

# Vertical MEDIA KIT

## THE LARGEST HELICOPTER MAGAZINE IN THE WORLD

In a recent survey of prominent industry marketers, *Vertical* rose high above its competition. Marketers chose *Vertical* more than any other helicopter-specific magazine when asked, "If you could only choose to advertise in a few industry publications, what would they be?"

46,000<sup>+</sup>

**Vertical Magazine**  
Global circulation

25,000<sup>+</sup>

**Vertical 911 Magazine**  
Targeted North American  
circulation

106,500<sup>+</sup>

**www.VerticalMag.com**  
Unique visitors per  
month

32,700<sup>+</sup>

**Vertical Daily News**  
Industry professionals  
who receive daily

290,000<sup>+</sup>

**Facebook likes**  
(/verticalmag)

20,000<sup>+</sup>

**Twitter followers**  
(@verticalmag)

65,000<sup>+</sup>

**Instagram followers**  
(@verticalmag)

Increase your sales + Raise your brand awareness + Generate leads  
More than 400 companies trust *Vertical* to promote their brand and deliver their message.

**VERTICAL** EDITORIAL CALENDAR

Issue	Show / Theme	Ad & Materials Deadline
Feb/Mar 2019	Heli-Expo <i>*Don't forget Insight</i>	January 25, 2019
Apr/May 2019		March 22, 2019
Jun/Jul 2019	APSCON (Formerly ALEA)	May 17, 2019
Aug/Sep 2019		July 12, 2019
Oct/Nov 2019	AMTC / HAC / Helitech <i>*Don't forget Insight!</i>	August 30, 2019
Dec '19/Jan '20	Photo Contest Issue	November 1, 2019
<b>Plan ahead and save.</b>		
Feb/Mar 2020	Heli-Expo <i>*Don't forget Insight</i>	December 13, 2019

**VERTICAL 911** EDITORIAL CALENDAR

Issue	Show / Theme	Ad & Materials Deadline
Winter 2019	Heli-Expo	January 11, 2019
Spring 2019		April 12, 2019
Summer 2019	APSCON (Formerly ALEA)	June 7, 2019
Fall 2019	AMTC	October 4, 2019
<b>Plan ahead and save.</b>		
Winter 2020	Heli-Expo	December 20, 2019

**INSIGHT** EDITORIAL CALENDAR

Issue	Show / Theme	Ad & Materials Deadline
<i>Insight</i>	Heli-Expo	January 4, 2019
<i>Insight</i>	Helitech / AMTC / HAC	August 9, 2019
<b>Plan ahead and save.</b>		
Insight 2020	Heli-Expo	November 15, 2019

For Advertising Inquiries: Call Toll Free 866.834.1114

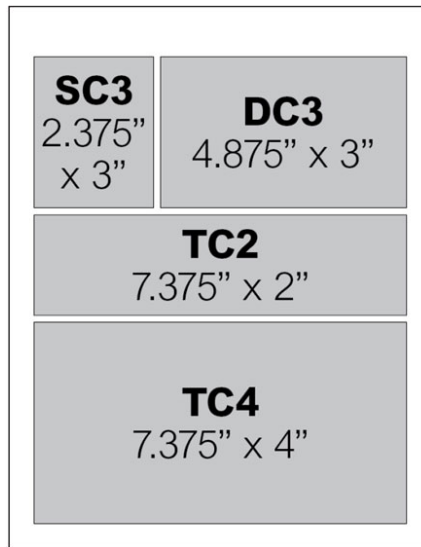
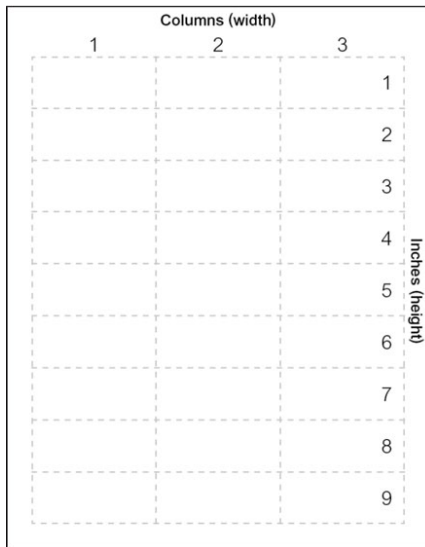
Associate Publisher **Derek Kast**, [derek@mhmpub.com](mailto:derek@mhmpub.com) | Classified Advertising Manager **Carla McKay**, [carla@mhmpub.com](mailto:carla@mhmpub.com)

