplification with a targeted audience.

### Sponsorship includes:

- Access creates & designs ads, landing pages, library archive
- 120,000 total impressions across:
  - Banners & native placements
  - Dedicated Email
  - Newsletters
  - Social Posts
- Enhanced dashboard reporting

**\$15,000**

# Connect Your Brand To Our Audiences



# DEMAND GENERATION

# WEBINARS

## Via Satellite

April	D2D Connectivity
May	Space Sovereignty
June	Space Investment Trends
July	Space-Enabled Integrated Missile Defense
Aug	Small Satellite Technology
Sept	Multi-Orbit: LEO, MEO, GEO
Oct	European Defense Ramp-Up
Nov	Evolving Ground Technology
Dec	2027 Satellite Industry Trends

### Roundtable Panel Webinar

Our editors identify the top topics of interest with each audience that will be featured on an upcoming Roundtable Panel Webinar. These webinars feature multiple sponsors (min. of 2) in a roundtable discussion format. Non-commercial in nature, these panels allow SME's and/or executives of sponsors to have a seat at the table to discuss current issues or problems related to the featured topic that customers face and the various solutions available to solve those problems.

Thought leadership-focused, Roundtable Panel Webinars provide an ideal platform for a brand to elevate their name and be an important part of conversations taking place in their space.

### Sponsorship includes:

- Included in editorial review of scope & direction of webinar discussion outline.
- SME or executive from sponsor participates in webinar (50 min. with 10-min. for Q&A).
- Included in all promotions of webinar (including brand logo on event landing page, email promotions, social media, etc.).
- Sponsor will receive 150 shared leads.

**\$7,500 per sponsor (min. 2 sponsors)**

# WEBINARS

## Via Satellite

**Sponsor selects:**  
**Month, Topic**

### Industry Webinar

Align your company with industry thought leaders through a turnkey pre-recorded webinar. Moderated by Access Intelligence, these Industry Webinars provide an ideal platform for your executives and/or SMEs to showcase the value proposition your product or solution provides to the market.

Access Intelligence will syndicate your webinar asset across our brand audience by leveraging intent data to identify in-market prospects who have already shown interest in your topic and/or solution. Additional options to expand your webinar library by creating a topical series of webinars or to drive a higher volume of registrations can be furnished upon request.

### Sponsorship includes:

- Sponsor provides content, speakers and subject matter expert(s)
- Access Intelligence provides moderator (role includes intro/outro of webinar and facilitates seeded Q&A)
- 30-45 min; seeded Q&A provided by sponsor
- Pre-recorded; sponsor provided MP4 final file
- Sponsor will receive 150 leads

**\$15,500**

[See Archives](#)

# WEBINARS

## Future Space Economy

May	Space-Based Resource Extraction Tech: Minerals, Fuel, and Water
July	Building Power & Propulsion Systems for Deep Space Exploration
Oct	Advanced Materials for Spacecraft Heat and Radiation Shielding
Dec	Rules, Protocol, & Priority for Space Traffic Management (STM)

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# KNOWLEDGE GUIDE

## VIA SATELLITE

### 2026

<b>March</b>	Golden Dome
<b>April</b>	Multi-Orbit: LEO, MEO, GEO
<b>May</b>	D2D Connectivity
<b>June</b>	Advanced Sensing Tech
<b>July</b>	Cloud Computing/Data Fabric
<b>August</b>	AI & Augmented Analytics
<b>September</b>	Space Sovereignty
<b>October</b>	European Defense Ramp Up
<b>November</b>	Evolving Ground Technology
<b>December</b>	Mobility IFC

### Knowledge Guide Sponsorship

## Via Satellite

We know our audience consumes content based on topical interest and makes purchasing decisions accordingly. In 2026, we plan on capturing the interest & engagement of in-market readers around specific topics and providing a powerful environment for our sponsors for their messaging.

This program is designed to reach prospects as their interests align with our sponsors' solutions and offerings, providing an exceptional opportunity to influence future purchasing decisions at these organizations. Additionally, we will send a list of these interested & engaged prospects to each sponsor for continued outreach and nurturing in their buyers' journey.

