Magazine and Digital Advertising

2023 MEDIA KIT

Advertising & Partnerships Information:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148

AMERICAN ASTRONOMICAL SOCIETY
WHO WE ARE

Founded in 1941, Sky & Telescope is the most respected popular astronomy magazine in North America.

WHAT WE DO

Sky & Telescope publishes equipment reviews, observing tips, and science articles. S&T also includes a website (skyandtelescope.org), online store (shopatsky.com), and astronomy-themed tours (skyandtelescope.org/tours).

OUR AUDIENCE

Sky & Telescope is read by 60,000+ dedicated backyard stargazers, many owning multiple telescopes, binoculars, cameras, mounts, and associated software, as well as outdoor gear ranging from camping equipment to SUVs and RVs.

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With inspiring and award-winning content that educates and empowers astronomers of all levels, we invite everyone to “LOOK UP!”

To review a sample digital issue, click below:

Sky & Telescope, April 2023
Magazine Advertising

*Sky & Telescope* Is the Essential Guide to Astronomy

*Sky & Telescope* delivers the latest astro-gear product reviews as well as news, science, observing tips, and imaging techniques. The magazine publishes the most trusted and authoritative product reviews in the industry, helping readers make informed decisions about astronomy equipment to fit their level of skill and expertise. The magazine’s subscribers comprise a highly engaged audience that includes astronomy practitioners of all levels — from novices with their first telescope, to intermediate and advanced backyard astronomers, to professionals.

*Sky & Telescope* — the magazine of the American Astronomical Society — boasts the most respected editorial staff and contributing editors of any astronomy magazine. Authority, credibility, and accuracy are prized hallmarks of *Sky & Telescope.*
SKY & TELESCOPE IS THE ESSENTIAL GUIDE TO ASTRONOMY

Sky & Telescope was founded in 1941 at Harvard Observatory and has been published continuously ever since. It is published on a monthly basis (12× per year).

MONTHLY AVERAGE 2022 PAID CIRCULATION

50,674
Print

13,434
Digital

SOURCE: 2022 STATEMENT OF OWNERSHIP

COVERAGE INCLUDES

FEATURES
Observing, science, history, equipment, and astrophotography

S&T TEST REPORT
Trusted monthly equipment reviews

OBSERVING
Sky at a Glance
Lunar Almanac & Sky Chart
Binocular Highlight
Planetary Almanac
Evenings with the Stars
Sun, Moon & Planets
Celestial Calendar
Exploring the Solar System
Suburban Stargazer
First Exposure
Going Deep
Pro-Am Conjunction

COLUMNS/DEPARTMENTS
Spectrum
From Our Readers
75, 50, & 25 Years Ago
News Notes
Cosmic Relief
Book Review
Astronomer’s Workbench
Beginner’s Space
Gallery
Event Calendar
Focal Point
## 2023 Ad-Close and On-Sale Dates

<table>
<thead>
<tr>
<th>Month</th>
<th>Paid Ad Close</th>
<th>Artwork Ad Materials Due</th>
<th>Subscriber Copies Sent in Mail</th>
<th>Newsstand On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2023</td>
<td>12/29/2022</td>
<td>1/5/2023</td>
<td>2/7/2023</td>
<td>2/21/2023</td>
</tr>
<tr>
<td>May 2023</td>
<td>1/30/2023</td>
<td>2/6/2023</td>
<td>3/7/2023</td>
<td>3/21/2023</td>
</tr>
<tr>
<td>February 2024</td>
<td>10/19/2023</td>
<td>10/26/2023</td>
<td>12/5/2023</td>
<td>12/19/2023</td>
</tr>
<tr>
<td>March 2024</td>
<td>11/23/2023</td>
<td>11/30/2023</td>
<td>1/2/2024</td>
<td>1/16/2024</td>
</tr>
</tbody>
</table>

Please send artwork/creative ad materials to:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148
(with copy to: ptyson@skyandtelescope.org)
# 2023 Display Advertising Rate Card

