

	JANUARY	FEBRUARY	MARCH	SATELLITE 2010
Features	The Crackdown on Paper Satellites WiMax and the Satellite Sector New Promise in Latin America	The 2010 Olympics, World Cup and the New Broadcast Model 2009 Satellite Executive of the Year Nominees Teleport Technology	2009 Satellite Executive of the Year Overcapacity in the Middle East? The Cost of Operating a Network	<b>SATELLITE 2010 SHOW DAILY</b> The Show Daily is distributed all four days, plus a wrap-up 5th edition will be mailed to the entire <i>Via Satellite</i> circulation.
E-letter	Latin America	Military	The Middle East	
E-show Daily			CABSAT	SATELLITE 2010
Bonus Distribution	<b>PTC</b> Honolulu, HI January 17-20, 2010	<b>Digital Signage Expo.</b> Las Vegas, NV February 23-25, 2010 <b>Mobile Deployable Communications Conference</b> Prague, Czech Republic February 24-25, 2010	<b>Wall Chart</b> North American Satellite Access Guide. See page 17 <b>SATELLITE 2010</b> Gaylord National Convention Center - National Harbor, MD March 15-18, 2010 <b>Mobile Satellite Users Association (MSUA-7)</b> National Harbor, MD March 16-18, 2010 <b>CABSAT</b> <b>Convergence India</b> <b>Oil &amp; Gas Satellite Communications</b>	Distribution outlets at SATELLITE 2010 include hotel room drops, registration bags and multiple strategic points throughout the Convention Center.  Total distribution is 9,300+ copies. The Show Daily provides attendees with critical and timely show content.
Ad Close	November 4, 2009	December 16, 2009	January 6, 2010	February 8, 2010
Materials Due	November 16, 2009	December 23, 2009	January 19, 2010	February 19, 2010
	APRIL	SPRING MILITARY SATCOM SUPPLEMENT	MAY	JUNE
Features	Ensuring Network Availability Telepresence Via Satellite Satellite Radio Backhaul	<b>Satcom on the Move</b> To operate in today's theaters, the military needs even lighter and more capable ground terms. Find out about the latest efforts to meet the warfighters needs.  <b>Dual-Use Technology</b> Learn about the latest trends in dual-use technology and what military technology is making its way into commercial communications systems.	Cloud Computing and the Satellite Sector What's Next for Venture Capitalists Using Inclined Orbit Satellites	Asia-Pacific Operators Look Outside the Region Top 5 Service Markets Around the Globe State of the Satellite Communications Industry
	AD PERCEPTION STUDY			
E-letter	Technology		Broadband	Military
E-show Daily	NAB			CommunicAsia
Bonus Distribution	<b>26th National Space Symposium</b> Colorado Springs, CO April 12-15, 2010 <b>SatCom Africa</b> Johannesburg, South Africa April 12-15, 2010 <b>NAB</b> Las Vegas, NV April 17-23, 2010 <b>MilSpace 2010 Conference</b>	<b>26th National Space</b> <b>MilSpace 2010 Conference</b> <b>Sea Air Space Expo.</b>	<b>IP Summit</b>	<b>Wall Chart</b> Asia-Pacific Satellite Access Guide. See page 17 <b>CommunicAsia</b> Singapore June 15-18, 2010 <b>CASBAA</b>
Ad Close	February 10, 2010	February 10, 2010	March 10, 2010	April 7, 2010
Materials Due	February 22, 2010	February 22, 2010	March 22, 2010	April 19, 2010

