

DIGITAL DISPLAY ADS:

Ad Sizes & CPM*:

- 728x90 (mobile scaling: 300x50): \$99 CPM
- 300x250: \$99 CPM
- 300x600: \$155 CPM

*All rates are gross

The diagram illustrates three digital display ad formats, each featuring the **iab.** logo. The **Leaderboard** format (728x90) is a horizontal banner at the top. The **Mobile** format (300x50) is a small horizontal banner. The **Half Page** format (300x600) is a large vertical ad occupying the left side of the page. The **Medium Rectangle** format (300x250) is a vertical ad on the right side.

Guidelines

- Company name or advertiser's URL/recognizable logo must appear on all creative as advertiser branding. The URL must include top-level domain name (e.g., .com, .net, .org).
- Creative must adhere to any and all trademark and copyright laws. SpaceNews will not assume responsibility of illegal usage.
- All artwork must be accompanied by traffic instructions including linking URL
- All advertiser submitted media, or third party tags should also be coded to open a new browser window upon clicking.
- Online creative is due at least five full business days prior to the ad start date

Delivery of Materials

- Please send creative directly to gthomas@spacenews.com with a copy to your SpaceNews Sales Representative.
- Please include customer name, contact information and dates of run for ad positioning.
- Both desktop and mobile creatives should be submitted for 728x90 ad size.
- Clickthrough URL should be submitted with creative.
- Advertisers are responsible for maintaining a working URL.
- Click-through rates are not guaranteed.

Standard formats accepted: JPEG, GIF, PNG, HTML5

Lead Time: 5 Business Days

Rich media formats: 3rd Party Ads, HTML5, redirects, JavaScript

Rich media restrictions: (Animated Ads)

- Looping limit: 3 times
- Length: 15 seconds

Rich Media - Lead Time: 5 Business Days

Third-party ad serving

- We accept third-party ad serving, but impressions are counted and invoices are issued based on SpaceNews' ad serving system, Google DFP.
- 10-15 % impression tracking discrepancy is expected.
- All formats will be considered and require extra processing time for testing and implementation.

Targeted Ads:

Targeted ads are subject to availability. Contact your sales representative for more information.

NEWSLETTERS

Guidelines:

- All artwork must be accompanied by a linking URL.
- Creative must adhere to any and all trademark and copyright laws. SpaceNews will not assume responsibility for illegal usage.

Closing Deadlines:

- All creative should be sent (5) business days prior to the issue date.
- Cancellations after closing date will result in full payment for ad position.

Delivery of Materials:

- Please send creative directly to Greg Thomas at gthomas@spacenews.com and copy your SpaceNews Sales Representative.
- Please include customer name, contact information and dates of run for ad positioning.

Ad Sizes:

- Banner – 728 x 180px
- Rectangle – 300 x 250px
- Large Rectangle – 300 x 600px

Acceptable file formats: JPEG, GIF, animated GIF, PNG

Maximum file size: 45 KB

SOCIAL MEDIA

Twitter

- **Text:** 140 characters maximum (including spaces, hyperlinks and linked usernames)
- **Images:**
 - Size to 440 x 220 px
 - Format as .JPEGs or non-transparent .PNGs.
- **Videos:**
 - Export as .MP4s in 720p HD format
 - Maximum length: 2 minutes and 20 seconds

Facebook

- **Images:**
 - Size to 1200 x 628 px
 - Format as .JPEGs or non-transparent .PNGs.
- **Videos:**
 - Export as .MP4s in 720p HD format
 - Maximum file size: 1 GB
 - Maximum bitrate: 4 mbps