

# Vertical

THE **LARGEST**  
HELICOPTER MEDIA  
BRAND IN THE  
WORLD



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2022 SOCIAL MEDIA  
ADVERTISING PLANNING KIT

# Vertical

ENGAGE **DIRECTLY** WITH  
VERTICAL'S SOCIAL MEDIA AUDIENCE  
BY PLACING BRANDED CONTENT ON  
THE PAGES OF A CREDIBLE, INDUSTRY-  
LEADING BRAND.

**701K+**  
Social Followers

 **327,100+**  
FOLLOWERS

 **266,000+**  
FOLLOWERS

 **28,500+**  
FOLLOWERS





 **63,000+**  
FOLLOWERS

 **4,390+**  
FOLLOWERS

 **12,800+**  
FOLLOWERS

\*Current as of Feb. 15, 2022v

## AD RATES BY PLATFORM

	Story Link	In-feed Post	Video	
	<b>\$1,500+</b>	<b>\$2,500+</b>	<b>\$3,000+</b>	
	Story Link	In-feed Post	In-feed Post/Carousel	Video
	<b>\$1,000</b>	<b>\$1,250-\$1,500</b>	<b>\$1,500-\$2,100</b>	<b>\$1,500+</b>
	In-feed Post	Video		
	<b>\$1,500+</b>	<b>\$2,500+</b>		
	Paid Partnership	Video		
	<b>\$500-\$650</b>	<b>\$700-\$1,000</b>		

\*Rates are in USD, subject to change

FOR MORE INFORMATION, CONTACT US!

DEREK KAST Associate Publisher | [derek@mhmpub.com](mailto:derek@mhmpub.com) | 519.748.1591 ex.4300

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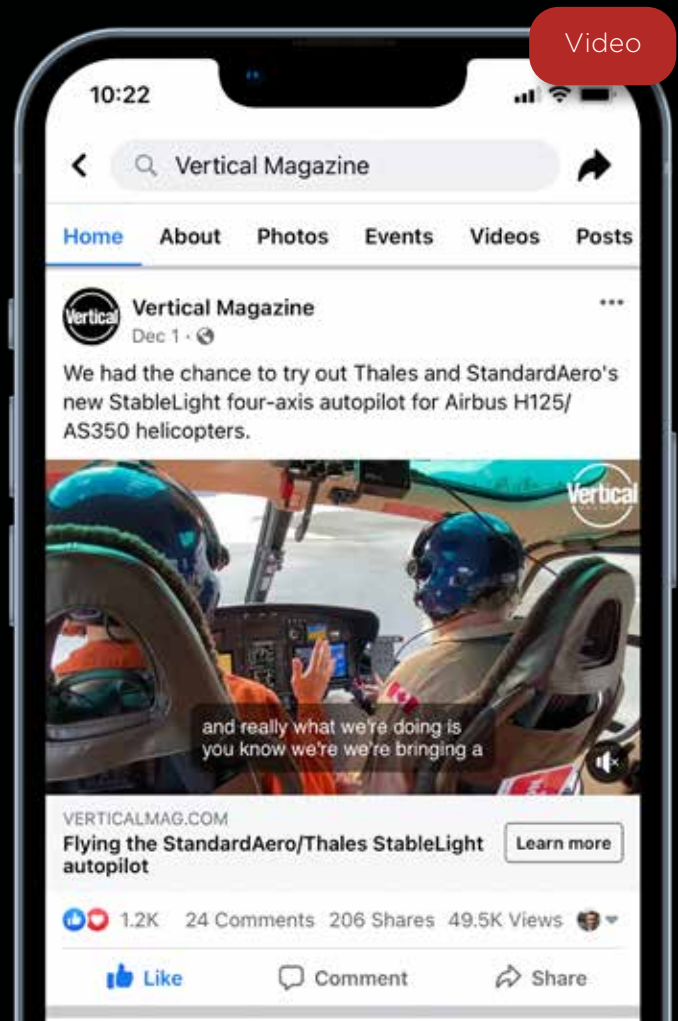
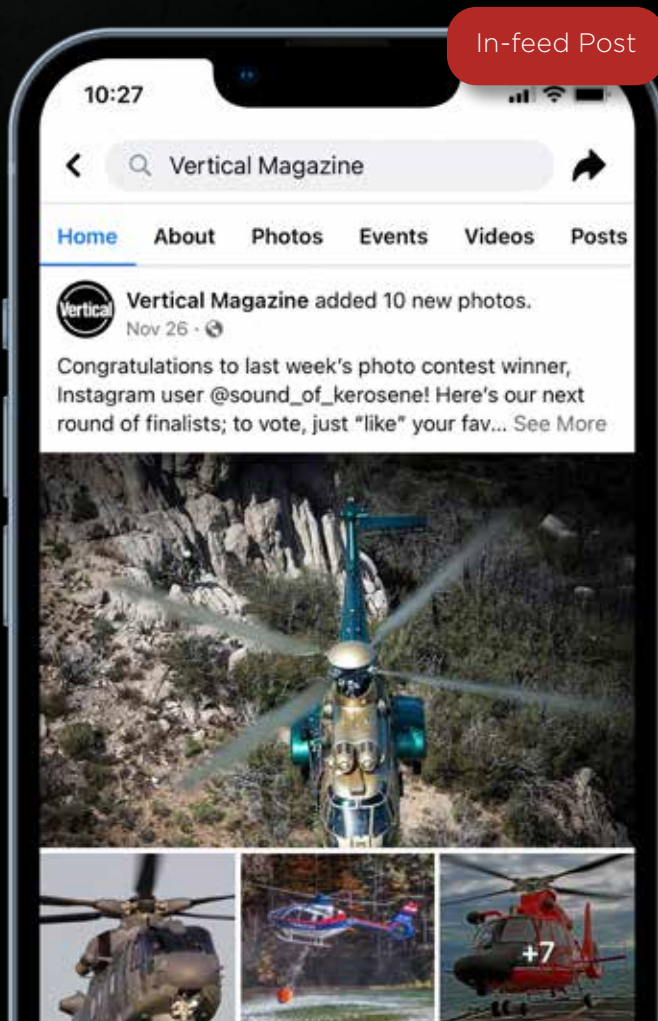
# Vertical