### Sponsorship includes:

- Via Satellite editors will curate content related to outlined topic.
- Sponsor will receive a full page (digital) ad within Guide.
- Included in all promotions of Knowledge Guide (including brand logo on landing page, email promotions, social media, etc.).
- Sponsor will receive 100 shared leads.

**\$3,750 per sponsor (min. 2 sponsors)**

# EMAIL

## PRODUCT SPOTLIGHT

December 2015

### Satellite Link Emulation for the Mobile User Objective System

## Via Satellite Demand Gen e-letter

The Mobile User Objective System (MUOS) is the DoD's generation II satellite constellation providing secure, high-rate communications. Operating in dynamic environments, MUOS controlled impairments in an unpredictable, well-defined test environment. In this application note, learn about MUOS architecture, operational status, and how the Maury Microwave ACE9600 channel emulator enables accurate MUOS testing.

[More Info ▶](#)

### MPG Switches

MPG (Dow-Key Microwave) unveils a new series of modular coaxial switches featuring SMA connectors. Specifically developed for ATS (automated test systems) applications, this new switch family offers exceptional RF performance up to 27 GHz, with enhanced repeatability and a remarkable operational lifespan. These switches also provide significantly improved insertion loss repeatability, better than 0.03 dB.

[More Info ▶](#)

## Product Spotlight

Showcase your product in this monthly multi-sponsored e-letter reaching more than 100K satellite and space professionals who are actively seeking innovative solutions and technologies.

When a recipient clicks on a block ad for more information, they are converted as a prospect. One week following the deployment, advertisers receive a report with full contact information for those who clicked on their block ad.

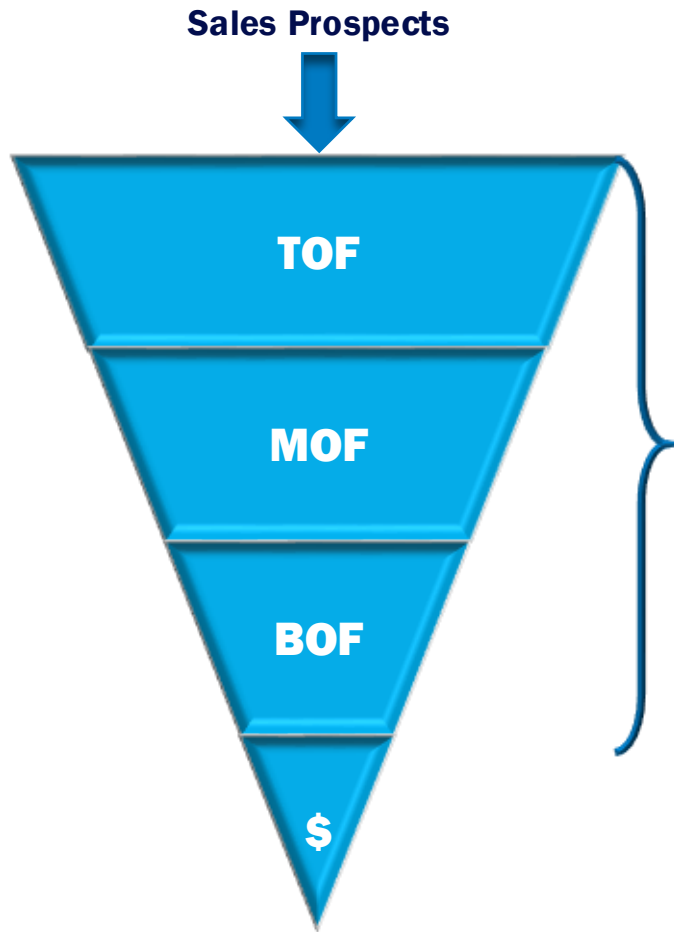
## Sponsorship includes:

- Image, headline, copy and link
- Report with leads full contact information
- Advertisers receive an average of 24 prospects per deployment

**\$1,800 for one email (1)**  
**\$1,660 for four emails (4)**  
**\$1,460 for eight emails (8)**

[See Example](#)

# ACCESS targeted, in-market leads to fill your pipeline.



Nurture Strategy

- 1-Touch
- 2-Touch
- 3-Touch

Lead Scoring

**x2 = 2-touch leads**

3 assets required at program launch

**x3 = 3-touch leads**

4 assets required at program launch



Identify target audience. Can be open targeted by brand, added filters or ABM. Access Intelligence will confirm lead volume.



