

**VERTICAL EDITORIAL CALENDAR**

Issue	Show / Theme	Ad & Materials Deadline
Feb / Mar 2021	Heli-Expo	Jan 15, 2021
Apr / May 2021		Mar 12, 2021
June / July 2021	APSCON	May 14, 2021
Aug / Sept 2021	Survey Issue	July 16, 2021
Oct / Nov 2021	HAC, NBAA & HAC, European Rotors	Sept 17, 2021
Dec 2021 / Jan 2022	Photo Contest!	Nov 12, 2021

*\*All shows subject to change.*

**For Advertising Inquiries: Call Toll Free 866.834.1114**

Associate Publisher **Derek Kast**, [derek@mhmpub.com](mailto:derek@mhmpub.com) | Classified Advertising Manager **Carla McKay**, [carla@mhmpub.com](mailto:carla@mhmpub.com)

## VERTICAL 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

## VERTICAL MAGAZINE DISPLAY RATES

Ad Zone	1x	3x	6x
Full Page	\$8,425	\$7,208	\$6,807
1/2 Page Island	\$7,085	\$6,062	\$5,724
1/2 Page Horizontal	\$6,407	\$5,481	\$5,176
1/3 Page Island	\$5,431	\$4,646	\$4,388
1/4 Page Island	\$3,972	\$3,398	\$3,209
Double Page Spread	\$12,004	\$10,269	\$9,698

\*1 Placement = 2 issues (Excluding June/July and Dec/Jan issue) these two placements = 1 issue.

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# VERTICALMAG.COM ADVERTISING

Ad Zone	Ad Size	Rate
Take Overs	700 w x 1024 h (Desktop) 800 w x 1600 h (Mobile)	\$5,400
A1	970 w x 100 h Size in <b>pixels</b>   Resolution 72dpi	\$2,200
A2	728 w x 90 h Size in <b>pixels</b>   Resolution 72dpi	\$1,970
A3	728 w x 90 h Size in <b>pixels</b>   Resolution 72dpi	\$1,730
B	300 w x 250 h Size in <b>pixels</b>   Resolution 72dpi	\$1,955
C	300 w x 250 h Size in <b>pixels</b>   Resolution 72dpi	\$1,300
D	300 w x 250 h Size in <b>pixels</b>   Resolution 72dpi	\$1,030
E	300 w x 250 h Size in <b>pixels</b>   Resolution 72dpi	\$785
Careers	180 w x 150 h Size in <b>pixels</b>   Resolution 72dpi	\$325

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# VERTICAL DAILY NEWS ADVERTISING

Ad Zone	Ad Size	Rates
P1	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$3,085
P2	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$2,850
P3	300 x 250 Size in <b>pixels</b>   Resolution 72dpi	\$2,730
P4	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$2,480
P5	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$2,165
P6	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$1,830
C1	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$1,664
C2	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$1,639
P7	728 x 90 Size in <b>pixels</b>   Resolution 72dpi	\$1,539
A (Rotates)	300 x 250 Size in <b>pixels</b>   Resolution 72dpi	\$1,350

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