

# SOAR

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## *2023 media kit*



# *distribution*

**7,000 total print circulation**

**77% Direct Mail**

Current Jet Linx clients and owners, Base Partners, top client prospects, community influencers in 21 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**

2021 | Award of Excellence; 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**

2022 | Award of Excellence; 2021 | Award of Excellence; 2020 | Award of Excellence; 2019 | Award of Excellence

**Hermes Creative Awards**

2022 | Platinum Award; 2021 | Platinum Award; 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

**Marcom Awards**

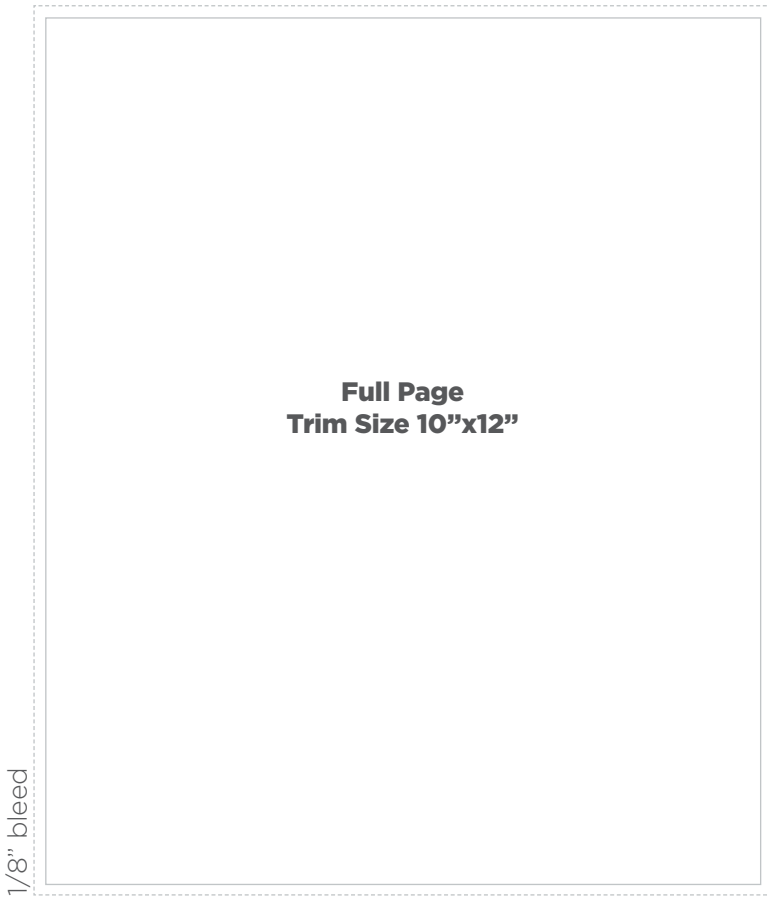
2021 | Platinum Award; 2020 | Platinum Award; 2019 | Platinum Award; 2018 | Platinum Award; 2017 | Gold Award; 2016 | Platinum Award

**PRSA Paper Anvil Awards**

2020 | Award of Excellence

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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** **\$3,500**  
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
Spring/Summer 2023 (APR)	Mar. 1, 2022	Mar. 5, 2022
Fall/Holiday 2023 (OCT)	Sept. 1, 2022	Sept. 5, 2022

**JORDAN MADDEX-KOPP**  
Vice President of Marketing & Strategic Partnerships | [jordan.maddex-kopp@jetlinx.com](mailto:jordan.maddex-kopp@jetlinx.com)  
  
View back issues at [jetlinx.com/soar-magazine](http://jetlinx.com/soar-magazine).

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