**EFFECTIVE NOV 2022**

<table>
<thead>
<tr>
<th>DISPLAY</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Full page</td>
<td>$5,510</td>
<td>$5,340</td>
<td>$5,235</td>
<td>$4,950</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,890</td>
<td>$3,775</td>
<td>$3,675</td>
<td>$3,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,040</td>
<td>$2,945</td>
<td>$2,890</td>
<td>$2,735</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,090</td>
<td>$1,995</td>
<td>$1,945</td>
<td>$1,880</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,595</td>
<td>$1,565</td>
<td>$1,520</td>
<td>$1,445</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,140</td>
<td>$1,090</td>
<td>$1,065</td>
<td>$1,025</td>
</tr>
<tr>
<td>Cover 2</td>
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<td>--</td>
<td>$6,200</td>
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<tr>
<td>Cover 3</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>$5,800</td>
</tr>
<tr>
<td>Cover 4</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>$7,400</td>
</tr>
</tbody>
</table>

**Advertising & Partnerships Information:**
Rod Nenner  
rod.nenner@aas.org  
202-328-2010 ext:148
# Display Advertising Ad Dimensions

**SPECIFICATIONS AND REQUIREMENTS**

<table>
<thead>
<tr>
<th>PRINTING PROCESS</th>
<th>BINDING PROCESS</th>
<th>TRIM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web offset</td>
<td>Saddle-stitch</td>
<td>8 3/8” x 10 1/2”</td>
</tr>
</tbody>
</table>

**Display Ad Dimensions (Non-Bleed)**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Decimal (Width x Height)</th>
<th>Fraction (Width x Height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 page)</td>
<td>15.5833” x 9.1389”</td>
<td>15 9/16” x 9 1/8”</td>
</tr>
<tr>
<td>Full page</td>
<td>7.2083” x 9.1389”</td>
<td>7 3/16” x 9 1/8”</td>
</tr>
<tr>
<td>Two-thirds page (vertical)</td>
<td>4.75” x 9.1389”</td>
<td>4 3/4” x 9 1/8”</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>7.2083” x 4.5”</td>
<td>7 3/16” x 4 1/2”</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>4.75” x 6.6667”</td>
<td>4 3/4” x 6 11/16”</td>
</tr>
<tr>
<td>One-third page (square)</td>
<td>4.75” x 4.5”</td>
<td>4 3/4” x 4 1/2”</td>
</tr>
<tr>
<td>One-third page (vertical)</td>
<td>2.2917” x 9.1389”</td>
<td>2 5/16” x 9 1/8”</td>
</tr>
<tr>
<td>One-fourth page (square)</td>
<td>3.5348” x 4.5625”</td>
<td>3 9/16” x 4 9/16”</td>
</tr>
<tr>
<td>One-sixth page (horizontal)</td>
<td>4.75” x 2.3056”</td>
<td>4 3/4” x 2 5/16”</td>
</tr>
<tr>
<td>One-sixth page (vertical)</td>
<td>2.2917” x 4.5”</td>
<td>2 5/16” x 4 1/2”</td>
</tr>
</tbody>
</table>

**Display Ad Dimensions (Bleed)**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Decimal (Width x Height)</th>
<th>Fraction (Width x Height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 page) (trim size)</td>
<td>17.0833” x 10.8333” (16.75” x 10.5”)</td>
<td>17 1/16” x 10 13/16” (16 3/4” x 10 1/2”)</td>
</tr>
<tr>
<td>Full page (trim size)</td>
<td>8.5417” x 10.8333” (8.375” x 10.5”)</td>
<td>8 9/16” x 10 13/16” (8 3/8” x 10 1/2”)</td>
</tr>
</tbody>
</table>

**Note:** Hold live matter 1/4” from the trim.
Magazine Display Advertising Ad Sizes

Non-bleed 2 page spread

One-third page (square) One-sixth page (vertical) One-sixth page (horizontal)

Half page (horizontal) One-third page (vertical) Half page (vertical)

One-fourth page (square) Two-third page (vertical)
Magazine
Display Advertising Ad Sizes

Full bleed 2 page spread

Full-bleed one page
Non-bleed one page
## 2023 Marketplace Advertising Rate Card

**EFFECTIVE NOV 2022**

<table>
<thead>
<tr>
<th>MARKETPLACE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 page</td>
<td>$1,710</td>
<td>$1,650</td>
<td>$1,615</td>
<td>$1,530</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,330</td>
<td>$1,290</td>
<td>$1,260</td>
<td>$1,195</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$900</td>
<td>$875</td>
<td>$855</td>
<td>$805</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$710</td>
<td>$690</td>
<td>$675</td>
<td>$645</td>
</tr>
<tr>
<td>1/12 page</td>
<td>$485</td>
<td>$475</td>
<td>$465</td>
<td>$435</td>
</tr>
<tr>
<td>1/24 page</td>
<td>$255</td>
<td>$245</td>
<td>$235</td>
<td>$220</td>
</tr>
<tr>
<td>Classified line</td>
<td>$1.95 (per word)</td>
<td>$30.00 (minimum)</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