With over 327,000 dedicated followers on Facebook, *Vertical* ensures your message is received within the rotorcraft industry. We engage users with seamless posts that may be static, video, or include multi-photo capabilities.

 <b>Offering:</b>	Story Link	In-feed Post	Video
	<b>\$1,500+</b>	<b>\$2,500+</b>	<b>\$3,000+</b>

 **Specs:** Story Link, 1080x1920 px, 9:16 aspect ratio  
In-feed Photo Post, 1200x630 px, 1.91:1 aspect ratio.  
In-feed Video Post, 1280x720 px, 16:9 aspect ratio.



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# Vertical



Capitalize on the most creative side of social media with our TikTok sponsored posts. TikTok offers unique video content that allows you to share meaningful messages directly to both our followers and non-followers around the globe.



## Offering:

Paid Partnership

Video

**\$500-\$650**

**\$700+**



## Specs:

Video - 1080 x 1920 px, 9:16 aspect ratio



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# Vertical



Through Instagram, *Vertical* can share your message about products, services, or achievements with our audience of more than 270,000 people.



## Offering:

Story Link

**\$1,000**

In-feed Post

**\$1,250-\$1,500**

In-feed Post/Carousel

**\$1,500-\$2,100**

Video

**\$1,500+**



**Specs:** Swipe-up Story, 1080x1920 px, 9:16 aspect ratio  
In-feed Photo Post, 1080x1080 px, 1:1 aspect ratio  
In-feed Video Post, 1080x1350 px, 4:5 aspect ratio

In-feed Post  
Carousel



Story Link



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# Vertical



Twitter connects *Vertical's* readers to the latest industry news. Whether your goal is to build awareness or drive consideration, we offer in-feed posts to help you convey your message to our audience of 28,500 people.



