Media Kit 2019
Your Brand. Our Audience.
SpaceNews is circulated in 57 countries and SpaceNews.com is online in 238 countries.

**Print**

<table>
<thead>
<tr>
<th></th>
<th>Print Subscribers: 11,100</th>
<th>Digital Subscribers: 2,531</th>
</tr>
</thead>
</table>

- 44.9% of our qualified circulation are decision-makers.
- 45.3% of our qualified circulation works in the commercial space industry. Within this audience segment, 43.01% are decision-makers.
- 42.3% of our qualified circulation works for the government or military. Within this audience segment, 50.69% are decision-makers.

**Executive Branch**

- NASA
- ESA
- FAA
- NRO
- Launch & Satellite Companies
- U.S. Congress
- NOAA
- NGA
- MDA
- DOD
- MDA

**Web**

<table>
<thead>
<tr>
<th></th>
<th>Page Views/Month: 1,114,179</th>
<th>Unique Visitors/Month: 360,642</th>
</tr>
</thead>
</table>

**Social Media**

- Twitter Followers: 53,800
- Facebook Followers: 15,063
- LinkedIn Followers: 3,557

**Newsletters**

- First Up: 9,955
- Satcom: 7,956
- SpaceNews This Week: 27,097
- Breaking News: 16,731
- Military.Space(full list/dedicated): 28,656/1,519
With a readership of domestic and international space decision-makers in the commercial, civil and military sectors, industry credibility, and a reputation for delivering news and analysis the space community can trust, advertising in SpaceNews’ print magazine is always a stellar investment.

From half-page to full-page ads, coverwraps, special tradeshow issues or a custom solution we can work with you to find the best marketing opportunity for your brand.

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**Print Advertising Opportunities**

**Satellite operators offer communications for autonomous ships**

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*See our Ad Size & Rate Index for pricing information*
Averaging 1 million page views per month and bringing breaking news, insightful analysis to engaged readers and space experts the world over, advertising on SpaceNews.com is your passport to meaningful and impactful marketing.

**Digital Advertising Opportunities**

Banners

![Banners](image)

- Former Google Lunar X Prize teams still working on lunar landers
- Musk backs Space Force proposal
- France to add third Syracks-4 satellite to future milstarcom fleet

Sponsored Post

![Sponsored Post](image)

- New Satellite Technology Increases Versatility of Rotary Platforms

Interstitial

![Interstitial](image)

- Boeing Satellites

*See our Ad Size & Rate Index for pricing information*
Our newsletters collectively reach over 29K readers.

Whether you’d like to leverage our distinct, existing audiences, or sponsor a newsletter curated around a trade show or conference we’re committed to turning your vision into reality.

**SN First Up**
- Daily
- A rundown of the news most likely to shape the day in space
- 9,955 subscribers - 30% open rate

**SN Breaking News**
- Average two per month
- Alerts informing especially important or breaking developments
- 16,731 subscribers

**SN Military.Space**
- Weekly
- Nuanced look at news and analysis from the military side of the space industry
- 1,519 opt-in subscribers - 37% open rate
- Also sent to 28,656 subscribers - 12% open rate

**SN First Up SatCom**
- Weekly
- Nuanced look at news and analysis from the satellite telecom side of the space industry
- 7,956 subscribers - 27% open rate

**SpaceNews this week**
- Weekly
- A best-of look at SpaceNews.com coverage
- 27,097 subscribers - 12% open rate
Additional Advertising Opportunities

**Sponsored Video**
Use video to bring your marketing story to life.
- Industry leader interview
- Live event sponsorship
- Pre-produced advertisement or advertorial footage
- Product demos
- Conference session or panel broadcasts
- Co-branded explainer videos

**Sponsored Social Media**
SpaceNews has over 70K social media followers across Twitter, Facebook, and LinkedIn. Send your message to our followers with a sponsored tweet or post.

**Lead Generation**
- Webinars
- Standalone white paper download
- E-books
- Corporate blog sign-up pages
- Mailing list sign-up pages
Conference Sponsorship
Sponsor Conference News on SpaceNews.com. SpaceNews journalists provide robust and concise news coverage of major trade shows, reporting on the panels and stories that matter to readers. Sponsorship includes exclusive ads and logo on all news coming from a conference.