## VERTICAL DISPLAY SPECS

Ad Size	Bleed (width x Height)	Trim Size	Live area (non-bleed)
**A - Full Page	8.625" x 11"	8.375" x 10.75"	7.875" x 10.25"
B - 2/3 Page			4.75" x 9.375"
C - 1/2 Page (island)			4.75" x 7"
D - 1/2 Page (horizontal)			7.25" x 4.625"
E - 1/3 Page (island)			4.75" x 5"
F - 1/3 Page (vertical)			2.25" x 9.375"
G - 1/4 Page (island)			4.75" x 3.75"
H - 1/4 Page (horizontal)			7.25" x 2.5"
**Double Page Spread	17" x 11"	16.75" x 10.75"	16.25" x 10.25"

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## VERTICAL MARKETPLACE SPECS

Ad Size	Size (Inches)	Ad Size	Size (Inches)	Ad Size	Size (Inches)
SC1	2.375" x 1"	DC1	4.875" x 1"	TC1	7.375" x 1"
SC2	2.375" x 2"	DC2	4.875" x 2"	TC2	7.375" x 2"
SC3	2.375" x 3"	DC3	4.875" x 3"	TC3	7.375" x 3"
SC4	2.375" x 4"	DC4	4.875" x 4"	TC4	7.375" x 4"
SC5	2.375" x 5"	DC5	4.875" x 5"	TC5	7.375" x 5"
SC6	2.375" x 6"	DC6	4.875" x 6"	TC6	7.375" x 6"
SC7	2.375" x 7"	DC7	4.875" x 7"	TC7	7.375" x 7"
SC8	2.375" x 8"	DC8	4.875" x 8"	TC8	7.375" x 8"
SC9	2.375" x 9"	DC9	4.875" x 9"	TC9	7.375" x 9"

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<b>1 CUBE</b> 3.65" x 3"	<b>1/2 CUBE</b> 3.65" x 1.5"
	<b>1/2 CUBE</b> 3.65" x 1.5"
<b>2 CUBE</b> 7.375" x 3"	
<b>2 CUBE</b> 7.375" x 3"	



## VERTICAL FLIGHT TRAINING SPECS

Ad Size	Measurement (Inches)
1/2 Cube	3.65" x 1.5"
1 Cube	3.65" x 3"
2 Cube	7.375" x 3"
4 Cube	7.375" x 6"

