SKY® & TELESCOPE

SkyTonight Advertising Opportunities

SKY tonight.com

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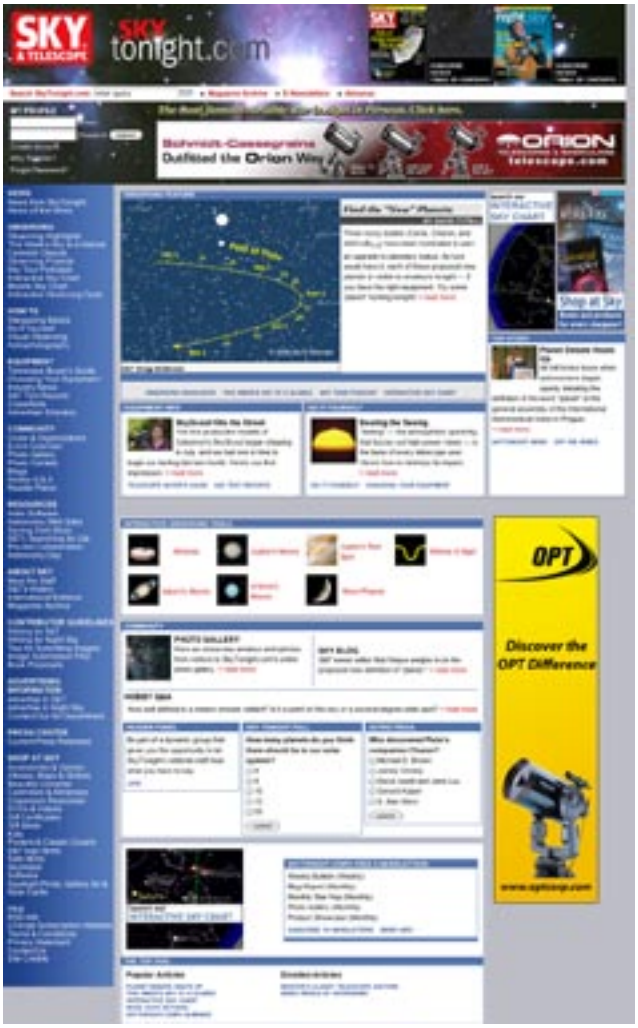
OVERVIEW

SkyTonight.com is a place where members of the astronomical community can come together to share their love of the night sky with each other and with the broader public. The focus is on observing – what visitors will see in the "sky tonight." From starhopping to deep-sky object hunting to equipment browsing, SkyTonight.com has something for everyone. Community and interactivity are key at SkyTonight. SkyTonight.com visitors can:

- Program an Interactive Star Chart for a specific location/date/time
- Personalize almanac settings
- Upload photos to various astrophoto galleries
- Submit comments in response to articles and blogs
- Submit questions to our Hobby Q&A section
- Download podcasts (starhops, interviews, and more)
- Set up RSS feeds
- Submit an astronomy club listing
- Search for astronomy clubs
- Submit a star party or other local event
- Search for star parties and other events
- Partake in polls, trivia, and reader panels
- Compare products in our Telescope Buyer's Guide
- View the most popular articles on the site
- Read selected articles from *Sky & Telescope* and *Night Sky* magazines
- Download PDFs of archived articles dating back to 1996
- Post and browse classified ads
- Track Jupiter's Red Spot
- Predict the locations of Saturn's moons
- Learn the phase of the Moon for any night



TO PLACE YOUR AD, CONTACT:
Peter D. Hardy, Jr.
PeterH@SkyandTelescope.com
tel: 617-864-7360 x133
fax: 617-520-9518

PLEASE SEND CREATIVE TO:
Lester Stockman
LStockman@SkyandTelescope.com
tel: 617-864-7360 x135
fax: 617-520-9518

