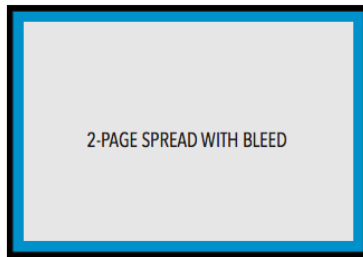
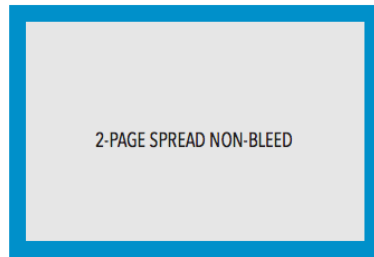


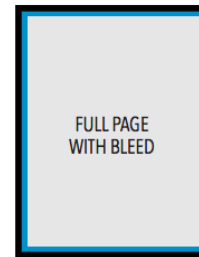
SpaceNews Ad Guidelines & Specifications



2-PAGE SPREAD WITH BLEED
Bleed: 16.75" X 11.0"
Trim: 16.5" X 10.75"
Live: 16.125" X 10.375"



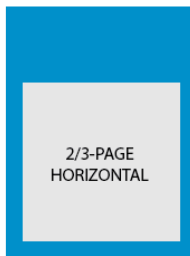
2-PAGE SPREAD NON-BLEED
Non-Bleed: 16.125" X 10.375"



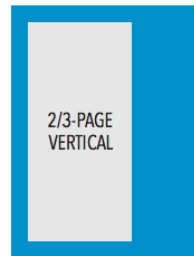
FULL PAGE WITH BLEED
Bleed: 8.5" X 11.0"
Trim: 8.25" X 10.75"
Live: 7.875" X 10.375"



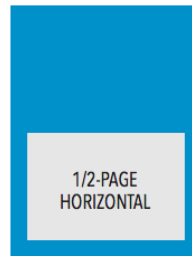
FULL PAGE NON-BLEED
Non-Bleed: 7.875" X 10.375"



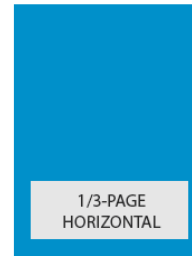
2/3-PAGE HORIZONTAL
Live: 7.0" X 6.333"



2/3-PAGE VERTICAL
Live: 4.6111" X 9.5667"



1/2-PAGE HORIZONTAL
Live: 7.0" X 4.8333"



1/3-PAGE HORIZONTAL
Live: 7.0" X 3.0"



1/3-PAGE VERTICAL
Live: 2.222" X 9.5667"

AD SIZE	BLEED	NON-BLEED	LIVE
Full Page	8.5" X 11.0"		7.875" X 10.375"
Full Page Non-Bleed		7.875" X 10.375"	
2-Page Spread	16.75" X 11.0"		16.125" X 10.375"
2-Page Spread Non-Bleed		16.125" X 10.375"	
2/3-Page Horizontal			7.0" X 6.333"
2/3-Page Vertical			4.6111" X 9.5667"
1/2-Page Horizontal			7.0" X 4.8333"
1/3-Page Horizontal			7.0" X 3.0"
1/3-Page Vertical			2.222" X 9.5667"

SpaceNews is printed web offset, saddle stitched and trimmed.

Final size of publication is 8.25" x 10.75".

All advertising art must be corrected for a 20% dot gain and the use of SWOP standards.

Images/Rules and Frames

- Images must be CMYK. No spot color or PMS. Colors will be converted to CMYK process equivalent
- Black and white images are in grayscale mode. Use a minimum input resolution of 300 dpi for images scanned at their final image size
- For line art, or scanned text, use a minimum of 1200 dpi
- Rules and frames for graphics and images should not be less than .25 point
- All partial page ads with no hard edge are required to have a rule/border to separate it from editorial content

Ink

- No less than 10% is recommended for a flat tint for consistent reproduction
- Total Ink – maximum of 300%