**Advertising & Partnerships Information:**

Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148
## Marketplace Section Advertising Ad Dimensions

<table>
<thead>
<tr>
<th>MARKETPLACE SECTION DIMENSIONS</th>
<th>DECIMAL (width × height)</th>
<th>FRACTION (width × height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-third page (vertical)</td>
<td>2.25” × 9.375”</td>
<td>2 1/4” × 9 3/8”</td>
</tr>
<tr>
<td>One-third page (square)</td>
<td>4.81” × 4.62”</td>
<td>4 13/16” × 4 5/8”</td>
</tr>
<tr>
<td>One-quarter page (vertical)</td>
<td>2.25” × 7.13”</td>
<td>2 1/4” × 7 1/8”</td>
</tr>
<tr>
<td>One-sixth page (vertical)</td>
<td>2.25” × 4.62”</td>
<td>2 1/4” × 7 5/8”</td>
</tr>
<tr>
<td>One-sixth page (horizontal)</td>
<td>4.81” × 2.31”</td>
<td>4 13/16” × 2 5/16”</td>
</tr>
<tr>
<td>One-eighth page</td>
<td>2.25” × 3.5”</td>
<td>2 1/4” × 3 1/2”</td>
</tr>
<tr>
<td>One-twelfth page</td>
<td>2.25” × 2.31”</td>
<td>2 1/4” × 2 5/16”</td>
</tr>
<tr>
<td>One-twenty fourth page</td>
<td>2.25” × 1.16”</td>
<td>2 1/4” × 1 4/25”</td>
</tr>
<tr>
<td>Classified line</td>
<td>$1.95 per word, $30 minimum</td>
<td></td>
</tr>
</tbody>
</table>
FILE FORMATS

COMPLETE ADS:
Preferred Format: PDF (PDF/X-1a)
PDF 1.4 or 1.3.

Acceptable File Formats: Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

ARTWORK

ARTWORK: Minimum resolution requirements:
300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

COLOR MODE: CMYK color mode.
NOTE: Artwork with RGB, lab, spot/Pantone and index colors will need to be revised by advertiser to be converted to CMYK. If S&T makes this revision some color shifts may occur.

RESOLUTION: 300 ppi (pixels per inch) for raster or continuous-tone artwork.
NOTE: Anything less than 300 ppi will result in poor print reproduction; the images will appear “fuzzy” on the printed product.

600 ppi for vector or line art created in Illustrator or Photoshop.
NOTE: Any text laid out in a Photoshop document should be 600 ppi as well.

300 ppi will be acceptable for vector/line art for tabloids.

FONTs

All black text should be one-color.
All fonts need to be embedded.

Avoid Composite fonts.
Avoid using colored 6pt text.

COLOR

Do not exceed 280% ink density for enamel and 260% for newsprint stock.

Avoid using spot colors, when they are converted to CMYK.

Double check overprints and transparency.

QUALITY CONTROL

PROOFS: Critical color advertising should be accompanied with a SWOP-certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser-supplied SWOP certified proof.

Advertising & Partnerships Information:
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Website Advertising

*Sky & Telescope* Is the Essential Guide to Astronomy

The *Sky & Telescope* brand attracts astronomy practitioners of all levels — from amateurs using their first telescope, to intermediate and advanced backyard skygazers, to professional astronomers. Visitors to the site are highly engaged with our daily breaking news coverage, observing tips, product advice, and imaging techniques.

*Skyandtelescope.org* users know that the website delivers the latest, most comprehensive news in astronomy from the most respected editorial staff in the field.
SKY & TELESCOPE
skyandtelescope.org
Demographics, Traffic, and Social Media

WEBSITE TRAFFIC

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>3,345,103</td>
</tr>
<tr>
<td>Q2</td>
<td>2,933,494</td>
</tr>
<tr>
<td>Q3</td>
<td>3,336,118</td>
</tr>
<tr>
<td>Q4</td>
<td>3,348,311</td>
</tr>
</tbody>
</table>

600,000
2022 average monthly users

960,000
2022 average monthly unique page views

WEBSITE VISITOR DEMOGRAPHICS

SOURCE: GOOGLE ANALYTICS 1/1/22 - 12/31/22

**Age distribution**

- 18-34 (42%)
- 35-54 (35%)
- 55-64 (13%)
- 65+ (10%)