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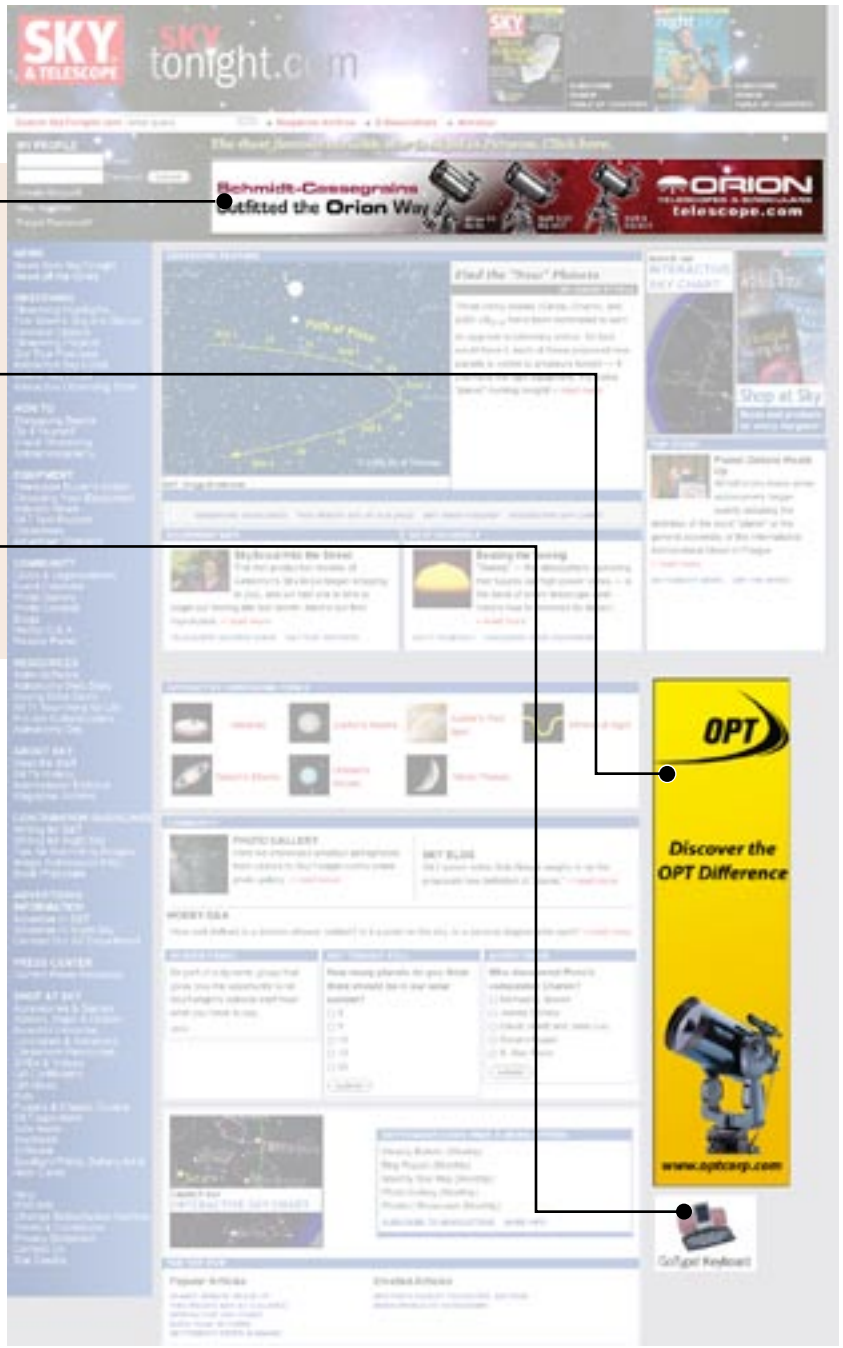
HOME PAGE