# Editorial Calendar

	JULY	AUGUST	SEPTEMBER	FALL MILITARY SATCOM SUPPLEMENT
Features	Consolidating Your Operations into a Single Site  Will Routers in Space Replace Bent Pipe Delivery?  Government Series Part I: Educating and Attracting the Next Generation	Scaling the IP Network to Fit Personal Satellites  Government Series Part II: Educating and Attracting the Next Generation	Content Delivery to Multiple Platforms  VSATs in Today's Network  Set-Top Box Advancements	<b>Meeting Security Requirements</b>  As the military becomes more dependent on commercial communications providers, what advancements are under development that will improve the ability of commercial providers to meet even more of the military's needs?  <b>Antenna Technology</b>  As terminals become more portable, the demands placed on antenna technology grows. Discover the latest developments that will keep antennas compatible with both next-generation and legacy systems.
E-letter	Asia-Pacific	IP	Technology	
E-show Daily			IBC	
Bonus Distribution	<b>ITAR Compliance</b>		<b>Wall Chart</b> Latin American Satellite Access Guide. See page 17  <b>IBC</b> Amsterdam, Netherlands September 9-14, 2010  <b>Comsys VSAT 2010</b>  <b>APSCC 2010 Satellite Conference &amp; Expo</b>	<b>MILCOM 2010</b>  <b>SATELLITE 2011</b>
Ad Close	<b>May 12, 2010</b>	<b>June 16, 2010</b>	<b>July 7, 2010</b>	<b>July 7, 2010</b>
Materials Due	<b>May 22, 2010</b>	<b>June 28, 2010</b>	<b>July 19, 2010</b>	<b>July 19, 2010</b>

	STRATEGIC PLANNING & RESOURCE GUIDE	OCTOBER	NOVEMBER	DECEMBER	FOCUS ON ASIA SUPPLEMENT
Features	Via Satellite's 13th issue highlighting satellite products and services that solve some of the most vital communication issues in business today.  <b>TRac Study</b>	Improving Delivery in the Last Mile  Putting Your Global Network Together  Optimizing Your Satellite Network	Advancements in Remote Monitoring  Content Storage and Management  TDMA or SCPC in Backhaul	Year in Review  Disruptive Technology  Telcos and the Satellite Sector	The 2010 Focus on Asia Supplement will spotlight the significant market and technology developments driving the satellite communications in this fast-growing region.
E-letter		Europe	Military	Technology	
E-show Daily			MILCOM Offshore Communications		
Bonus Distribution	PTC 2011 CABSAT 2011 SATELLITE 2011 NAB 2011 CommunicAsia 2011 IBC 2011	<b>Satellite &amp; Space Export Controls</b>  <b>ITC 2010 (International Telemetering Conference)</b>	<b>Wall Chart</b> EMEA Satellite Access Guide. See page 17  <b>MILCOM 2010</b> San Jose, CA November 1-3, 2010  <b>Global MilSatCom Offshore Communications</b>		<b>CommunicAsia 2011</b>
Ad Close	<b>July 14, 2010</b>	<b>August 11, 2010</b>	<b>September 8, 2010</b>	<b>October 13, 2010</b>	<b>October 13, 2010</b>
Materials Due	<b>September 10, 2010</b>	<b>August 23, 2010</b>	<b>September 20, 2010</b>	<b>October 25, 2010</b>	<b>October 25, 2010</b>

## 2010 Advertising Black & White Rates: (gross)

	1x	4x	8x	12x	16x
Two page spread	\$16,785	\$15,420	\$13,450	\$12,130	\$11,040
Full page	\$10,405	\$9,505	\$8,265	\$7,355	\$6,975
2/3 page	\$8,310	\$7,455	\$6,870	\$6,135	\$5,705
1/2 page	\$7,025	\$6,485	\$5,880	\$5,090	\$4,735
1/3 page	\$4,525	\$4,175	\$3,915	\$3,520	\$3,340
1/4 page	\$3,720	\$3,470	\$3,015	\$2,605	\$2,445
	20x	24x	28x	32x	36x
Two page spread	\$10,810	\$9,970	\$9,470	\$8,970	\$8,475
Full page	\$6,430	\$6,080	\$5,825	\$5,340	\$5,250
2/3 page	\$5,330	\$5,070	\$4,800	\$4,565	\$4,270
1/2 page	\$4,410	\$4,215	\$4,030	\$3,830	\$3,635
1/3 page	\$3,220	\$3,070	\$2,925	\$2,810	\$2,665
1/4 page	\$2,345	\$2,235	\$2,130	\$2,025	\$1,935

## Color Rates:

### Add these amounts to the B&W rates.

Four color spread	\$1,275
Two color spread	\$575
Four color page	\$750
Metallic	\$750
PMS	\$650
PMS matched	\$450*
Two color	\$375

## Mechanical Specifications

Publisher accepts only digital advertising materials. Please follow the instructions outlined below.

