



SKYANDTELESCOPE.ORG

AD SIZES / CPMs / RECOMMENDED MINIMUM IMPRESSIONS / COSTS

EFFECTIVE JUNE 2020

SkyandTelescope.org

Rectangle (Box) Banner 300x250 run of site

100,000 total monthly impressions, CPM \$5.00, monthly cost \$500 net

Large Skyscraper Banner 300x600 run of site

75,000 total monthly impressions, CPM \$8.00, monthly cost = \$600 net

Long Rectangle Banner 728x90 run of site

50,000 total monthly impressions, CPM \$6.00, monthly cost \$300 net

Sky & Telescope eBlast (Dedicated Email Broadcast)

Exclusive partner email sent to 52,000 S&T subscribers

Cost = \$1,750 net/each (dates tbd)

Sky & Telescope Weekly Newsletter

300x250 Banner on weekly email sent every Friday to 52,000 from S&T online database

Cost = \$500 net/each 300x250 Banner

(subject to availability)

5/26/2020



Banner Ad Unit Ads are subject to inventory availability.

Box Banner: 300x250 (various page placements ROS)

Wide Skyscraper Banner: 300x600 (various page placements ROS)

Long Rectangle Banner: 728x90 (bottom page placements ROS)

CREATIVE SPECS

300x250 Box

- Max File size 40k
- File Types accepted: jpg, gif
- Need tags with destination URL

300x600 Large Skyscraper

- Max File size 60k
- File Types accepted: jpg, gif
- Need tags with destination URL

728x90 Wide Rectangle

- Max File size 25k
- File Types accepted: jpg, gif
- Need tags with destination URL

Send all creative & tags to:

Shana Mortenson, Media Coordinator

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DIGITAL AND SOCIAL MEDIA



“The Essential Guide to Astronomy”

SkyandTelescope.org attracts 500,000+ users and 1 million+ page views per month

Sky & Telescope connects with our audiences via:

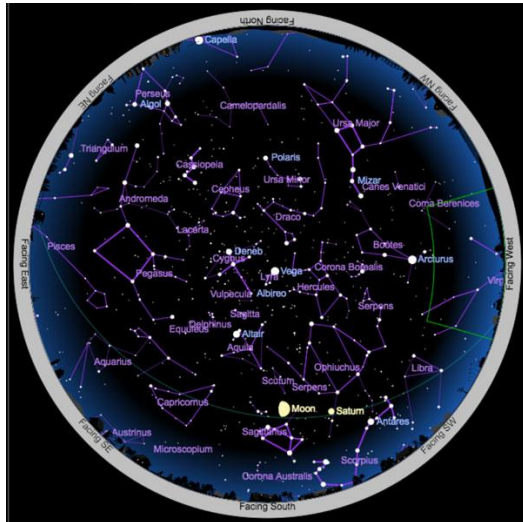
- Daily posts, blogs and news stories
- Engaging podcasts
- Weekly e-newsletters
- Award-winning photo galleries
- Popular Interactive Sky Chart



600,000+



111,000+



3,200+

Instagram

Sky & Telescope Weekly Newsletter
52,000 email addresses each week

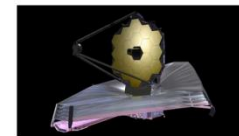


Latest News



Fast Stellar Death

Astronomy news this past week includes findings on the water content of Trappist-1's seven Earth-size planets, a new measure of the solar system's planetary formation, and an explanation for luminous, short-lived supernovae. [Read more...](#)



James Webb Telescope Delayed Until 2020

NASA officials announced Wednesday that the James Webb Space Telescope launch would be delayed until approximately May 2020. [Read more...](#)

YouTube 4,600+