Conference Daily Newsletter
A recap of news from a smaller conference. By sponsoring newsletter coverage, you help bring the news, and your message, directly to the inbox of SpaceNews subscribers and conference attendees. Sponsorship includes exclusive ads and logo.
Digital Magazine Sponsorship
Sponsor the digital version of the print magazine. Sent to nearly 2,000 subscribers, the digital issue is an excellent way to include your logo and clickable url in our latest issue of the magazine.

Dear Subscriber,

Your “[DATE:F j]” digital issue of SpaceNews is ready to be viewed. Click the link below to view your issue:
http://bt.e-ditionsbyfry.com/publication/?i=440806

To download the pdf version, please click on the link below or cut and paste the URL directly into your browser:

About SpaceNews | Privacy Policy

Gatefold Cover
A recap of news from Highlight your message with the premium placement of a gatefold cover on the SpaceNews print issue. The gatefold offers 4 full pages of creative off the front cover of SpaceNews.
SpaceNews Awards

Each year SpaceNews aims to recognize those striving for excellence and innovation within the space industry. Together with readers, SpaceNews journalists determine winners who are announced in an issue of SpaceNews and online. Sponsorship opportunities are available to congratulate and support the winners at a live event, in print, and online.

2018 SpaceNews Awards

SpaceNews is recognizing the outstanding individuals and organizations in the global space community.

- Company of the Year
- Government Agency of the Year
- Corporate Leader of the Year
- Government Leader of the Year
- Unsung Hero of the Year
- Startup of the Year
- Turnaround of the Year
- Breakthrough of the Year
- Deal of the Year

Anchor sponsor of the 2018 SpaceNews awards

Additional supporting sponsors
SpaceNews Industry Planner

The Industry planner will offer a low touch, high visibility option to get your messaging to SpaceNews subscribers. Company image, logo and description are all that’s needed to sponsor a month. The planner will be polybagged with the final issue of 2019 which is sent to over 11,000 print subscribers. The planner will also be distributed at various trade shows including Space Symposium, Satellite 2020 and AIAA/USU Small Satellite.
SpaceNews will publish 19 issues of the magazine in 2019, plus print show dailies during the Space Symposium in April and the AIAA/USU Small Satellite Conference in August. Web takeovers and digital show dailies/show wrap-ups available year round.

**1st Quarter**  
**AAS and AMS Meetings • U.S. Budget Request • Brexit • Goddard Memorial Symposium**

**JAN**  
**ISSUE: Jan. 21**

**KEY CONFERENCES**
- American Astronomical Society  
  (Jan. 6-10, Seattle, WA)
- American Meteorological Society  
  (Jan. 6-10, Phoenix, AZ)

**NEWS FOCUS**
- Astrophysics & space science updates
- NASA New Horizons flyby
- Mars Insight lander status
- Weather satellite updates from NOAA, NASA, Eumetsat
- U.S. Congress convenes
- Key launches
  - Final Iridium Next launch
  - U.S. Air Force WGS-10 launch
  - ISRO Chandrayaan 2
  - SpaceX Crew Dragon demo flight
- Long March 5 return to flight

**IN-DEPTH COVERAGE**
- Review of GEO satellite orders
- Future space telescopes

**FEB**  
**ISSUE: Feb. 25**

**KEY CONFERENCES**
- SmallSat Symposium  
  (Feb. 4-7, Silicon Valley, CA)
- FAA Commercial Space Transportation Conference  
  (Feb. 12-13, D.C.)

**NEWS FOCUS**
- U.S. civil and military budgets requests
- Small sats, small launchers, rideshare
- Key launches
  - First OneWeb launch
  - Radarsat Constellation Mission

**IN-DEPTH COVERAGE**
- Trump’s civil, military space priorities
- Weather satellites: NOAA, Eumetsat, Air Force, commercial
- VCs and the space investment climate
- Spaceports and emerging launchers

**MARCH**  
**ISSUES: March 11, March 25**

**KEY CONFERENCES**
- AFA Air Warfare Symposium  
  (Feb. 27-March 1, Orlando, FL)
- Goddard Memorial Symposium  
  (March 19-21, Greenbelt, MD)

**NEWS FOCUS**
- U.S. budget hearings
- NASA Earth science
- China’s annual parliamentary session
- Brexit Day
- Key launches
  - CST-100 Starliner test flight

**IN-DEPTH COVERAGE**
- Made in U.K.: Brexit & space industry
- DoD’s space warfighter wish list
- Commercial crew

**OF NOTE**
A special U.K.-focused advertising section is planned for the March 25 issue, which will be included in more than 2,000 Space Symposium attendee bags.