### Accepted Digital Formats

- Digital materials are required and must meet SWOP standards. Please visit the Access Intelligence Web site at [www.accessintel.com](http://www.accessintel.com) for the latest specs and downloads to assist in digital ad creation.
- The preferred file formats are PDF/X-1 or PDF/X-1a. Files must be composite CMYK and have all fonts and images embedded. PDF files must be in an Adobe Acrobat Distiller version 3.0 or higher. Access Intelligence PDF settings are available on our Web site. PDF files created for Web and FPO work are not high resolution and are not acceptable. PDF and TIFF files may be acceptable. Any layers or transparency used should be flattened.

### File Prep

- Please make sure document dimensions are correct. Build pages to trim size and if bleed, extend dimensions beyond page edge by 1/8". Keep live matter 1/4" from trim size.
- Ads must be set up for 4/C process printing. All images must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale images and 600 dpi for line art). Images should be placed at 100% to ensure better

reproduction. RGB files are not acceptable. Line screen: 133.

- Total dot-density should not exceed 280% in four colors. Two color dot density should not exceed 180%, with one color solid. SWOP standards apply.

### Proofs

- Access Intelligence is not responsible for color variations between the digital file and the printed image if a high-end proof is not provided or the file must be converted to CMYK. The advertiser or authorized agency is responsible for providing materials meeting Access Intelligence specs. Any ads that do not meet Access Intelligence specs are subject to a production charge (see production charges).
- A high-end digital proof is required for all 4/C ads. The proof must meet SWOP standards and must be printed from the supplied file. Acceptable proofs are contract-quality Kodak, Iris, Matchprint or Chromalin proofs. If you do not supply a proof, we will provide one at a charge of \$75.00.
- A laser is required for all B/W ads. All proofs must be provided at 100%, with trim and bleed marks indicated where applicable.

### Accepted Media

- Files should be submitted on CDs, DVDs or zip disks. We also accept files via FTP, please contact production manager for details. FTP files still must be accompanied by a color proof.

## 2010 Marketplace Rates (net):

### Display advertiser in Via Satellite

W x H	1x	3x	6x	12x
3.5" x 2"	\$765	\$710	\$620	\$545
3.5" x 3"	\$1,065	\$975	\$910	\$755
3.5" x 4"	\$1,280	\$1,195	\$1,120	\$900

### Non-display advertiser in Via Satellite

W x H	1x	3x	6x	12x
3.5" x 2"	\$830	\$755	\$670	\$605
3.5" x 3"	\$1,195	\$1,085	\$970	\$865
3.5" x 4"	\$1,520	\$1,370	\$1,195	\$1,025

\* Publisher does not guarantee exact color reproduction.

Guaranteed placement or special positioning in an article will carry a 10% premium.

## Cover Rates:

Consult Your Regional Sales Executive.

Width x Depth:	Inches	Metric
Magazine Trim Size	7.875" x 10.750"	200mm x 272mm
2 Page Spread	15.750" x 10.750"	400mm x 273mm
2 Page Spread w/Bleed	16.000" x 11.000"	406mm x 276mm
2 Page Spread Live Area	15.000" x 10.000"	381mm x 254mm
Full Page w/Bleed	8.125" x 11.000"	207mm x 279mm
Full Page Live Area	7.000" x 10.000"	178mm x 254mm
2/3 Vertical	4.500" x 9.500"	114mm x 241mm
1/2 Page Horizontal	7.000" x 4.750"	178mm x 121mm
1/2 Page Island	4.500" x 7.500"	114mm x 191mm
1/3 Page Square	4.500" x 4.750"	114mm x 121mm
1/3 Page Vertical	2.125" x 9.500"	54mm x 241mm
1/4 Page Vertical	3.375" x 4.750"	86mm x 121mm

- Disks will not be returned unless otherwise requested in writing.