Build promotional/marketing strategy of engagement. Leverage intent data & tech stack to reach right contacts at the right time.

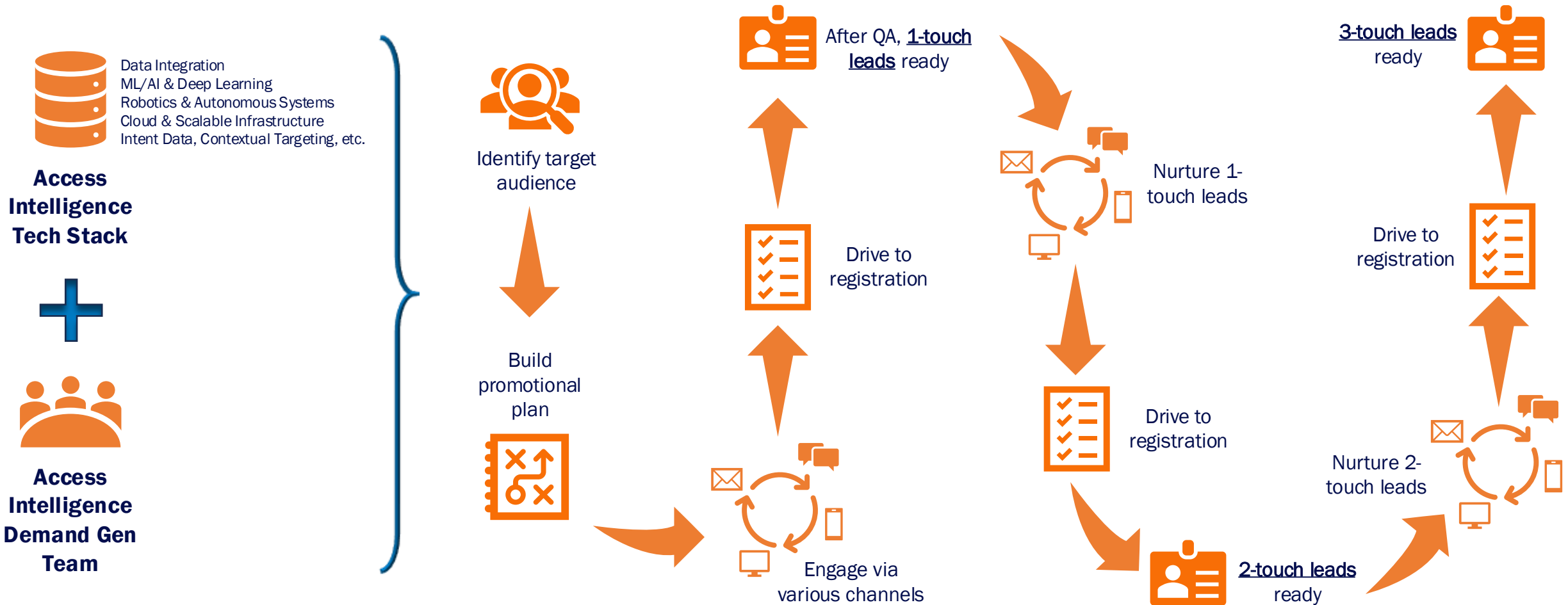


Drive to asset landing page for abstract & content details. Registration form is filled out by prospect (full business card data) and downloads asset.



Leads are scrubbed for criteria identified & delivered to client in a spreadsheet file with date/time stamps on each asset registration.

# ACCESS: Lead Generation



# ACCESS: Lead Generation

Open Targeted by BRAND means that leads will be the same composition of our total BRAND audience.