**2nd Quarter**  
**Space Symposium • Satellite 2019 • Space Tech Expo • GEOINT • Paris Air Show**

**APRIL**  
**ISSUES: April 8**

**KEY CONFERENCES**
- 35th Space Symposium  
  (April 8-11, Colorado Springs, CO)

**NEWS FOCUS**
- U.S. Air Force
- NASA
- Commercial space
- International space agencies
- Quarterly earnings

**IN-DEPTH COVERAGE**
- Commercial launch
- Remaking military space
- 5G, IoT, mobile connectivity

**OF NOTE**
SpaceNews publishes the official Space Symposium show daily. In print and online April 9, 10 and 11

**MAY**  
**ISSUES: May 6, May 20**

**KEY CONFERENCES**
- Satellite 2019  
  (May 6-9, D.C.)
- Space Tech Expo  
  (May 21-22, Pasadena, CA)

**NEWS FOCUS**
- Satellite telecom
- Space technology
- GEO and NGSO comsats

**IN-DEPTH COVERAGE**
- AI, machine learning & big data
- Q&A with satellite operator
- NGSO broadband
- Commercial radar satellites

**OF NOTE**
Satellite 2019 web takeover and digital show daily

**JUNE**  
**ISSUE: June 10**

**KEY CONFERENCES**
- GEOINT 2019  
  (June 2-5, San Antonio, TX)
- Paris Air Show  
  (June 17-23, Le Bourget, France)

**NEWS FOCUS**
- Commercial remote sensing
- Data analytics
- National Geospatial-Intelligence Agency

**IN-DEPTH COVERAGE**
- Advanced Manufacturing: AI, automation and additive manufacturing
- International partnerships
- Q&A with European space official

**OF NOTE**
SpaceNews turns 30! The premiere issue of SpaceNews was published Sept. 18, 1989 and featured a Q&A with then-U.S. Vice President Dan Quayle.
### July

**Issues:** July 29

**Key Conferences**
- ISS R&D Conference (July 29-Aug. 1, Atlanta, GA)

**News Focus**
- Apollo 11 50th anniversary
- Chandra X-ray Observatory at 20
- AEHF-5 launch
- Quarterly earnings

**In-Depth Coverage**
- Lunar Gateway/exploration
- Next-gen ground systems
- Commercial human spaceflight
- Space-based missile defense

**Of Note**
SpaceNews is celebrating the 50th anniversary of the Apollo 11 moon landing with a special issue July 29. Sponsorship opportunities available for tailored digital editions highlighting your company’s contributions to the Apollo program.

### August

**Issues:** Aug. 19

**Key Conferences**
- 33rd AIAA/USU Small Satellite Conference (Aug. 3-8, Logan, UT)
- Space and Missile Defense Symposium (Aug. 6-8, Huntsville, AL)
- AIAA Propulsion and Energy 2019 (Aug. 19-22, Indianapolis, IN)

**News Focus**
- Missile defense and milspace
- Small satellites
- Long March 5B & China’s next-gen crewed spacecraft launch

**In-Depth Coverage**
- ISS & commercial space stations
- Smallsats, small launchers
- In-space and rocket propulsion
- Military space launch/LSA

**Of Note**
SpaceNews publishes the official SmallSat show daily. In print and online Aug. 6, 7 and 8.

### September

**Issues:** Sept. 2, Sept. 23

**Key Conferences**
- World Satellite Business Week (Sept. 9-13, Paris, France)
- Wernher von Braun Symposium (Sept. 10-12, Huntsville, AL)
- AFA Air Space Cyber (Sept. 16-18, National Harbor, MD)

**News Focus**
- Commercial satellite and launch industry
- Earth observation
- AIA National Aerospace Week on Capitol Hill (Sept. 16-20)

**In-Depth Coverage**
- Space threats: ASATs, debris, interference, cyber
- Next-gen antennas and terminals
- SpaceNews turns 30

**Of Note**
World Satellite Business Week web takeover and digital show daily.

### October

**Issues:** Oct. 7, Oct. 21

**Key Conferences**
- Satellite Innovation Symposium (Oct. 7-10, Silicon Valley, CA)
- AUSA Annual Meeting (Oct. 14-16, D.C.)
- International Astronautical Congress (Oct. 21-25, D.C.)

