

SOAR

2017 MEDIA KIT



JETLINX

13030 PIERCE ST. // STE. 100 // OMAHA, NE // 68144 // **JETLINX.COM**

DISTRIBUTION

5,500 total print circulation

77% Direct Mail

Current Jet Linx clients and owners, Base Partners, top client prospects, community influencers

23% Controlled Commercial and Event Distribution

Presentation in Jet Linx terminals, select businesses and at Jet Linx events nationwide

* Digital Distribution

Each issue is published in digital format on Jet Linx websites (all Base locations), as well as promoted on social media channels (Facebook, Twitter, LinkedIn, Instagram) and via email.



CONTENT

SOAR is a lifestyle publication.

- Jet Linx business development + milestones
- Community involvement & outreach
- Team member profiles
- Lifestyle articles (travel, culture, leisure)
- Strategic Partner editorial coverage
- Aviation industry information

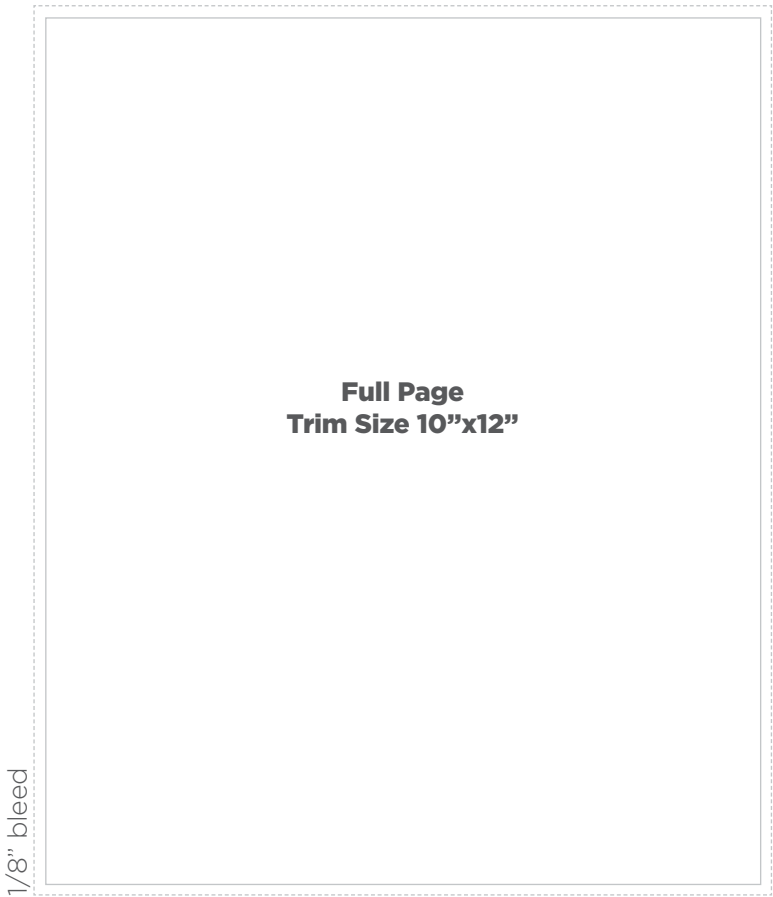
AWARD - WINNING

SOAR has been recognized for publication excellence.

- 2016 Marcom Awards, Platinum Award, Consumer Magazine
- 2016 Hermes Creative Awards, Platinum Award, Magazine Design and Magazine Overall
- 2016 American Marketing Association Pinnacle Awards, Platinum Designation, Publication
- 2015 Content Marketing Awards, Finalist, New Magazine
- 2015 Nebraska Addy's, Gold, Consumer or Trade Publication
- 2015 Apex Awards, Award of Excellence, Magazines, Journals and Tabloids
- 2015 Summit Marketing Effectiveness Awards, Platinum Award, Business to Consumer Marketing

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SPECIFICATIONS



Full Page **10" x 12"**
Trim size. Include 1/8" bleed on all sides.

MATERIAL REQUIREMENTS
PDF format is the required file format for submission.

BLEED ADS
Create document size to trim dimension, then pull 1/8" bleed on all four sides to fulfill bleed dimension. All important design and type elements must be within live area.

DIGITAL FILE REQUIREMENTS
All images must be high resolution (300 dpi) and in CMYK mode. Note that enlarging an image with a resolution of 300 over 135% in the page layout file will lower the resolution.

Spread ads, keep all art/copy at least .375" away from the gutter on both sides.

All spot colors should be converted to 4 color process (CMYK).

RATES

Full page **\$3,000**
Ask about exclusive positioning opportunities available for your industry segment. Discounts available for year-long contracts.

Editorial coverage available to select advertisers!

CALENDAR

Issue	Space Close	Material Close
Winter 2017 (JAN)	Dec. 1, 2016	Dec. 5, 2016
Spring 2017 (APR)	March 1, 2017	March 5, 2017
Summer 2017 (JUL)	June 1, 2017	June 5, 2017
Fall 2017 (OCT)	Sept. 1, 2017	Sept. 5, 2017

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