LEADERBOARD BANNER
Dimensions: 728 x 90
Max. File Size: 32k
Continuous Loop

SKYSCRAPER
Dimensions: 160 x 600
Max. File Size: 48k
Continuous Loop

BUTTON
Dimensions: 120 x 90
Max. File Size: 8k gif



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RUN OF SITE

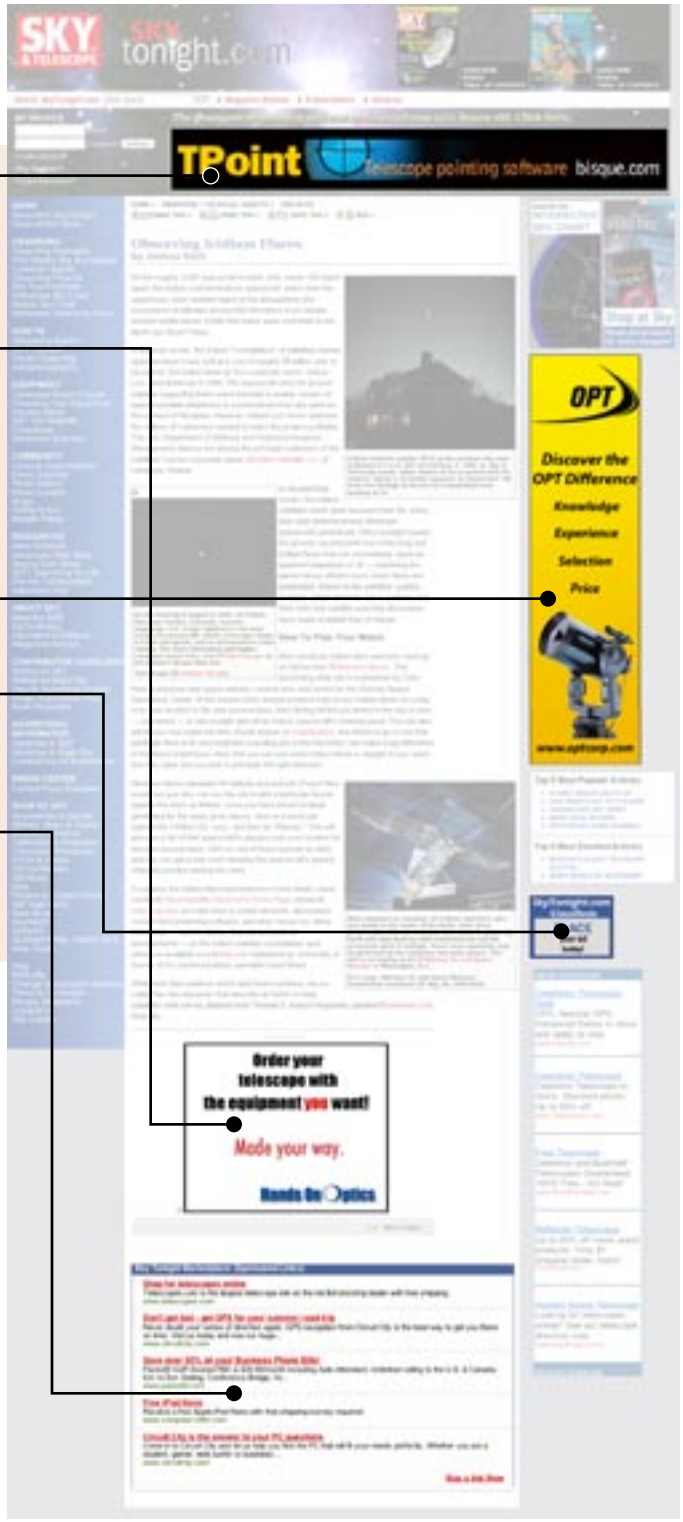
LEADERBOARD BANNER
Dimensions: 728 x 90
Max. File Size: 32k
Continuous Loop

MEDIUM RECTANGLE BANNER
Dimensions: 300 x 250
Max. File Size: 36k
Continuous Loop

SKYSCRAPER
Dimensions: 160 x 600
Max. File Size: 48k
Continuous Loop

BUTTON
Dimensions: 120 x 90
Max. File Size: 8k gif

MARKETPLACE/TEXT ADS
Pay-for-performance marketing program. Click on “Buy a Link” to place a bid.



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CHANNEL FOCUS

Channel advertising is a unique way to reach a specific audience by their defined area of interest. You can set up banner rotation in one or multiple channels. SkyTonight has six topic channels:

- **News**
- **Observing**
- **How To**
- **Equipment**
- **Community**
- **Resources**