Typography

- BLACK TYPE – We recommend using type sized at 6 point or larger
- COLOR TYPE – Type using two or more over-printing inks. Should be no less than 10 point sans serif. Serif type is not recommended
- REVERSE TYPE – Serif fonts are not recommended. Type reversed out of a single ink area should be no less than 10 point (sans serif bold). Type reversed out of two or more overprinting colors should be no less than 10 point (sans serif bold). When reversing type out of a screened single-ink background, the background screen should be at least 30% in tonal value. Screen type reversed in a solid color must not exceed 20% tint in tonal value if both the type and background are the same color
- OVERPRINTED TYPE- Overprint type is not recommended in areas exceeding 30% tonal value

File Formats

- We prefer that your files be either EPS or PDF formats
- Be sure to use “print optimized” settings when creating your PDF. This will ensure that all of your fonts are included and your images are high resolution. These formats provide the most effective means for transmitting and printing across a variety of operating systems
- If you cannot provide an EPS or PDF, we will accept creative composed in the following applications (with all fonts and images included):
 - Adobe Illustrator CS6
 - Adobe InDesign CS6
 - Adobe Photoshop

Files that do not meet specifications or require additional work may incur charges

Issue and Closing Deadlines & Delivery

- SpaceNews is published on Mondays. Closing for space and copy is NOON FRIDAY, 10 days prior to the issue date
- Cancellation for premium positions is NOON MONDAY, four weeks prior to ad closing date
- Cancellations after closing date will result in full payment for space, plus a premium charge. An exception will be made for “launch creative” in the event of failure
- If advertising material arrives after stated deadline, SpaceNews assumes no responsibility for expressed reproduction, positioning or other related matters surrounding the insertion. Full payment for the ad will be required
- Materials should be submitted via our online ad portal at <https://spaceneads.sendmyad.com>
- Follow the instructions to create an account and upload your materials
- Please email your SpaceNews account representative when creative is submitted

To mail hard copy proofs or physical:

SpaceNews
1414 Prince Street, Suite 204
Alexandria, VA 22314

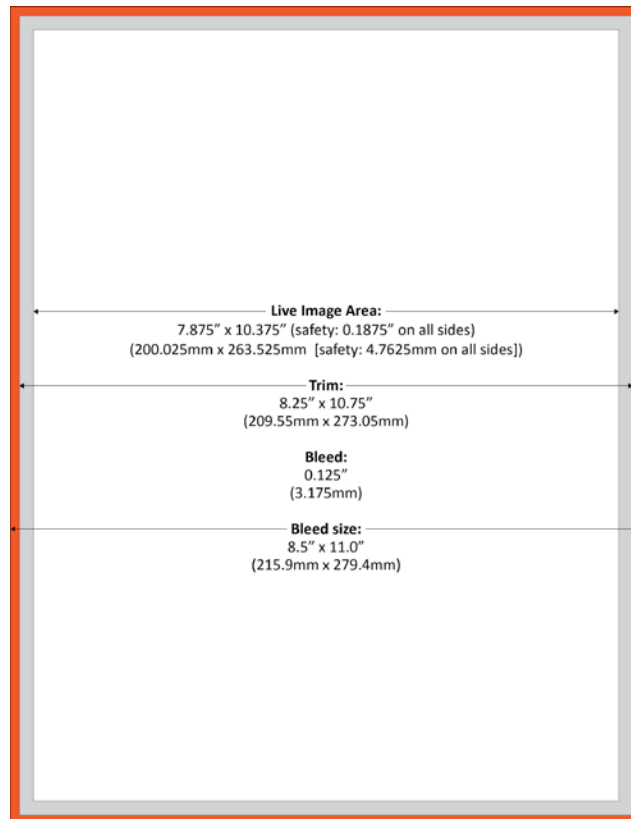
Agency Commission

- A 15% agency commission is available to recognized agencies

Coverwraps

SpaceNews Coverwraps are printed 4 color process on two sides on 80# gloss cover stock. They are saddle stitched and trimmed. Final trim size is 8.25" x 10.75". All advertising art must be corrected for a 10% dot gain and the use of SWOP standards.

All coverwraps include a Full Page Back Cover Ad. See below for size information.



