



## SPACENEWS.COM SPECIFICATIONS

Space and satellite professionals worldwide turn to SpaceNews.com every day to get the latest news, competitive analysis, market intelligence and trends. The site provides 24/7 access to the news that shapes the many facets of the space industry.

SpaceNews.com is a must visit in the daily routines of decision makers because it delivers the information they need to compete, win and grow their business.

From senior engineers to program managers, CEOs to Capitol Hill, you'll reach more decision makers through SpaceNews.com than any other source.

### Ad Sizes

- 728x90 (mobile scaling: 300x50)\*
- 300x250
- 300x600

\*Both desktop and mobile creatives should be submitted for 728x90 ad size.

### Placement Specifics

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

### Creative Requirements

Standard formats accepted:

- JPEG
- GIF
- PNG
- 40K
- HTML

*Lead Time: 5 Business Days*

Rich media formats:

- 3rd Party Ads
- HTML, DHTML
- Redirects
- JavaScript

Rich media restrictions: (Animated Ads)

- Looping limit: 3 times
- Length: 15 seconds

*Rich Media - Lead Time: 5 Business Days*

User-initiated Expandable Ads:

- Maximum width of 600 pixels
- Landing Spots: Maximum of 2X the initial ad size position.
- User initiated only. Needs to have a close button
- Up to 15 seconds within ad

Rich media formats accepted:

- Eyeblander
- Klipmart
- Pointroll
- Unicast
- Others, please inquire

### 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 Ad Manager (GAM). 15-20 % impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, submit a test ad for any third-party ad shown or not shown on the list below.

- Atlas DMT
- Bluestreak
- DART MOTIF
- Mediaplex
- Eyeblander
- Flash
- KlipMart
- Enliven
- Real
- Shoskeles
- DHTM
- Pointroll

### Click-through URL

URL should be submitted with creative. Advertisers are responsible for maintaining a working URL. Click-through rates are not guaranteed.

### Guidelines

- Company name or advertiser's URL/recognizable logo must appear on all creative as advertiser branding. The URL must include to-level domain name (e.g., .com, .net, .org etc.).
- 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 and rotation instructions, if applicable.
- All leaderboard ads will be targeted to open a new browser window upon clicking. All advertiser submitted rich 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 and/or rotation date.



## SPACENEWS.COM SPECIFICATIONS (cont'd.)

### **Delivery of Materials**

Please send creative directly to [jdawson@spaceneews.com](mailto:jdawson@spaceneews.com) and [cfraze@spaceneews.com](mailto:cfraze@spaceneews.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 and 300x250 ad sizes.

### **Creative Questions**

Christine Frazee

*SpaceNews*

Tel: 571-356-9618

Email: [cfraze@spaceneews.com](mailto:cfraze@spaceneews.com)