

VAI MEDIA KIT 2025



ADVERTISE IN POWER UP MAGAZINE

Written by and for the vertical aviation industry.

VAI's POWER UP (formerly ROTOR) magazine has 11,000+ readers in more than 60 countries. With a 4.3 pass-along rate, your ad in POWER UP will be seen by nearly 50,000 total readers, making it a formidable venue for your advertising.

The first issue of the year, the VERTICON edition of POWER UP, is distributed to all show attendees in addition to the regular subscriber mailing list. This issue is the most highly anticipated, widely read of the year.

POWER UP's second issue of the year, the VERTICON postshow issue, offers extensive coverage of the event, including highlights and photos.

Advertise in POWER UP to keep your company brand and message in front of the thousands of readers who attended the show and visited your booth, extending the impact and return on investment from your participation at VERTICON 2025.

AD SPECIFICATIONS

- POWER UP magazine is a four-color perfect-bound publication.
- Trim size is 8.5W × 10.875H.
- Submit ads as press-quality PDFs, 300 dpi minimum, with all fonts embedded. Submit line art in a vector format. Spot colors will be converted to process equivalents.

2025 Publication Calendar

	March 2025/VERTICON Issue	June 2025	September 2025	December 2025
Reserve By	Jan. 13, 2025	Apr. 30, 2025	Aug. 1, 2025	Oct. 29, 2025
Artwork Due	Jan. 20, 2025	May 2, 2025	Aug. 13, 2025	Nov. 10, 2025

2024-25 Ad Rates and Sizes

VAI members receive discounted advertising rates. To learn more about benefits of membership, visit verticalavi.org/join.

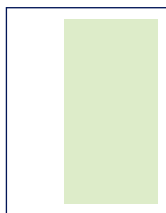
All ad sizes are in inches, and ads must be 4-color.	Back Cover* 8.5W × 10.875H \$9,360 members \$10,290 nonmembers	Inside Front Cover* 8.5W × 10.875H \$6,800 members \$7,490 nonmembers	Inside Back Cover* 8.5W × 10.875H \$6,215 members \$6,845 nonmembers	Premium Position* 8.5W × 10.875H \$5,870 members \$6,460 nonmembers
Full Page* 8.5W × 10.875H \$5,110 members \$5,615 nonmembers	2/3-Page Vertical 4.875W × 9.5H \$4,090 members \$4,495 nonmembers	1/2-Page Horizontal 7.5W × 4.75H \$3,235 members \$3,560 nonmembers	1/2-Page Island 4.875W × 7H \$3,235 members \$3,560 nonmembers	1/3-Page Square 4.875W × 4.75H \$2,550 members \$2,810 nonmembers
1/4-Page Vertical 3W × 4H \$1,750 members \$2,000 nonmembers	Marketplace 2.25W × 2.25H \$250 members \$325 nonmembers	Post-it® Note‡ 3W × 3H \$2,550 members \$2,810 nonmembers	*For ads requiring a bleed, add 0.125 inches to image size on all sides and keep live matter 0.375 inches from the trim line. Offset crop marks outside the bleed. ‡Affixed to front cover of magazine.	

All Covers*
Premium Position*/
Full Page*



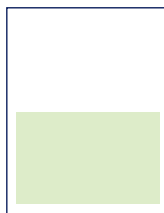
8.5W × 10.875H

2/3-Page
Vertical



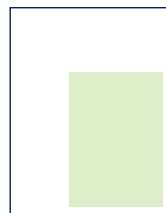
4.875W × 9.5H

1/2-Page
Horizontal



7.5W × 4.75H

1/2-Page Island



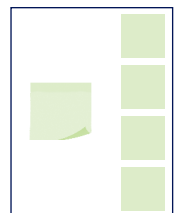
4.875W × 7H

1/3-Page Square/
1/4-Page Vertical



4.875W × 4.75H
3W × 4H

Marketplace/
Post-It Note‡



2.25W × 2.25H
3W × 3H

Contact Sales@verticalavi.org or +1 352 388 7031 for sponsorship and advertising details.

VAI MEDIA KIT 2025



VAI DAILY
TODAY'S VERTICAL AVIATION NEWS

Today's Photo

A Bell 407 rests on the snow at sunset in the Arctic Circle. Its crew, from Maritime Helicopters in Homer, Alaska, was conducting a wildlife survey.
Courtesy Steve Slade

[Submit Your Photo >](#)

ADVERTISE IN VAI DAILY

A roundup of the day's most compelling vertical flight news.