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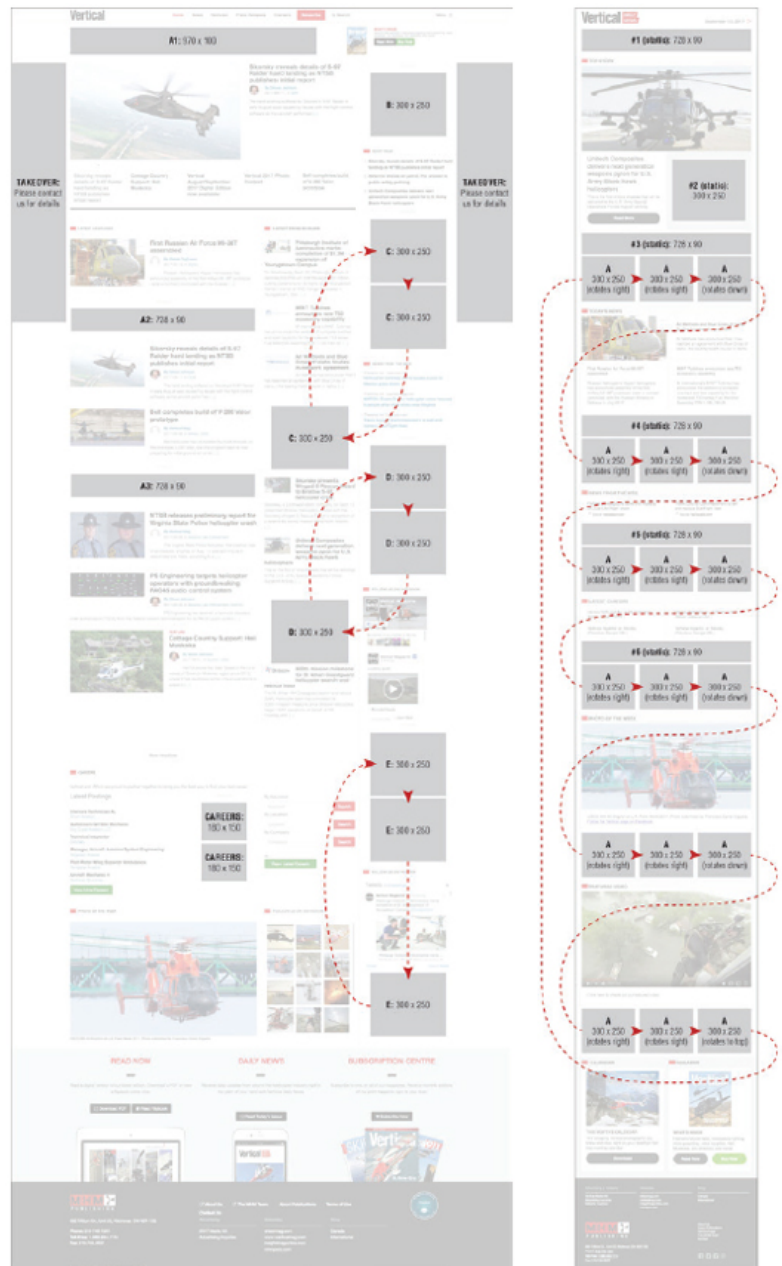
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### VERTICAL WEBSITE

Ad Placement	Size (pixels)	Resolution
A1	970x100	72dpi
A2	728x90	72dpi
A3	728x90	72dpi
B/C/D/E	300x250	72dpi
Careers	180x150	72dpi
Take over		72dpi

### VERTICAL DAILY NEWS

Ad Placement	Size (pixels)	Resolution
Email P1	728x90	72dpi
Email P2	300x250	72dpi
Email P3	728x90	72dpi
Email P4	728x90	72dpi
Email P5	728x90	72dpi
Email P6	728x90	72dpi
Email A (rotates)	300x250	72dpi



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**All ads that are not camera-ready and require production by the publisher will be charged according to the following schedule:**

1. Ads can be supplied via email or WeTransfer. We can accept up to 10MB via email.
2. All PDFs should be press-ready, and full page/DPS artwork should have the appropriate bleed and crop marks (see specs pages).
3. Ad artwork can also be supplied in InDesign, Illustrator or Photoshop formats, packaged with all fonts and images included. Final art must be set at 300 dpi. All graphics (photos, illustrations, logos) must be in CMYK format. For Photoshop files, final flattened and layered files must be included.
4. MHM Publishing will not be held responsible for color reproduction of an ad not to our specs.
5. Any changes to artwork will result in a minimum charge. Additional charges will be invoiced if material is not in accordance with our requirements. All advertising copy is subject to the approval of the Publisher. Design and production of your ad is available, costs for this service will be billed back to you at an hourly rate.

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- Payment is due in full within 30 days of the invoice date. Interest will be charged at a rate of 1.5% a month (18% per annum) on any balance that remains unpaid after 30 days.
- *Vertical* adheres to the standard conditions pertaining to advertising contracts and orders for publications as adopted by the American Association of Advertising Agencies.
- Rates are subject to change without notice. No cancellations accepted after closing date. Contract rates protected until expiration date.

**Submission of any advertisement, insertion order, space reservation or position commitment shall constitute acceptance of the following General Conditions:**

1. *Vertical* and *Vertical 911* published by MHM Publishing ("Publisher") will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to *Vertical* and *Vertical 911* without the prior written permission of the Publisher.
3. Short rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
4. Agency commission: 15% to recognized agencies. Net due 30 days from invoice date. Interest will be charged at a rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
9. Rates, conditions, and space units are subject to change without notice.
10. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
11. No rebate will be allowed for insertion of wrong key numbers.
12. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
13. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing *Vertical* and *Vertical 911*.
14. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.
15. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.
16. The advertiser agrees to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
17. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

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