

AD GUIDELINES, SPECIFICATIONS & PRICING INDEX

MAGAZINE DISPLAY ADS:

Spread Ad
 Live Image Area: 16.125" x 10.375" (safety: 0.1875" on all sides)
 (409.575mm x 263.525mm [safety: 4.7625mm on all sides])
 Trim: 16.5" x 10.75"
 (419.1mm x 273.05mm)
 Bleed: 0.125"
 (3.175mm)
 Bleed size: 16.75" x 11.0"
 (425.45mm x 279.4mm)

Full-page Ad
 Live Image Area: 7.875" x 10.375" (safety: 0.1875" on all sides)
 (200.025mm x 263.525mm [safety: 4.7625mm on all sides])
 Trim: 8.25" x 10.75"
 (209.55mm x 273.05mm)
 Bleed: 0.125"
 (3.175mm)
 Bleed size: 8.5" x 11.0"
 (215.9mm x 279.4mm)

2/3 Vertical Ad
 Live Image Area: 4.6111" x 9.5667"
 (117.12194mm x 242.99418mm)

2/3 Horizontal Ad
 Live Image Area: 7.0" x 6.3333"
 (177.8mm x 160.86582mm)

1/3 Vertical Ad
 Live Image Area: 2.2222" x 9.5667"
 (56.44388mm x 242.99418mm)

1/3 Horizontal Ad
 Live Image Area: 7.0" x 3.0"
 (177.8mm x 76.2mm)

1/2 Page Horizontal Ad
 Live Image Area: 7.0" x 4.8333"
 (177.8mm x 122.76582mm)

Marketplace Ad
 1 Column Live Image Area: 3.4165" x 3.0"
 (86.7791mm x 76.2mm)
 3 Column Live Image Area: 7.0" x 3.0"
 (177.8mm x 76.2mm)

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 (Specifications for Web Offset Printing) 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.

Delivery of Materials

- Materials should be submitted via our online ad portal at <https://spacenewsads.sendmyad.com>.
 - Follow the instructions to create an account and upload your materials.
 - Please email your SpaceNews account representative when creative is submitted.
 - Please send hard copy proofs and physical media to the following address:
SpaceNews
1414 Prince Street, Suite 300
Alexandria, VA 22314

Issue and Closing Deadlines

- 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.

Agency Commission

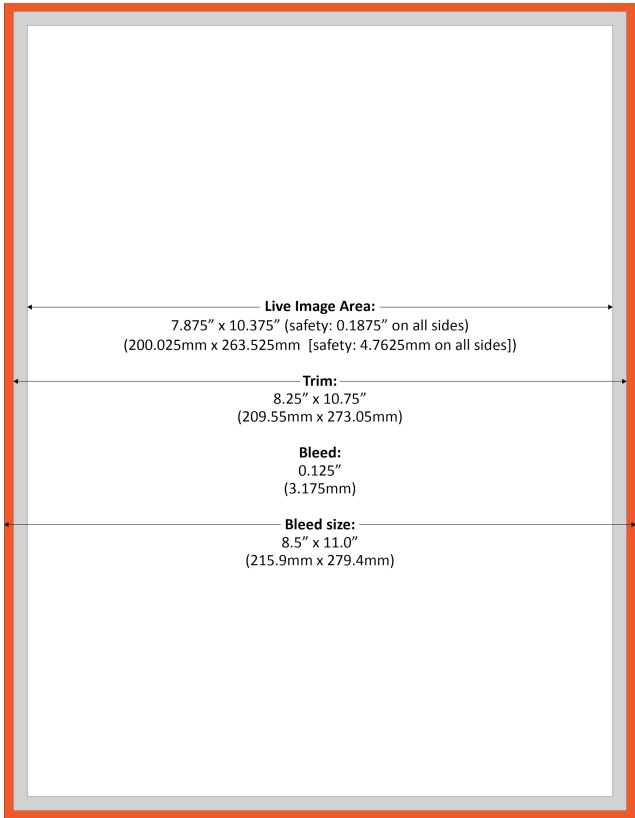
- A 15% agency commission is available to recognized agencies.