**Gender**

- Female (37%)
- Male (63%)

SOCIAL MEDIA

- Twitter: 125,000
- Instagram: 13,200
- Facebook: 603,943
- YouTube: 8,610
<table>
<thead>
<tr>
<th>SIZE</th>
<th>MAX FILE SIZE</th>
<th>FILE TYPES ACCEPTED</th>
<th>TAG INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box banner</td>
<td>300 × 250 (various page placements ROS)</td>
<td>40KB</td>
<td>JPG, GIF, HTML</td>
</tr>
<tr>
<td>Half page banner</td>
<td>300 × 600 (various page placements ROS)</td>
<td>60KB</td>
<td>JPG, GIF, HTML</td>
</tr>
<tr>
<td>Rectangular banner</td>
<td>728 × 90 (various page placements ROS)</td>
<td>25KB</td>
<td>JPG, GIF, HTML</td>
</tr>
</tbody>
</table>

NOTE: BANNER AD UNIT ADS ARE SUBJECT TO AVAILABILITY

Send all creative & tags to:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148
Sky & Telescope Weekly Newsletter

Sent to 62,000 email addresses each week.
Advertiser receives 300 × 250 clickable Display Banner.

Sky & Telescope eBlast

Exclusive partner email send to 28,000 email addresses.
Advertiser receives 100% Share of Voice.
Analytics by Constant Contact.
Digital
Guidelines for eBlasts (Dedicated Email Broadcasts)

**THE FOLLOWING INFORMATION IS REQUIRED TO COMPLETE THE EBLAST ORDER**

- Advertiser
- Advertiser/agency contact for approval
- Email address for client/agency contact
- Subject Line
- Send Date
- Special Instructions

**HTML GUIDELINES FOR EBLAST**

**HTML format:** one HTML file in a nested parent table.
- Maximum Width: 600 pixels.
- No Flash, Java, JavaScript, Active X, php or automatic downloads.
- Images must be .gif, .png, or .jpg format.
- All images must be served from the partner website.
- Prefer white backgrounds. If the graphics have a colored background, the Sky&Telescope header and footer backgrounds will always remain as designed.
- Note: If any single image or the total image size is larger than 1 MB the email may get caught by spam filters.

**EBLAST MATERIALS DEADLINES AND IMPLEMENTATION**

- DEB creative materials, subject line, and destination URL must be provided **at least 7 days prior to the send date**.
- After the ad materials and the design are completed, a test email will be sent to the client/agency and sales representative for approval.
- Client approval is needed within 24 hours of the proof being provided.

Send all materials and correspondence to:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148
Monthly, 10-minute guided audio tour of the night sky hosted by *Sky & Telescope* magazine. Listeners learn when to see the planets, what constellations will dominate the evening, and what major events, such as meteor showers of eclipses, will be happening.

**Sponsorships build excitement about your product or service among a highly engaged segment of the amateur astronomy community.**

Sponsorable elements include 30-second introduction read by the podcast host (public radio style), accompanied by branded custom advertising, display banners on skyandtelescope.org, and social media promotion.
1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney’s fees, collection agency fees, and court costs.

2. AAS Sky Publishing, LLC will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person’s right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. AAS Sky Publishing, LLC is not responsible for errors in key numbers or any other typesetting done by AAS Sky Publishing, LLC. The advertiser and the advertising agency each agree to indemnify and save harmless AAS Sky Publishing and its employees and representatives from any and all loss, expense, or other liability, including attorney’s fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. AAS Sky Publishing, LLC reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, AAS Sky Publishing, LLC may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose AAS Sky Publishing, LLC to any liability. AAS Sky Publishing, LLC’s failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for AAS Sky Publishing, LLC’s charge for each advertisement placed. Thus, AAS Sky Publishing, LLC may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. Print advertising must be canceled by published close date of issue. Print advertising canceled after the published close date for the issue will be charged at earned rate to the advertiser with an additional fee of up to $500 for remake of the page. Digital advertising must be cancelled within five business days of start date. Digital advertising canceled less than five business days before the start date or any time afterwards will be charged at earned rate to the advertiser. All cancellations must be made in writing. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card for all advertising products that have run during the time of the contract.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to “pleasing color”. If a SWOP proof is not provided, AAS Sky Publishing, LLC is not responsible for quality of reproduction.
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