Images/Rules and Frames

- Images must be CMYK, spot colors will be converted to CMYK process equivalent. Black and white images are in grayscale mode
- Photographic images should be prepared at a resolution of 300 dpi. Line art, or scanned text should be prepared at 600-1200 dpi
- Minimum 1.5x sampling ratio for scans (at 100%)
- Rules and frames for graphics and images should not be less than .25 point

Ink

- No less than 5% is recommended for a flat tint for consistent reproduction
- Total Ink - maximum of 300%
- 150 line screen

Typography

- **BLACK TYPE:** We recommend using type sized at 6 point or larger
- **COLOR TYPE:** Type using two or more over-printing inks should be no less than 10 point sans serif. Serif type is not recommended
- **REVERSE TYPE:** Serif fonts are not recommended. Type reversed out of a single ink area should be no less than 8 point (sans serif bold). Type reversed out of two or more over-printing colors should be no less than 10 point (sans serif bold). When reversing type out of a screened single-ink background, the background screen should be at least 20% in tonal value. Screen type reversed in a solid color must not exceed 20% tint in tonal value if both the type and background are the same color
- **OVERPRINTED TYPE:** Overprint type is not recommended in areas exceeding 20% tonal value

Additional SWOP specifications for the coverwrap can be found at: www.swop.org.

File Formats

- Your files should be in either EPS or PDF format. Be sure to use “print optimized” settings when creating your PDF. This will ensure that all of your fonts are included and your images are high resolution. These formats provide the most effective means for transmitting and printing across a variety of operating systems

Physical Media

- Format: CDs/DVDs

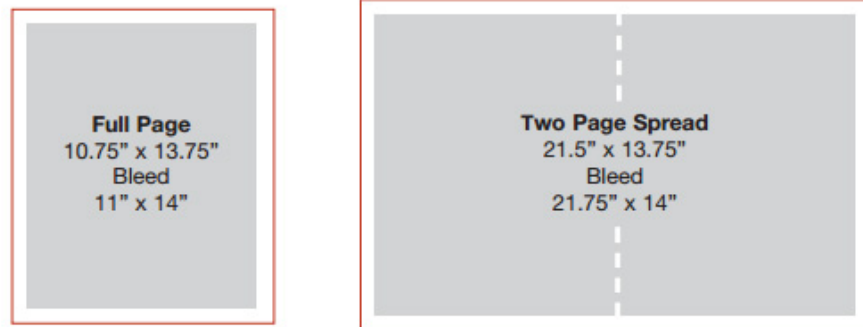
All physical media should be sent:
1414 Prince Street, Suite 204
Alexandria, VA 22314

Following are grids that include masthead and mailing label positioning.



Trade Show Supplements

Supplements are printed web offset, on gloss paper, saddle stitched and trimmed to 10.75" x 13.75".



Images/Rules and Frames

- Images must be CMYK, single colors will be converted to CMYK process equivalent. Black and white images are in grayscale mode
- Use a minimum input resolution of 300 dpi for images scanned at their final image size. For line art, or scanned text, use a minimum of 800 dpi
- Rules and frames for graphics and images should not be less than .5 point

Ink

- Total Ink – maximum of 300%

Typography

- BLACK TYPE – We recommend using type sized at 6 point or larger
- COLOR TYPE – Type using two or more overprinting inks should be no less than 10 point sans serif
- REVERSE TYPE – Type reversed out of a single ink area should be no less than 8 point (sans serif bold). Type reversed out of two or more overprinting colors should be no less than 10 point (sans serif bold). SWOP (Specifications for Web Offset Publications)
- Standards can be found at the Specifications for Web Offset Publications at: www.swop.org

File Formats

- We prefer that your files be either EPS or PDF formats.
- Be sure to use “print optimized” settings when creating your PDF. This will ensure that all of your fonts are included and your images are high resolution

Bellybands

Bellybands are printed on 70# gloss paper, are 6" in height and width will depend on whether it is normal magazine distribution or a trade show supplement. It will be either saddle stitched to the outside of the supplement or placed on an issue of SpaceNews.

Please refer to Trade Show Supplement Specifications for Images, Ink, Type, Proofs and File Formats.

Internet/Email Delivery of Bellyband Materials

- A high-resolution, print ready PDF should be emailed to Greg Thomas at gthomas@spacenews.com
- Please send an email confirmation to your sales representative once materials are sent

Trade Show Supplement Bags



Trade show supplement bags are printed on 1.75 millimeter standard white polybag material. Images are printed two color and/or one color on both sides.