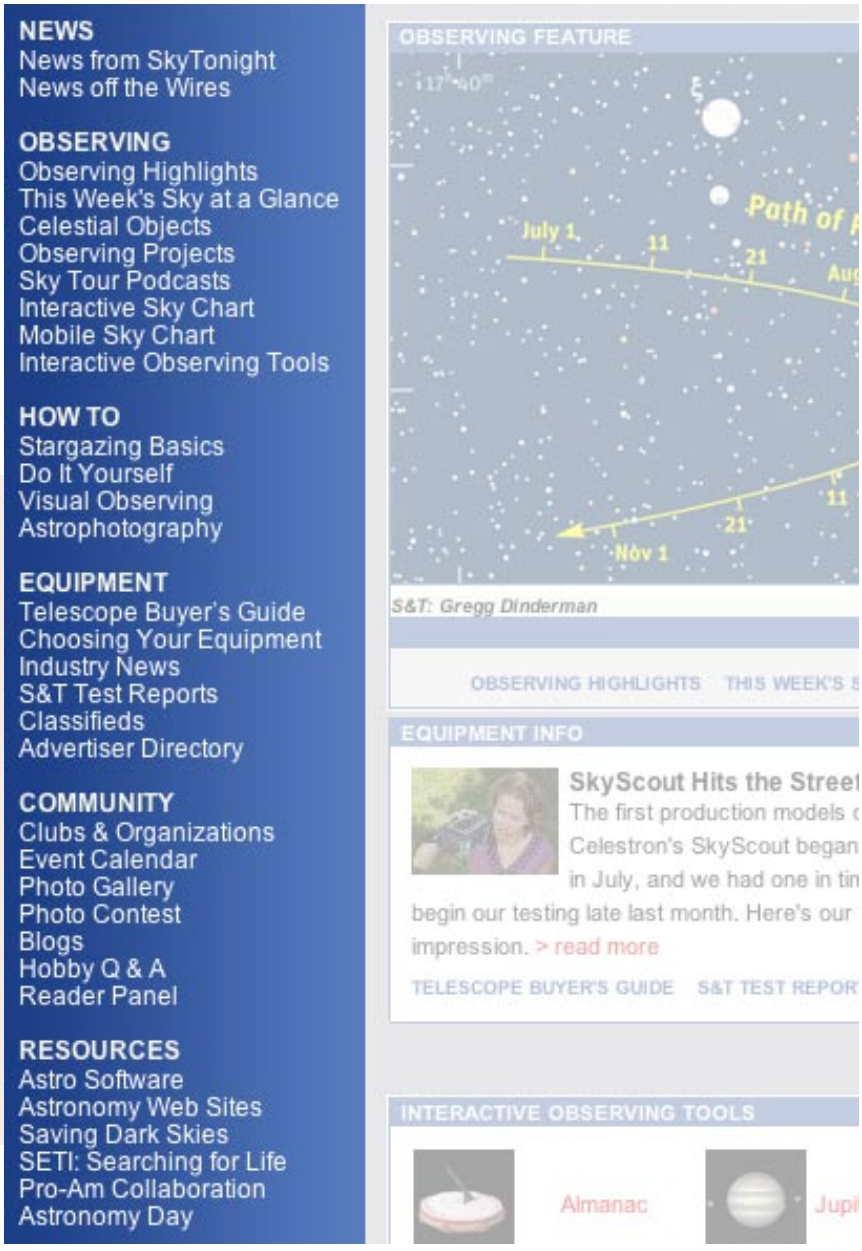
Units include: Leaderboards, Medium Rectangles, Skyscrapers, and Buttons.

LEADERBOARD BANNERS
Dimensions: 728 x 90
Max. File Size: 32k
Continuous Loop

MEDIUM RECTANGLE BANNERS
Dimensions: 300 x 250
Max. File Size: 36k
Continuous Loop

SKYSCRAPERS
Dimensions: 160 x 600
Max. File Size: 48k
Continuous Loop

BUTTONS
Dimensions: 120 x 90
Max. File Size: 8k gif



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E-MAIL NEWSLETTERS

Ensure that your advertising messages are delivered to the most appropriate audience in a high quality editorial environment.

WEEKLY BULLETIN — WEEKLY
This newsletter serves as a roundup of the past week's astronomical news and observing stories. Inside you'll also find information about what's new inside the other departments of SkyTonight.com.

BLOG REPORT — MONTHLY
Keep up to date with the latest debates and discussions with this recap of our recent blog postings. And be sure to join in the conversation.

