

SOAR

2021 media kit



JETLINX

distribution

7,000 total print circulation

77% Direct Mail

Current Jet Linx clients and owners, Base Partners, top client prospects, community influencers in 18 cities nationwide (and counting)

23% Controlled Commercial and Event Distribution

Presentation in Jet Linx terminals, select businesses and at Jet Linx events across the country

*** Digital Distribution**

Each issue is published in digital format on the Jet Linx website, as well as promoted on social media channels (Facebook, Twitter, LinkedIn, Instagram) and via email to all clients and prospects.



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.

American Marketing Association Pinnacle Awards

2019 | Pinnacle Award; 2018 | Platinum Award; 2016 | Platinum Award

Apex Awards

2020 | Award of Excellence; 2018 | Award of Excellence; 2017 | Grand Award (awarded to only 7% of entrants competition-wide); 2015 | Award of Excellence

Communicator Awards

2020 | Award of Excellence; 2019 | Award of Excellence

Hermes Creative Awards

2020 | Platinum Award; 2019 | Platinum Award; 2018 | Platinum Award; 2017 | Platinum Award;

2016 | Platinum Award

HSMIA Adrian Awards

2018 | Gold Award; 2017 | Gold Award; 2016 | Silver Award

Marcum Awards

2020 | Platinum Award; 2019 | Platinum Award; 2018 | Platinum Award; 2017 | Gold Award;

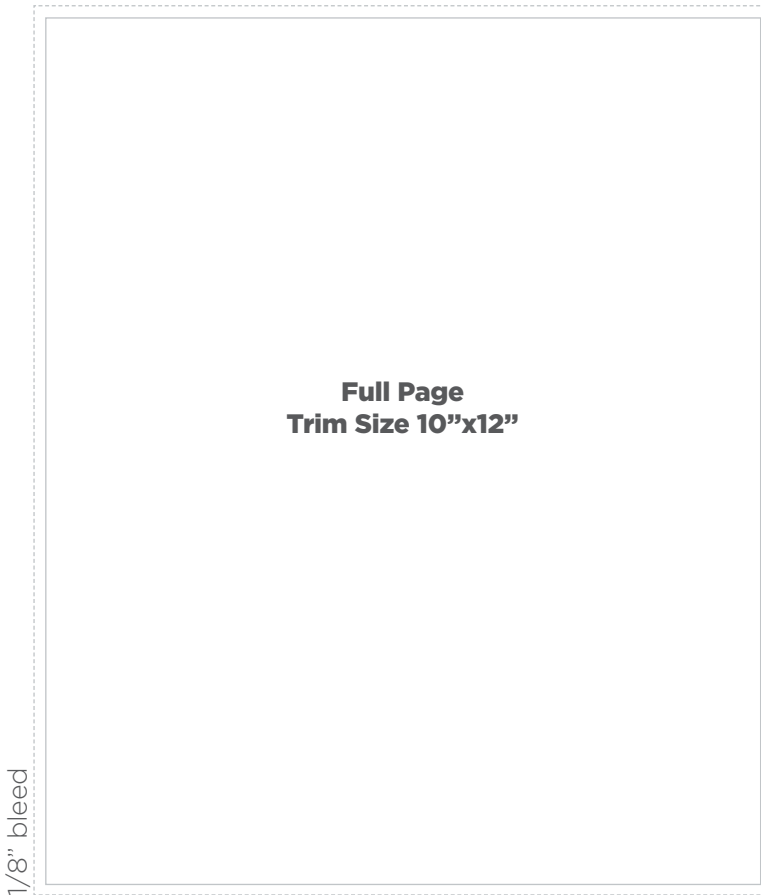
2016 | Platinum Award

PRSA Paper Anvil Awards

2020 | Award of Excellence

SOAR

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 **\$3,500**
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 2021 (FEB)	Jan. 1, 2020	Jan. 5, 2020
Spring 2021 (MAY)	April 1, 2021	April 5, 2021
Fall 2021 (AUG)	July 1, 2021	July 5, 2021
Holiday 2021 (NOV)	Oct. 1, 2021	Oct. 5, 2021

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View back issues at jetlinx.com/soar-magazine.

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