

Banner Ad Unit Names and Locations.
Avails subject to inventory.

Leader board: 728x90A

Leader button: 300x250A

Wide Skyscraper: 300x600A

Buttons: 300x250B / 300x250C / 300x250D / 300x250E

CREATIVE SPECS

300x250 Box

-- Max File size 40k

-- File Types accepted: jpg, gif

-- Need tags with destination URL

728x90 Leaderboard

-- Max File size 25k

-- File Types accepted: jpg, gif

-- Need tags with destination URL

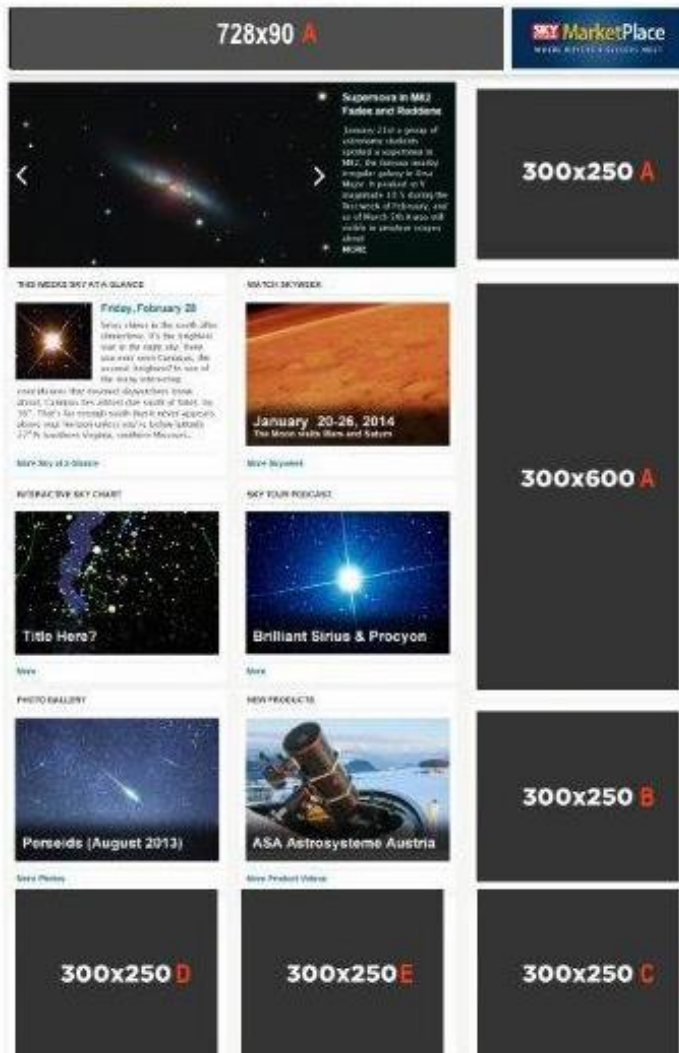
300x600 Large Skyscraper

-- Max File size 60k

-- File Types accepted: jpg, gif

-- Need tags with destination URL

Send all creative & tags to:
Shana Mortenson, Media Coordinator
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(715) 318-4469
tallen@skyandtelescope.org
(773) 551-0397





SKYANDTELESCOPE.COM

ADVERTISING CPMs / RECOMMENDED MINIMUM IMPRESSIONS / COSTS

SkyandTelescope.com

Leaderboard Banner 728x90 run of site

100,000 total monthly impressions, CPM \$8.00, monthly cost \$800 net

Rectangle Banner 300x250 run of site

100,000 total monthly impressions, CPM \$7.00, monthly cost \$700 net

Large Skyscraper Banner 300x600 run of site

100,000 total monthly impressions, CPM \$10.00, monthly cost = \$1,000 net

Sky & Telescope eBlast (Dedicated Email Broadcast)

Exclusive partner email sent to 63,000 from S&T online database

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

Sky & Telescope Weekly Newsletter

300x250 Banner on weekly email sent every Friday to 63,000 from S&T online database

Cost = \$600 net/each 300x250 Banner

(subject to availability)

10/21/2019



DIGITAL AND SOCIAL MEDIA



SkyandTelescope.com attracts **500,000+ users and 1 million+ page views per month**, with audience spikes whenever there are big astronomical events.

Sky & Telescope connects with our audiences via:

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

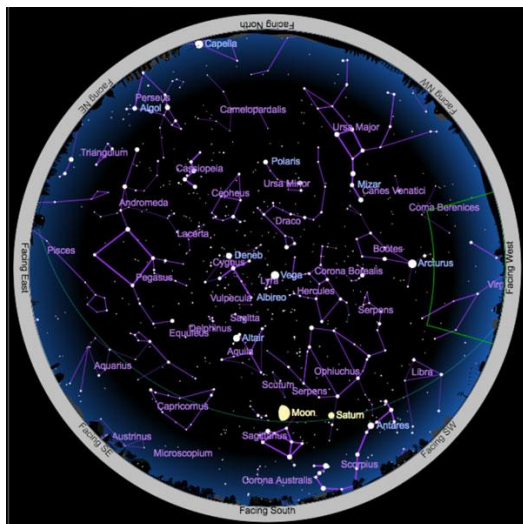


600K+



108K+

YouTube 3K+



Read news from the world of astronomy for the week of March 30, 2018.

[Web Version »](#)

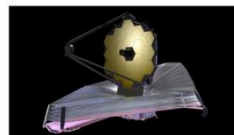


Latest News



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...](#)