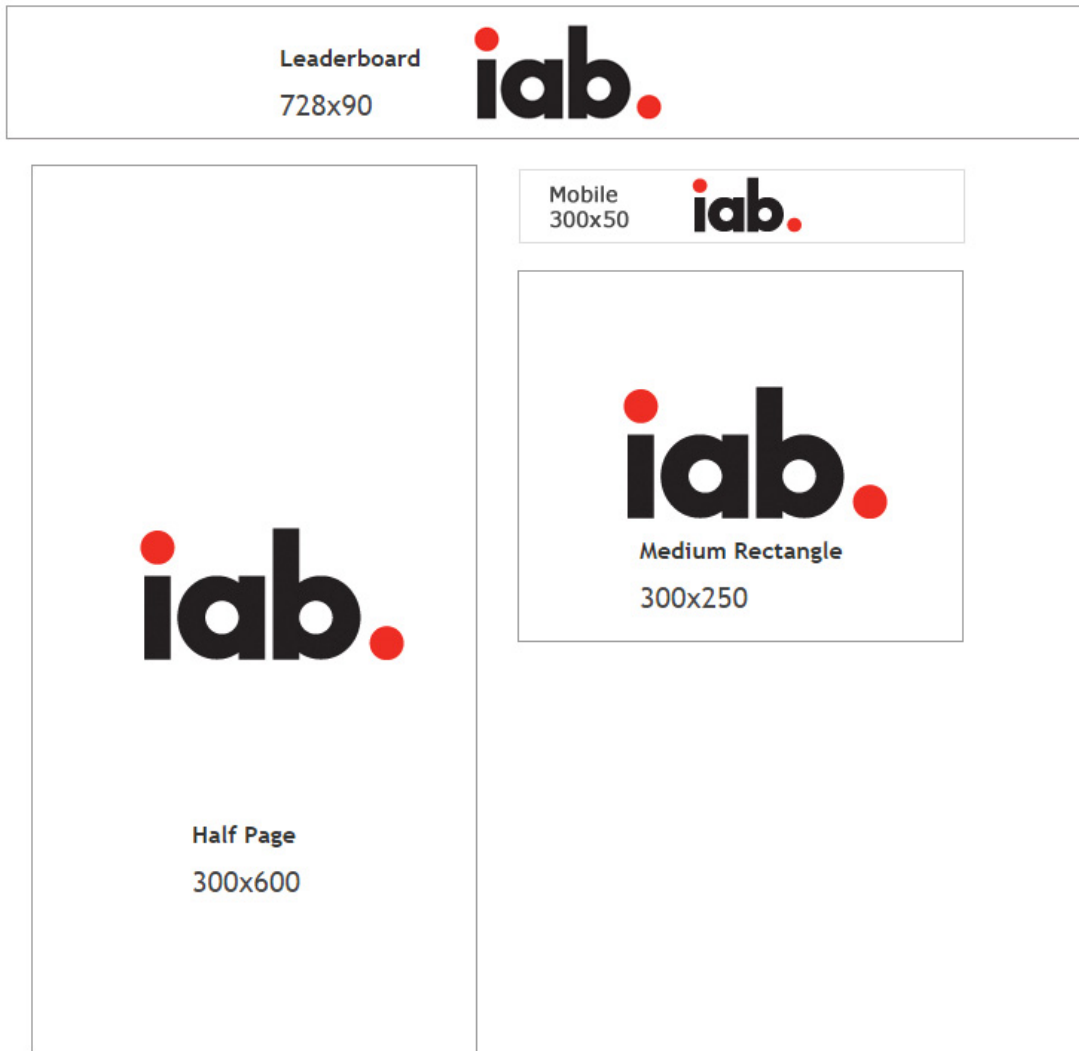
- Supply camera-ready artwork separated with registration marks when more than one color imprint is required
- Maximum 60 line screen on all spot colored bags
- Original vector art created in Adobe Illustrator or Photoshop
- All fonts converted to paths, curves or outlines

We do not recommend overprinting spot colors due to contamination of ink colors. If your design requires you to overprint, we recommend you use a dark color on overprint and light on the under print text. This will help minimize a change in color where the images overprint.

Internet/Email Delivery of all Supplement Bag Materials

- Furnish an EPS file with a PDF for visual. Files should be emailed to at gthomas@spacenews.com
- Please send an email confirmation to your sales representative once materials are sent

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