### EMAIL ADS WILL NOT BE ACCEPTED

### Production Charge:

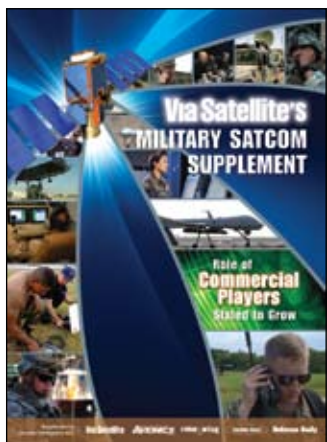
Ads that do not meet the specs or requests for changes to digital ads are subject to production charges. Production charges are in addition to rate space. Contact the Production Manager for details.

### Address For Sending Ad Materials

ATTN: Sophie Chan-Wood  
Via Satellite Magazine  
Access Intelligence, LLC  
4 Choke Cherry Road, 2nd Floor  
Rockville, MD 20850  
Phone: +1-301-354-1671; Fax: +1-301-560-5914  
Email: [schanwood@accessintel.com](mailto:schanwood@accessintel.com)

# Military Satcom Market

As the Military and Government markets continue to drive growth, *Via Satellite* is poised to provide maximum exposure to this lucrative market with seven key opportunities in 2010 including:



## Print Supplement:

**Circulation:** 35,000 for each Print Supplement

### Spring 2010 Military Satcom Supplement

#### Satcom on the Move

To operate in today's theaters, the military needs even lighter and more capable ground terms. Find out about the latest efforts to meet the warfighters needs.

#### Dual-Use Technology

Learn about the latest trends in dual-use technology and what military technology is making it way into commercial communications systems.

**See Editorial Calendar on page 6 for distribution information and artwork deadlines.**

### Fall 2010 Military Satcom Supplement

#### Meeting Security Requirements

As the military becomes more dependent on commercial communications providers, what advancements are under development that will improve the ability of commercial providers to meet even more of the military's needs?

#### Antenna Technology

As terminals become more portable, the demands placed on antenna technology grows. Discover the latest developments that will keep antennas compatible with both next-generation and legacy systems.

**See Editorial Calendar on page 7 for distribution and artwork deadlines.**



## Two Part Government Series

(July and August Editions)

**Circulation:** 25,013 for each edition

### Educating/Attracting the Next Generation

How are industry players, educational institutions and governments around the globe working together to attract highly-skilled engineers to the sector in the face of competition from multiple industries?

**See Editorial Calendar on page 7 for distribution information and artwork deadlines.**

## Military Satcom Extra E-newsletter

**Circulation:** 14,545 for each e-newsletter

Published in February, June and November, the Military Satcom Extra provides the latest information on technology, trends and projects within the military market and where satellite players should be positioned in order to capitalize on those opportunities.

