



SKIES EDITORIAL CALENDAR

Issue	Show / Theme	Ad & Materials Deadline
Feb/Mar		Jan 15, 2021
April/May		Mar 12, 2021
June/July	CBAA	May 7, 2021
August/Sept		July 16, 2021
Oct/Nov	NBAA / ATAC / AIAC / AME Ontario	Sept 10, 2021
Dec/Jan'22	Photo Contest Issue	Nov 12, 2021

For Advertising Inquiries: Call Toll Free 866.834.1114

Associate Publisher **Derek Kast**, derek@mhmpub.com | Classified Advertising Manager **Carla McKay**, carla@mhmpub.com

SKIES MAGAZINE DISPLAY SPECS

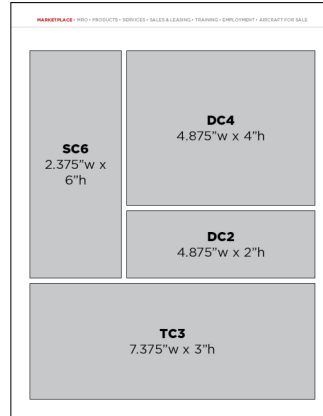
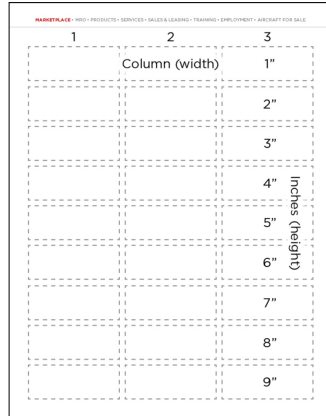
Ad Zone	Ad Size
Full Page	8.375" w x 10.75" h + 0.125" bleed
1/2 Page Island	4.75" w x 7" h
1/2 Page Horizontal	7.25" w x 4.625" h
1/3 Page Island	4.75" w x 5" h
1/4 Page Island	4.75" w x 3.75" h
Double Page Spread	16.75" w x 10.75" h + 0.125" bleed

SKIES MAGAZINE DISPLAY RATES

Ad Zone	1x	3x	6x
Full Page	\$5,681	\$4,868	\$4,594
1/2 Page Island	\$4,777	\$4,095	\$3,863
1/2 Page Horizontal	\$4,320	\$3,697	\$3,487
1/3 Page Island	\$3,160	\$3,132	\$2,921
1/4 Page Island	\$2,677	\$2,288	\$2,096
Double Page Spread	\$8,096	\$6,939	\$6,554

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SKIES MARKETPLACE

Ad Zone	Ad Size	Rate	Ad Zone	Ad Size	Rate	Ad Zone	Ad Size	Rate
SC1	2.375" w x 1" h	\$150	DC1	4.875" w x 1" h	\$300	TC1	7.375" w x 1" h	\$450
SC2	2.375" w x 2" h	\$300	DC2	4.875" w x 2" h	\$600	TC2	7.375" w x 2" h	\$900
SC3	2.375" w x 3" h	\$450	DC3	4.875" w x 3" h	\$900	TC3	7.375" w x 3" h	\$1,350
SC4	2.375" w x 4" h	\$600	DC4	4.875" w x 4" h	\$1,200	TC4	7.375" w x 4" h	\$1,800
SC5	2.375" w x 5" h	\$750	DC5	4.875" w x 5" h	\$1,500	TC5	7.375" w x 5" h	\$2,250
SC6	2.375" w x 6" h	\$900	DC6	4.875" w x 6" h	\$1,800	TC6	7.375" w x 6" h	\$2,700
SC7	2.375" w x 7" h	\$1,050	DC7	4.875" w x 7" h	\$2,100	TC7	7.375" w x 7" h	\$3,150
SC8	2.375" w x 8" h	\$1,200	DC8	4.875" w x 8" h	\$2,400	TC8	7.375" w x 8" h	\$3,600
SC9	2.375" w x 9" h	\$1,350	DC9	4.875" w x 9" h	\$2,700	TC9	7.375" w x 9" h	\$4,050

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SKIES ONLINE ADVERTISING

Ad Zone	Ad Size	Rates
Take Over (Desktop & Mobile)	700 w x 1024 h (Desktop) 800 w x 1600 h (Mobile)	\$3,020
A1	970 w x 100 h Size in pixels Resolution 72dpi	\$1,070
A2	728 w x 90 h Size in pixels Resolution 72dpi	\$940
A3	728 w x 90 h Size in pixels Resolution 72dpi	\$810
B	300 w x 250 h Size in pixels Resolution 72dpi	\$1,350
C	300 w x 250 h Size in pixels Resolution 72dpi	\$490
D	300 w x 250 h Size in pixels Resolution 72dpi	\$455
E	300 w x 250 h Size in pixels Resolution 72dpi	\$405

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SKIES WEEKLY NEWS ADVERTISING

Ad Zone	Ad Size	Rates
P1	728 x 90 Size in pixels Resolution 72dpi	\$1,020
P2	728 x 90 Size in pixels Resolution 72dpi	\$1,298
P3	300 x 250 Size in pixels Resolution 72dpi	\$942
P4	728 x 90 Size in pixels Resolution 72dpi	\$835
P5	728 x 90 Size in pixels Resolution 72dpi	\$725
P6	728 x 90 Size in pixels Resolution 72dpi	\$695
A (Rotates)	300 x 250 Size in pixels Resolution 72dpi	\$485

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