VAI's popular e-newsletter, VAI Daily, is sent to more than 37,000 readers in 137 countries every weekday. It features the news vertical aviation professionals care about most. During VERTICON, VAI Daily publishes twice a day to provide the very latest news and announcements from the show.

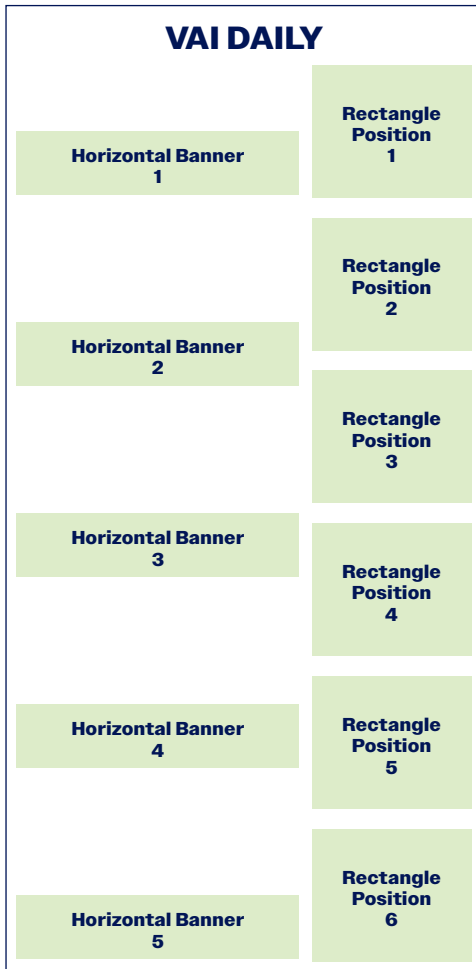
2024-25 PUBLICATION CALENDAR

VAI Daily is delivered to more than 37,000 subscribers Monday through Friday (excluding holidays).

Reserve space: Available on a first-come, first-served basis. Advertising in VAI Daily is sold by the month.

Materials due: The 15th of the month prior to publication.

March 2025 issues: Contact Sales@verticalavi.org for March 2025/VERTICON 2025 VAI Daily pricing.



VAI DAILY

Horizontal Banner 1 Rectangle Position 1

Horizontal Banner 2 Rectangle Position 2

Horizontal Banner 3 Rectangle Position 3

Horizontal Banner 4 Rectangle Position 5

Horizontal Banner 5 Rectangle Position 6

2024-25 AD RATES AND SIZES

VAI members enjoy discounted advertising rates. Visit verticalavi.org/join to learn more.

Horizontal Banners*

Horizontal Banner 1	Horizontal Banner 2	Horizontal Banner 3
530 pixels W × 120 pixels H \$2,185 members \$2,510 nonmembers	530 pixels W × 120 pixels H \$1,995 members \$2,295 nonmembers	530 pixels W × 120 pixels H \$1,910 members \$2,195 nonmembers
Horizontal Banner 4	Horizontal Banner 5	
530 pixels W × 120 pixels H \$1,850 members \$2,125 nonmembers	530 pixels W × 120 pixels H \$1,800 members \$2,070 nonmembers	

Rectangle Positions

Rectangle Position 1	Rectangle Position 2	Rectangle Position 3
300 pixels W × 250 pixels H \$1,819 members \$2,090 nonmembers	300 pixels W × 250 pixels H \$1,639 members \$1,885 nonmembers	300 pixels W × 250 pixels H \$1,429 members \$1,645 nonmembers
Rectangle Position 4	Rectangle Position 5	Rectangle Position 6
300 pixels W × 250 pixels H \$1,209 members \$1,390 nonmembers	300 pixels W × 250 pixels H \$999 members \$1,135 nonmembers	300 pixels W × 250 pixels H \$799 members \$920 nonmembers

*Contact Sales@verticalavi.org for March 2025/VERTICON VAI Daily pricing.

AD SPECIFICATIONS

- Submit ads in PNG, JPEG, or GIF (animated and static GIFs accepted).
- File size must be no larger than 50 kb.

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