## Options for Open Targeted Brand Leads

- 1-Touch = \$75 CPL
- 2-Touch = \$85 CPL
- 3-Touch = \$95 CPL

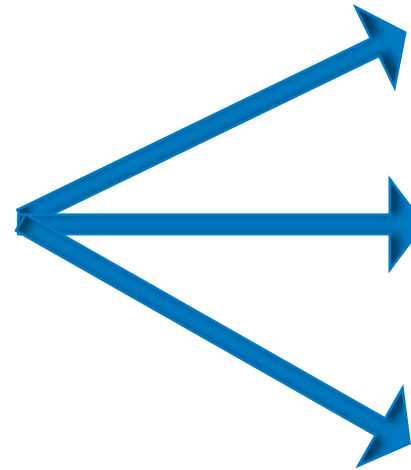
### **x2 = 2-touch leads**

3 assets required at program launch

### **x3 = 3-touch leads**

4 assets required at program launch

## Additional Targeting Options



### **Standard Filters = + \$10 CPL per filter**

Job Function (options as noted in media kit)  
Job Level (Mgr+ or Dir+ only)

### **Standard GEOs = No add'l upcharge**

NA (or US only or US/CA only)  
EMEA  
APAC  
LATAM

### **Precision Targeting Avail w/Custom Quote**

Target Account List (TAL)  
Ideal Customer Profile (ICP)  
Select States or Countries (i.e., custom GEOs)  
Any other filter not listed

**Add TWO profiling questions to every lead gen campaign at no add'l charge!**

[Dashboard Demo](#)

# ACCESS: Pipeline

## OVERVIEW

Our ACCESS: Pipeline program is a 3-month, targeted & multi-channel campaign that drives account engagement by leveraging intent data and capturing the attention & interest of our in-market buyers.

### Objectives

- Increase account engagement
- Enhance topic alignment
- Generate top-of-funnel leads

### Tactics

- Co-branded Display Banner Ads, Email, Social Posts, Landing Pages
- Strategy, setup, management and optimization by Access Intelligence

### Timing & Reach\*

- 3-months
- 20-50k individuals in target accounts

### Assets Needed

- 1-2 gated assets per month

### Outcomes\*

- 150k impressions
- 3 email sends (5k each)
- 100 1-touch brand leads
- Custom Insights Dashboard

### Investment

\$31,900

\*Higher outcomes and/or longer campaign duration available at increased investment level

**Program Metrics Summary**

- Impressions: 1,897,512
- Engagements: 11,839
- Click Thru Rate: 0.62%
- Engaged Users: 3,539
- Leads: 1,857

**Channels Performance By Clicks**

- Email: 48.2%
- Facebook: 10%
- LinkedIn: 14.9%
- In-browser Message: 14.9%
- On-site Display: 11.9%
- Offline Display: 3.9%

**ENGAGED USERS BY JOB LEVEL**

- Non-Management: 48.2%
- Manager: 14.9%
- Director: 14.9%
- Senior: 11.9%
- C-level Executive: 6.9%
- Vice President: 5.8%
- Specialist: 3.9%

**ENGAGED USERS BY JOB TITLE**

OR Director	345
Engineer	113
Manager	60
CEO	58
President	58
Project Manager	56
Chief Operating Officer	45
OR Manager	37
Operations Manager	37
Consultant	37
Plant Manager	37
ENGINEER	32
General Manager	13

**LEAD REPORT SUMMARY**

Company Name	Job Level
-	Non-Management
Ecopetro S.A.	Non-Management
GE Digital	Director
General Electric	Non-Management
Postal Office Box 81	Non-Management
HITACHI Vantara	Senior
41 FARNSWORTH ST	Director
	Non-Management
	Non-Management
	Manager
	Non-Management
	Director
	Manager
	Senior

**Impressions, Clicks, CTR**

Impressions	Clicks	CTR
28,610	527	1.84%
18,728	154	0.82%

# ACCESS: Buyer's Journey

## OVERVIEW

This ACCESS: Buyer's Journey program is designed to nurture buyers and influencers in key accounts with high-value content through multiple touchpoints. This program will engage prospects through all phases of the buying journey.

