

# SPACENEWS Digital Offering for 2020

**Newsletters** Exclusive sponsorship, includes logo and 2 ad positions

## **SN** FIRST UP

- Daily
- A rundown of the news most likely to shape the day in space

[First UP](#) sends each weekday morning as a must read to get your day started (most sought after SN offering)

- 25% open rate
- 10,600 subscribers
- \$12,000 per month

## **SN** FIRST UP SATCOM

- Weekly
- Nuanced look at news and analysis from the satellite telecom side of the space industry

[First Up Satcom](#) sends each Wednesday

- 20% open rate
- 8,200 subscribers
- \$4000 per month

## **SN** MILITARY.SPACE

- Weekly
- Nuanced look at news and analysis from the military side of the space industry

[SN Military.Space](#) sends each Tuesday

- 15% open rate
- 19,800 subscribers
- \$2500 per send

## **SPACENEWS** this week

- Weekly
- A best-of look at SpaceNews.com coverage

[SpaceNews This Week](#) sends each Friday as a wrap up on the week's top stories

- 16% open rate
- 18,600 subscribers
- \$2000 per send

## Online Banner ads

- 728x90 and 300x250 right rail, ROS \$60 CPM
- 300x600, ROS \$80 CPM
- 970x250, ROS \$100 CPM


--add \$15 for homepage only

--add \$15 to geo or keyword target

## Digital Ads



**iab.** 728px x 90px



300px x 50px **iab.**



**iab.**  
300px x 600px



**iab.**  
300px x 250px



**iab.**  
300px x 250px  
Mobile Interstitial

## Online Sponsored Content

You send the 800-word or so piece along with images and SpaceNews will post to the homepage for 3 days, beyond that it falls to the news well, but will forever be active or can it can be pulled if preferred. \$13k

2 styles: [within the wireframe of SpaceNews](#) where we can run your ads on the side, and a [scrolling format](#).

Click to view:



**NEWS** **OPINION** **VIDEO** **LAUNCH** **CIVIL** **COMMERCIAL** **MILITARY** **POLICY & POLITICS**

# SPACE NEWS 30 YEARS

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Sponsored Post

## A More Secure Space Weapons System Starts with Cyber

by Ryan Walters — August 9, 2019



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Learn more at [BoozAllen.com/forge](#)

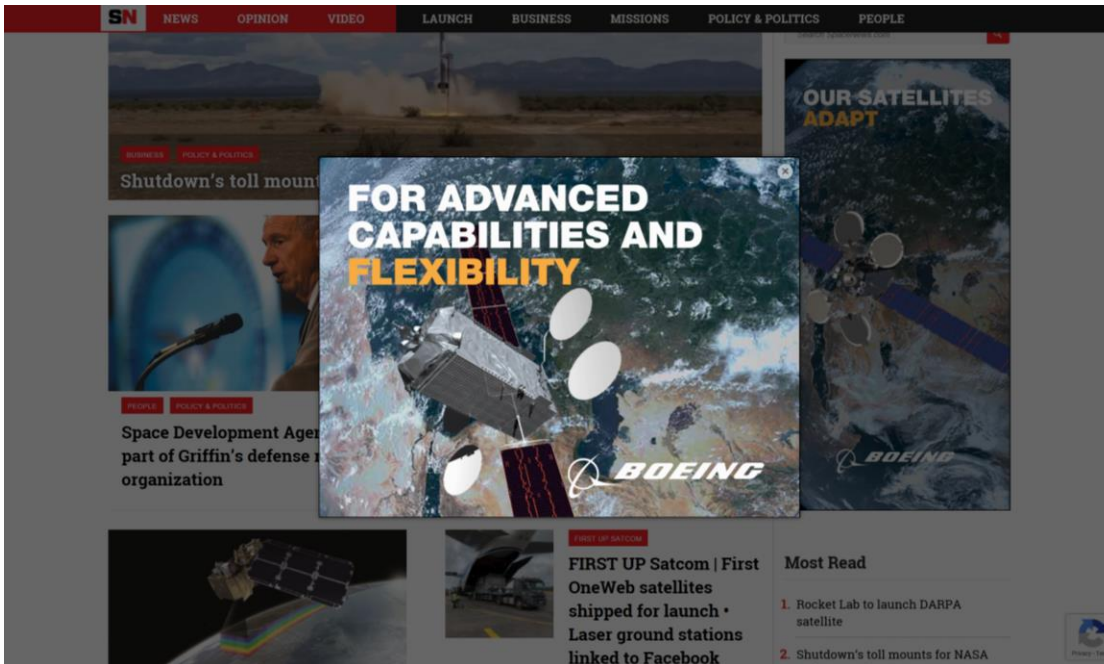
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**SN** newsletters **NEWS DELIVERED**

