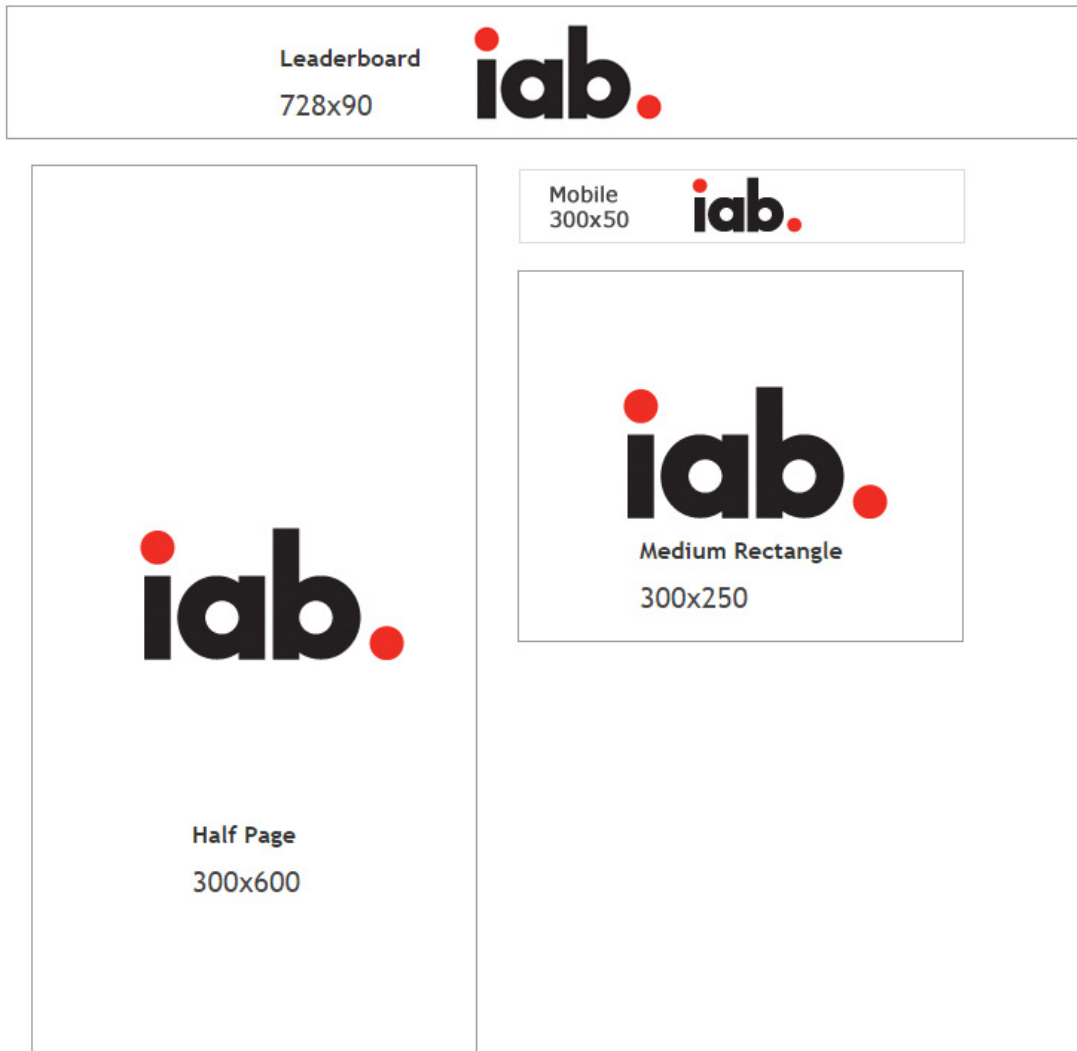


Digital Ads



Ad Sizes & CPM*

Dimensions	CPM
728x90 (300x50), 300x250	\$99
300x600	\$155

*All rates are gross

Dimensions	Format	Max File Size	Length	Loops/Animation
728x90 (300x50), 300x250	JPEG, GIF, PNG, HTML5	200kb	15 seconds	3 times
300x600	JPEG, GIF, PNG, HTML5	200kb	15 seconds	3 times
728x90, 300x250, 300x600	Rich Media, 3rd Party Serving	200kb	15 seconds	3 times

Guidelines & Delivery Deadlines

- 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 submitted media or third party tags should be coded to open a new browser window upon clicking
- Send creative 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(728x90) and mobile creative(300x50) should be submitted for 728x90 ad size
- Click-through rates are not guaranteed

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

Dimensions	Format	Max File Size	Length	Loops/Animation
728x90, 728x180, 300x250	JPEG, GIF, PNG, HTML5	70kb	15 seconds	3 times
300x600	JPEG, GIF, PNG, HTML5	120kb	15 seconds	3 times

Guidelines & Deadlines Deadlines

- 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
- 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

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