#### **Distribution:**

February 9, 2010

#### **Art Work Due:**

February 2, 2010

#### **Distribution:**

June 8, 2010

#### **Art Work Due:**

June 1, 2010

#### **Distribution:**

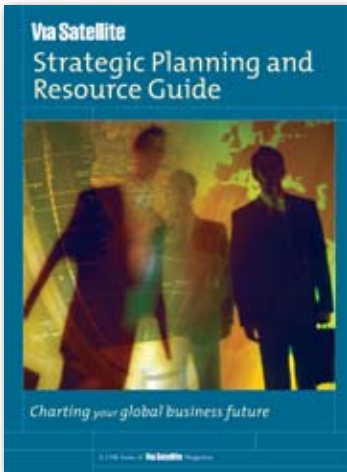
November 9, 2010

#### **Art Work Due:**

November 2, 2010



# Strategic Planning



The *Strategic Planning and Resource Guide* 2011 is the perfect way to position your organization as one of the key satellite solution providers. Going beyond standard display advertising, this unique format provides your organization the opportunity to communicate your corporate solution to our 25,013 global subscribers: **your customers**. Written by your team or by *Via Satellite*'s team of editors, your editorial profile will highlight how your organization is solving the problems and challenges industry executives face in today's ever-changing satellite community.

Even better, this 13th issue of *Via Satellite* magazine is strategically published in October—the crucial budget and planning season when your prospects make purchasing decisions for the coming year!

Plus, the Data Sheet section to the *Guide* gives you another high-impact vehicle to target the satellite engineering community. For a nominal fee, you can purchase up to four data sheet pages to augment your profile and display advertisement with product specifications and technical data.

As an added benefit to you, we provide a complimentary, in-depth research TRac study of your ad's effectiveness, providing you with valuable information on how well your marketing efforts are working compared to others'. Valued at \$10,500 the TRac study is yours FREE of charge!

The *Strategic Planning and Resource Guide* provides exceptional value to our readers. In a recent reader survey:

- 97% of the readers found the *Guide* to be very informative, informative, or helpful
- 72% said it helps educate them for making purchasing decisions
- 75% would like additional information on the advertisers in the *Strategic Planning and Resource Guide*

## Bonus! New for this Year!

Based on the results of our reader survey, we've added two new components at no extra cost:

**Audio interview:** Your organization has the opportunity to be a thought leader in the industry with an audio interview. In expanded content to the Executive Outlook section, advertisers in the *Strategic Planning and Resource Guide* will have their audio interview posted on SatelliteTODAY.com, giving you additional coverage to the *Strategic Planning and Resource Guide* readers as well as subscribers and visitors of SatelliteTODAY.com.

**White Paper/Case Study:** Our readers are looking for the solutions from companies like yours. As an advertiser in the *Strategic Planning and Resource Guide*, you can now post a white paper or case study for 12 months on SatelliteTODAY.com, complementing your information in the *Guide*.

Additional marketing campaigns surrounding the Audio Interviews and White Paper/Case Studies will be promoted to *Via Satellite*'s qualified lists of satellite professionals driving additional exposure to your organization.

In addition to this active and engaged audience of readers, the *Strategic Planning and Resource Guide* gets year round exposure with distribution at key events in 2011 including CabSat, SATELLITE, SatCom Africa, NAB, CommunicAsia, IBC and more.

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**DIMENSIONS:** Width x Depth  
**Magazine Trim:** 7 7/8" x 10 3/4"  
**Bleed:** 16" x 11"  
**Live Area:** 15" x 10"

- \$18,690 for advertisers that run 1x in *Via Satellite* in the 2010 calendar year
- \$16,240 for advertisers that run 4x in *Via Satellite* in the 2010 calendar year
- \$13,835 for advertisers that run 8x in *Via Satellite* in the 2010 calendar year

- Two FREE four-color pages directly following your advertisement to profile your organization
- FREE listing and photograph in the Executive Outlook section
- FREE listing in the Web Directory
- FREE TRac Advertising Study (\$10,500 value)
- Up to 75 copies of the *Via Satellite's Strategic Planning & Resource Guide 2011*



DIMENSIONS: Width x Depth  
Magazine Trim: 7 7/8" x 10 3/4"  
Bleed: 8 1/8" x 11"  
Live Area: 7" x 10"

- \$12,875 for advertisers that run 1x in *Via Satellite* in the 2010 calendar year
- \$11,305 for advertisers that run 4x in *Via Satellite* in the 2010 calendar year
- \$10,070 for advertisers that run 8x in *Via Satellite* in the 2010 calendar year