### Objectives

- Increased account engagement & intelligence
- Generate leads from all stages of the buying journey
- Deepen sponsor's penetration with each core account & buyer collective

### Tactics

- Co-branded Display Banner Ads, Email, Social Posts, Landing Pages
- Strategy, setup, management and optimization by Access Intelligence

### Timing & Reach\*

- 6-months
- 30-60k individuals in target accounts

### Assets Needed

4-5 gated assets per month

### Outcomes\*

- 300k impressions
- 6 email sends (10k each)
- Leads for every stage: \*\*
  - 100 1-touch leads
  - 200 2-touch leads
  - 250 3-touch leads
- Custom Insights Dashboard

### Investment

\$124,930

\*Higher outcomes and/or longer campaign duration available at increased investment level  
 \*\*Leads will be "open targeted" by BRAND; add'l targeting available with a custom quote

Total Lead Accounts  
**1,611**

Total Leads  
**2,165**

Impressions	Clicks	CTR	Leads
391,009	1,575	0.4%	385
362,385	2,504	0.69%	257
336,564	1,661	0.49%	569
218,254	773	0.35%	152
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218,254	773	0.35%	152

**POWER WEBINAR**

**POWER AND UTILITIES: Digital Strategy to Thrive during the Energy Transition**

AVAILABLE ON-DEMAND

**POWER WEBINAR**

**Not About Base Load Performance Anymore**

AVAIL. ONLY AT STANLEY

**ENGAGED USERS BY JOB LEVEL**

**CONTENT ENGAGEMENT**

Image	Asset Name & Link
	Albion Power Avoids Potential Productivity Losses w...
	SPE - Digitization at the Service of Predictive Mainten...

# KNOWLEDGE GUIDE

## VIA SATELLITE

### 2026

<b>April</b>	In-Flight Connectivity
<b>May</b>	D2D Connectivity
<b>June</b>	Space Sovereignty
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**\$3,750 per sponsor (min. 2 sponsors)**

# In the world of AI search, not all content is equal.

Content determines AI visibility. Large Language Models (LLMs) learn and repeat content that combines brand messaging with external validation – defining which brands and topics are seen as authoritative.

## Owned Content

- Websites
- Blogs
- Whitepapers
- Controlled messaging



## Paid Content

- Purchased ads
- Sponsorships
- Boosted posts
- Promoted listings



## Earned Content

- Reviews
- Media mentions
- Shares & reposts
- Influencers



## Learned Content

- FAQ-style & how-to content
- Tutorials & documentation
- Structured data & schema
- Cited benchmark reports & case studies





# AEO Roadmap: 6 Steps to Prepare Your Brand for AI-Driven Discovery

AI answer engines now shape how information is found and trusted. Visibility depends on content AI can understand, validate, and cite. This six-step AEO Roadmap outlines the core actions brands need to improve discoverability and authority across AI-driven search.

1

## Structure Content for AI Consumption

Ensure your site is technically sound, clearly structured, and easy for AI systems to parse. Use schema markup, consistent headings, clean metadata, and accessible text so machines can reliably interpret and trust your content.

2

## Audit Brand Mentions & AI Citations

Assess how and where AI tools reference your brand. Compare visibility against competitors, identify the sources influencing AI-generated answers, and evaluate sentiment, accuracy, and consistency across citations.

3

## Optimize Content for Direct Answers

Create content that responds clearly to real user questions. Lead with concise answers, supported by lists, definitions, and summaries. Clearly define your brand, products, and key topics so AI systems can extract meaning quickly.

4

## Build Authority Through Co-Citations

Strengthen trust by earning mentions alongside credible brands and sources. AI evaluates authority through context and associations—focus on visibility across respected publications, research, directories, and industry platforms.

5

## Expand Content Across AI-Crawled Platforms

Increase reach by publishing where AI engines actively learn and crawl. Distribute content across formats and channels such as video, forums, social platforms, podcasts, and structured resources to reinforce visibility and relevance.

6

## Continuously Monitor AI Visibility

Track how large language models reference your brand over time. Regularly check AI-generated results for accuracy, correct misinformation, and update outdated content as discovery algorithms and platforms evolve.

# Thank you!

Joe Milroy  
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215-439-1708