

SOAR

2018 media kit



JETLINX

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

distribution

6,000 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

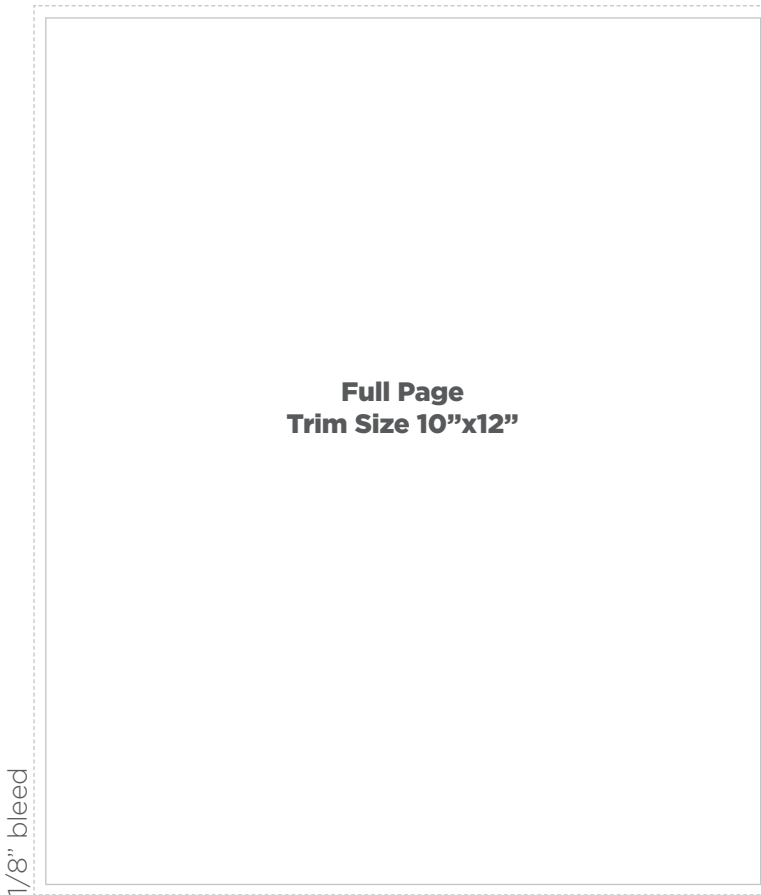
award-winning

SOAR has been recognized for publication excellence.

- 2017 - HSMIA Adrian Awards, Gold Award
- 2017 - Apex Awards, Grand Award (awarded to only 7% of entrants competition-wide)
- 2017 - Hermes Creative Awards, Platinum Award
- 2017 - Folio Awards, Custom Overall Design, Honorable Mention
- 2017 - Marcom Awards, Gold Award
- 2016 - HSMIA Adrian Award, Silver Award
- 2016 - Folio Awards, Custom Overall Design, Honorable Mention
- 2016 - Marcom Awards, Platinum Award
- 2016 - Hermes Creative Awards, Platinum Award
- 2016 - American Marketing Association Pinnacle Awards, Platinum
- 2015 - Content Marketing Awards, Finalist, New Magazine
- 2015 - Nebraska Addy's, Gold
- 2015 - Apex Awards, Award of Excellence
- 2015 - Summit Marketing Effectiveness Awards, Platinum Award

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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 2018 (JAN)	Dec. 1, 2017	Dec. 5, 2017
Spring 2018 (APR)	March 1, 2018	March 5, 2018
Summer 2018 (JUL)	June 1, 2018	June 5, 2018
Fall 2018 (OCT)	Sept. 1, 2018	Sept. 5, 2018

JORDAN MADDEX-KOPP
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View back issues at jetlinx.com/soar-magazine.

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