**News Focus**
- NASA, launch and civil space focus
- Global space agencies
- Military space, U.S. Army
- Quarterly earnings

**In-Depth Coverage**
- Satcom for ground troops
- Space investment
- Space-as-a-service/aggregators

**Of Note**
SpaceNews will publish a print show daily during the IAC.

### November

**Issues:** Nov. 11

**Key Conferences**
- Space Tech Expo Europe (Nov. 19-21, Bremen, Germany)
- SpaceCom (Nov. 27-28, Houston, TX)
- Global MilSatCom (Nov. 5-7, London, England)

**News Focus**
- ESA Ministerial Council
- WRC 19 satellite spectrum battle
- Zhuhai Air Show space highlights

**In-Depth Coverage**
- ESA 2020-2023 outlook
- U.S. & Allied milspace programs
- Emerging space applications
- Europe’s space startups

**Of Note**
SpaceNews will publish a print show daily during the IAC.

### December

**Issues:** Dec. 2, Dec. 16

**Key Conferences**
- American Geophysical Union (Dec. 9-13, San Francisco, CA)

**News Focus**
- Chang’e-5 lunar sample return
- Earth observation

**In-Depth Coverage**
- The SpaceNews Awards for Excellence & Innovation
- SMC 2

**Creative Deadline:** All advertising creative is due 7 days prior to the issue dates above. The communications planner is subject to change without notification.
NORTH AMERICA

BUSINESS DEVELOPMENT DIRECTOR
Paige McCullough
571-278-4090
pmccullough@spacenews.com

BUSINESS DEVELOPMENT MANAGER
Kamal Flucker
571-402-5706
kflucker@spacenews.com

OUTSIDE NORTH AMERICA

CHINA, GERMANY, INDIA, RUSSIA, SWITZERLAND, UNITED KINGDOM

Tony Kingham
KNM PR and Publishing
4a High Street, Edenbridge, Kent, TN8 5AG, UK
Tel: +44 (0) 20 8144 5934
tony.kingham@worldsecurity-index.com

FRANCE, ITALY, SPAIN

Emmanuel Archambeaud/Fabio Lancellotti
Defense & Communication
48 Boulevard Jean-Jaures,
92110 Clichy, France
Tel: +33(0)1 4730 7180
Cell: +33(0) 6 1103 9652
earchambeaud@defcommunication.com
Print Ad Guidelines & Specifications

2-PAGE SPREAD WITH BLEED
Bleed: 16.75" X 11.0"
Trim: 16.25" X 10.375"
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"

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>NON-BLEED</th>
<th>LIVE</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>8.5&quot; X 11.0&quot;</td>
<td></td>
<td>7.875&quot; X 10.375&quot;</td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>7.875&quot; X 10.375&quot;</td>
<td></td>
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<tr>
<td>2-PAGE Spread</td>
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<td>2-PAGE Spread Non-Bleed</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2/3-PAGE Horizontal</td>
<td></td>
<td>7.0&quot; X 6.333&quot;</td>
<td></td>
</tr>
<tr>
<td>2/3-PAGE Vertical</td>
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<td></td>
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<td>7.0&quot; X 4.8333&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3-PAGE Horizontal</td>
<td></td>
<td>7.0&quot; X 3.0&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3-PAGE Vertical</td>
<td></td>
<td>2.222&quot; X 9.5667&quot;</td>
<td></td>
</tr>
</tbody>
</table>

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://spacenewsads.sendmyad.com](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

**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
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.

| 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) |

**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](http://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 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

[iab logo, 728px x 90px]

[iab logo, 300px x 50px]

[iab logo, 300px x 600px]

[iab logo, 300px x 250px
Mobile Interstitial]
## Ad Sizes & CPM*

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<thead>
<tr>
<th>Ad Dimensions</th>
<th>Format</th>
<th>Max File Size</th>
<th>Length</th>
<th>Loops/Animation</th>
<th>CPM</th>
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<tbody>
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<td>200kb</td>
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<td>728x90, 300x250, 300x600</td>
<td>Rich Media, 3rd Party Serving</td>
<td>200kb</td>
<td>15 seconds</td>
<td>3 times</td>
<td>$75</td>
</tr>
</tbody>
</table>

*All rates are gross
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

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Format</th>
<th>Max File Size</th>
<th>Length</th>
<th>Loops/Animation</th>
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<td>JPEG, GIF, PNG, HTML5</td>
<td>70kb</td>
<td>15 seconds</td>
<td>3 times</td>
</tr>
<tr>
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<td>120kb</td>
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</table>

### Guidelines & 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