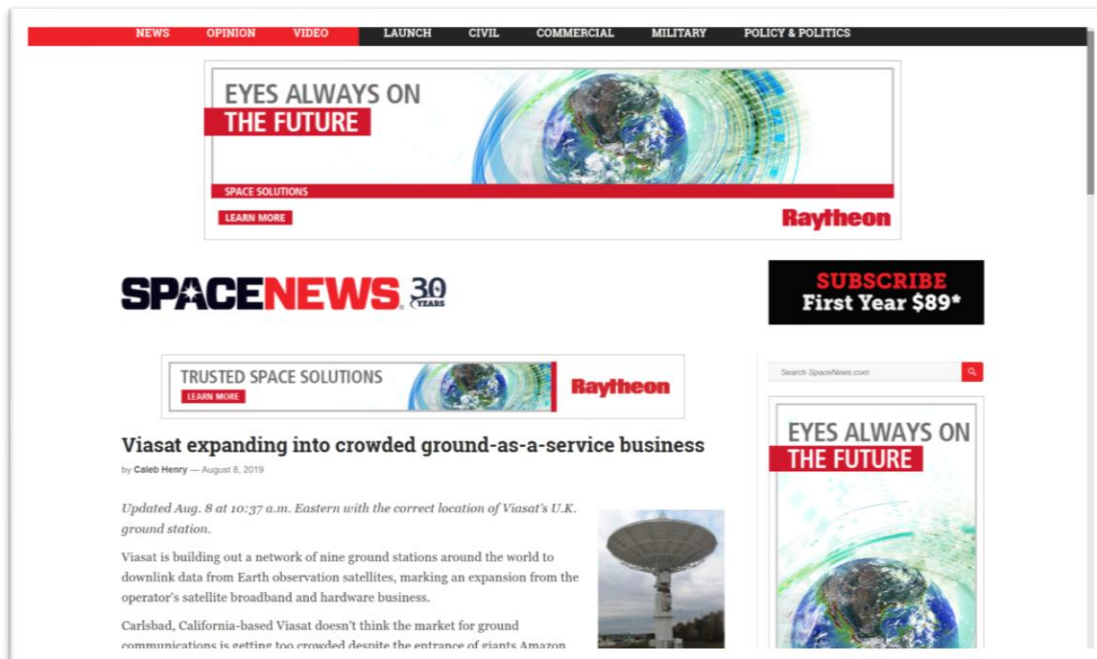
### Most Read

1. NASA adds five companies to commercial lunar lander program
2. GAO sides with Blue Origin in protest of Air Force launch contract rules
3. Satellite operators lose battle for private C-band auction worth billions

**Homepage prestitial** - Appears on the homepage once per user per day. \$145 CPM:



**Homepage Takeover** - (970x250, 728x90, 300x600 served together) \$150 CPM. See the below image depicting 970x250 header, 728x90 horizontal banner and 300x600 vertical banner:



[Online conference sponsorship](#) - your ads will be tagged to all news from a show and your logo will be featured as the sponsor.

Click to view:



## 35TH SPACE SYMPOSIUM



SpaceNews is reporting from Colorado Springs, Colorado, April 8-11 to bring you comprehensive coverage of the 35th Space Symposium.

This special coverage is made possible through support from **LOCKHEED MARTIN** 

**Exclusive sponsorship of a show newsletter** - either a [wrap up newsletter](#) or [daily news letter](#) during a conference. Sends to over 20k, full SN subscriber list.

Click to view:

# SN AMOS Conference

*A SpaceNews wrap-up of the AMOS Conference in Maui, Hawaii.*

September 23, 2019  
BROUGHT TO YOU BY



The world's space situational awareness experts gathered Sept. 17-20 in Hawaii for the Advanced Maui Optical and Space Surveillance Technologies (AMOS) Conference.

SpaceNews senior staff writer Jeff Foust was there to bring you the following stories:

- **Clusters, not constellations, biggest orbital debris risk**
- **Data sharing critical to future space situational awareness**
- **Incentives and requirements may be needed to enhance space stability**
- **Transparency key to future of space traffic management**
- **Better coordination needed to avoid potential collisions**
- **New coalition seeks to improve space safety**

During the conference, SpaceNews announced the addition of the **Space Stewardship Award** to its annual SpaceNews Awards for Excellence & Innovation. More details down below.

## Clusters, not constellations, pose biggest orbital debris risk

**Sponsored tweets** - sent to over 60k Twitter followers

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)



**SpaceNews** @Space... · 5/14/19 ✓  
Military Space USA will cover a comprehensive view of the US space enterprise, exploring how organisational efforts such as 'SMC 2.0' are facilitating and delivering the space supremacy that is demanded by the warfighter.

[bit.ly/2W1Wvya](http://bit.ly/2W1Wvya)

[@SMiGroupDefence](#)



🗨️ ↻️ 6 ❤️ 6 ↗️

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)



**SpaceNews** @Space... · 4/10/19 ✓  
The latest issue of SpaceNews has arrived at Space Symposium with support from [@AerojetRdyne](#)

Stop by SpaceNews booth 730 to pick up your copy.



🗨️ ↻️ 3 ❤️ 13 ↗️

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