## Offering:

In-feed Post

**\$1,500**

Video

**\$2,500+**



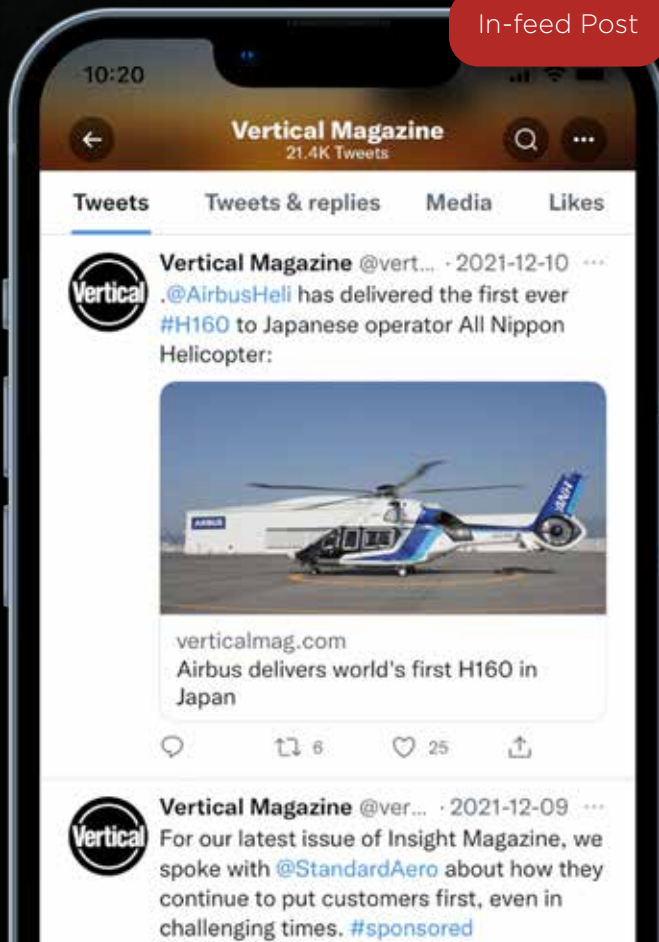
## Specs:

In-feed post:

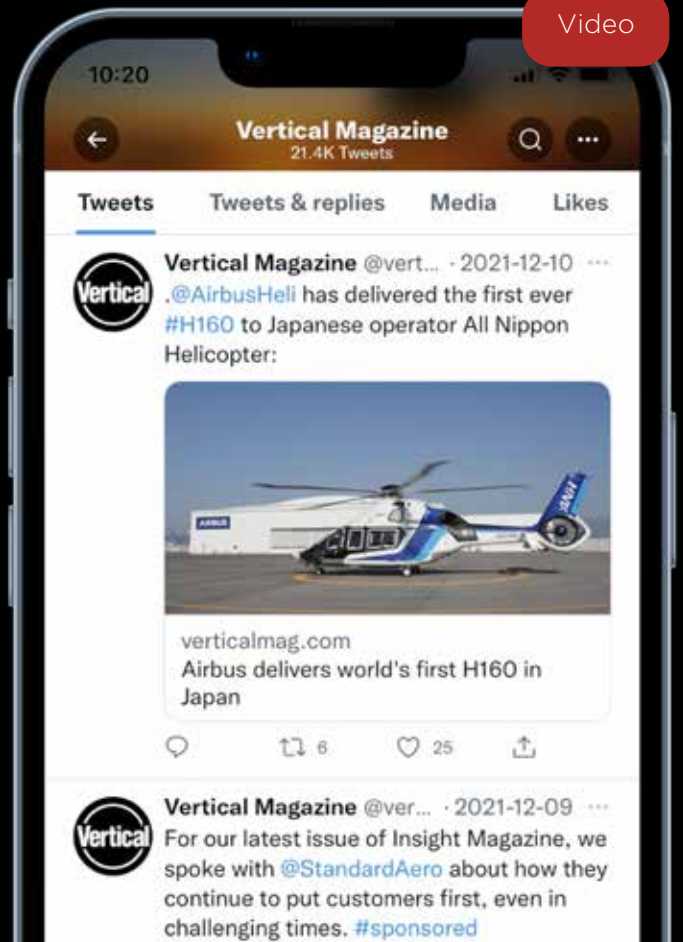
Photo, 1200x675 px, 16:9 aspect ratio

Video, 1280x1084 px, 1:1 aspect ratio.

In-feed Post



Video



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# THANK YOU!

WE LOOK FORWARD TO INTRODUCING YOU TO THE MOST  
ENGAGED AND AWESOME ONLINE COMMUNITY THAT  
CALLS VERTICAL HOME.