STAR HOP — MONTHLY
What's up in the sky this evening? Let SkyTonight.com's editorial staff take you on an audio tour of the heavens each month with our free-for-download MP3 podcast.

PHOTO GALLERY — MONTHLY
Inside is a roundup of the best amateur astrophotography over the past month. You'll also find links to astrophotography stories listing tips and techniques for improving your images.

PRODUCT SHOWCASE — MONTHLY
This bulletin highlights the latest news and announcements about astronomy-related equipment and accessories. You'll also find information about the current month's S&T Test Report and information about the Telescope Buyer's Guide.

E-MAIL-A-FRIEND
One of the most popular Web tools people use! Get your message across to friends of SkyTonight readers. 468x60 banners across bottom of e-mail.

■ LEADERBOARD BANNER
Dimensions: 728 x 90
Max. File Size: 30k
Continuous Loop

■ SMALL SQUARE
Dimensions: 160 x 160
Max. File Size: 19k gif

■ BANNER
Dimensions: 514x68
Max. File Size: 26k
Continuous Loop

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FILE SPECIFICATIONS AND PLACEMENT PROCEDURES

ACCEPTABLE FILE FORMATS
We accept a variety of file formats including JPG, GIF, animated GIFs, and rich media including XHTML and Flash. For formats outside of the ones mentioned, please contact the advertising department.

DEFAULT GRAPHIC
Whenever you submit ads in XHTML or Flash formats, we require an accompanying JPG or GIF creative unit that can act as a default graphic. (That's because some consumers set their browsers to not accept rich media banners and when this occurs, your JPG or GIF banner will typically load in its place.)

ALT TEXT
Required for all applicable creative. Limit of 60 characters. Text should be descriptive of advertisement (i.e., avoid "Click here to see more!") and not contain the word "image." Default alt text is "SkyTonight Advertisement."

ANIMATION
Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.

URL
An active URL must be provided as it will be linked from the ad and cannot exceed 128 characters. Ad must open a new browser window upon click. Use <target="_blank"> on all HREF's

ABOUT 3RD PARTY AD SERVING
Third-party ad serving by approved third-party ad servers is allowed on SkyTonight for most ad units (see specifications of specific ad unit). Third-party servers can never use cookies to profile SkyTonight users' navigational behavior or use outside profiles to target SkyTonight users.
3rd Party Technologies Accepted
Atlas DMT
Doubleclick Dart for Advertisers (DFA)
Eyeblaster, Inc
Eyewonder, Inc.
Klipmart Corporation
Mediaplex, Inc
Point•Roll, Inc.

3RD PARTY REQUIREMENTS
SkyTonight allows third-party rich media tags for the rotation of rich media, and requests standard third-party tags (href, img src) for the use of gif/jpg only.
- Third-party ad server must be on SkyTonight's approved list.
- Third-party ad server must be in compliance with SkyTonight's specified policy, guidelines and requirements.
- All art creative and redirect tags that call the third-party ad server must be tested and pre-approved by SkyTonight prior to the campaign start date. (See specifications for specific ad type for the turnaround time.)
Note: Any element not meeting spec will be returned for revision, which may result in a delay.

TERMS AND CONDITIONS
Submission of materials, insertion orders, and verbal and nonverbal space reservations constitutes acceptance of the following conditions of publisher, New Track Media:

All advertising copy is subject to approval by publisher, which reserves the right to reject or cancel any advertisement or part thereof deemed unsuitable for any reason.

All Banner ad cancellations must be received in writing 3 working days prior to the cancellation of the ad(s).

Absence of written notification after verbal reservation does not invalidate advertising commitment.

Conditions and rates are subject to change upon written notice from the publisher. Any rate changes will be announced to currently contracted advertisers in writing.

PERFORMANCE
Any creative that delays load time or fails to appear on SkyTonight Networks sites will be pulled immediately and the client will be notified, which may impede campaign timelines.

All creative must function uniformly on both Mac and PC platforms of the most recent versions of the following browsers by the client, before the creative delivery deadline:
• Internet Explorer • Netscape • FireFox • Opera • Mozilla • Safari

RESTRICTIONS
• Media cannot launch a pop-up window unless user initiates it by clicking on your ad.
• All ads must open a new browser window upon click. Use <target="_blank"> on all href's.
• If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.

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