Creative Questions? Contact SpaceNews Art Director Lance Marburger between the hours of 9 a.m. and 5 p.m. Eastern at lmарburger@spacenews.com.

Coverwraps

SpaceNews Coverwraps are printed 4 color process on two sides on 80# gloss cover stock. They are saddle stitched and trimmed with the newspaper. 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 (Specifications for Web Offset Publications) standards.

All coverwraps include a Full Page Back Cover Newspaper Ad, which will have worldwide distribution. 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: Specifications for Web Offset Publications www.swop.org.

Below are grids that include masthead and mailing label positioning.

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 to the following address:
1414 Prince Street, Suite 204 Alexandria, VA 22314

SPACE NEWS®

Live Image Area:
16.125" x 10.375" (safety: 0.1875" on all sides)

Trim: 16.5" x 10.75"
(419.1mm x 273.05mm)

Cover Wrap

Live Image Area: 16.125" x 10.375" (safety: 0.1875" on all sides)
(409.575mm x 263.525mm (safety: 4.7625mm on all sides))

Trim: 16.5" x 10.75"
(419.1mm x 273.05mm)

Bleed: 0.125"
(3.175mm)

Bleed size: 16.75" x 11.0"
(425.45mm x 279.4mm)

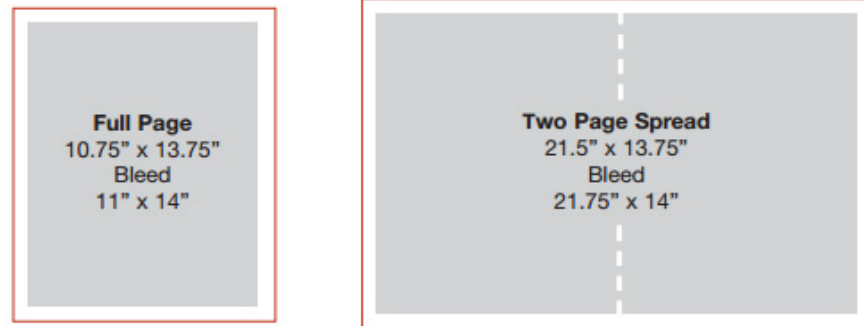
SPINE

PERIODICALS-NEWSPAPER HANDLING

Address Label Area:
Delete box and Periodical Notation if Not Mailing

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%.

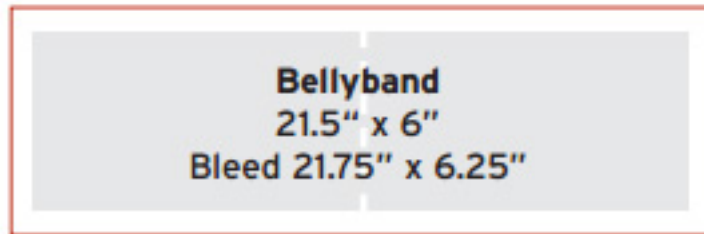
Typography

- 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.
 - 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, Adobe InDesign, Adobe Photoshop
- 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, trimmed to 10.75" x 6", jogged to the foot, and 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 Art Director Lance Marburger at lmарburger@spacenews.com.
- Please send an email confirmation to your sales representative once materials are sent.

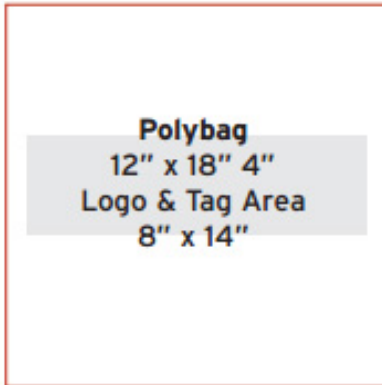
Delivery of Supplement Materials

Please send all creative to Art Director Lance Marburger via email at lmарburger@spacenews.com or via snail mail to the following address:

Attn: Lance Marburger, Art Director
1414 Prince Street, Suite 204
Alexandria, VA 22314
Phone: (571) 356-9601

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 Art Director Lance Marburger at lmrburger@spacenews.com.
- Please send an email confirmation to your sales representative once materials are sent.

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