- One FREE four-color page directly following your advertisement to profile your organization
- FREE listing and photograph in the Executive Outlook section
- FREE listing in the Web Directory
- FREE TRac Advertising Study (\$10,500 value)
- Up to 50 copies of the *Via Satellite's Strategic Planning & Resource Guide 2011*



**DIMENSIONS:** Width x Depth

1/2 Page Island: 4 1/2" x 7 1/2"

1/2 Page Horizontal: 7" x 4 3/4"

1/2 Page Vertical: 3 3/8" x 9 1/2"

- \$8,785 for advertisers that run 1x in *Via Satellite* in the 2010 calendar year
- \$7,965 for advertisers that run 4x in *Via Satellite* in the 2010 calendar year
- \$6,695 for advertisers that run 8x in *Via Satellite* in the 2010 calendar year

- One FREE four-color half-page coupled with your advertisement to editorially profile your organization
- FREE listing and photograph in the Executive Outlook section
- FREE listing in the Web Directory
- FREE TRac Advertising Study (\$10,500 value)
- Up to 25 copies of the *Via Satellite's Strategic Planning & Resource Guide 2011*

Two-Color Spread: \$575  
Four-Color Page: \$750  
Metallic: \$750  
PMS: \$650  
PMS Matched\*: \$450\*  
Two-Color: \$375

- \$1,500/page for advertisers that run 1x–4x in *Via Satellite* in the 2010 calendar year
- \$1,200/page for advertisers that run 5x–8x in *Via Satellite* in the 2010 calendar year
- \$1,000/page for advertisers that run 12x–15x in *Via Satellite* in the 2010 calendar year
- \$750/page for advertisers that run 18x or more in *Via Satellite* in the 2010 calendar year

\* Publisher does not guarantee exact color reproduction.  
 \*\* C2–C4 carries a 15% premium charge. C3 carries a 10% premium charge.  
 \*\*\* Contributes toward frequency provided the advertiser is at the 8x level or higher.

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# Strategic Planning and Resource Guide

## Deadlines

Item	Deadline	Ship To
<b>Insertion Order</b>	January 15, 2010 (10% Early Bird) May 3, 2010 (5% Early Bird) July 12, 2010 (Final Deadline)	<b>Attn: Sophie Chan-Wood</b> <b>Via Satellite</b> 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850 USA Tel: +1-301-354-1671 Fax: +1-301-560-5914
<b>Ad Materials Deadline</b>	September 10, 2010 (Final Deadline)	<b>Attn: Sophie Chan-Wood</b> <b>Via Satellite</b> 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850 USA Tel: +1-301-354-1671 Fax: +1-301-560-5914
<b>Editorial Contact Sheet</b> (including information on profile size, profile copy, profile message, word count/photographs, web directory listing and bonus copies)	May 3, 2010 (Early Bird) <i>Any company taking advantage of the 5% or 10% discount MUST have the editorial contact in the Rockville office by this deadline.</i> July 12, 2010 (Final Deadline)	<b>Attn: Julie Samuel, Managing Editor</b> <b>Via Satellite</b> 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850 USA Tel: +1-301-354-1770 Fax: +1-301-279-6840
<b>Executive Outlook Sheet</b>	July 12, 2010 (Final Deadline)	<b>Attn: Julie Samuel, Managing Editor</b> <b>Via Satellite</b> 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850 USA Tel: +1-301-354-1770 Fax: +1-301-279-6840
<b>Supporting Materials</b> (if piece is being written by <i>Via Satellite</i> )	July 12, 2010 (Final Deadline)	<b>Attn: Julie Samuel, Managing Editor</b> <b>Via Satellite</b> 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850 USA Tel: +1-301-354-1770 Fax: +1-301-279-6840
<b>Photographs</b>	July 12, 2010 (Final Deadline)	<b>Attn: Julie Samuel, Managing Editor</b> <b>Via Satellite</b> 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850 USA Tel: +1-301-354-1770 Fax: +1-301-279-6840