

# SkyNews

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WHERE EARTH MEETS SKY

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MEDIA KIT 2020

*SkyNews* has guided a dedicated community of amateur astronomers for 25 years. As Canada's authoritative stargazing brand, *SkyNews* media publishes its flagship magazine six times a year, hosts a robust website, maintains a strong social media presence, and produces an e-newsletter.

In association with its parent organization, the Royal Astronomical Society of Canada, *SkyNews* media will continue to explore the universe and share important stories with a new generation of astronomy enthusiasts.

## ABOUT SKYNEWS MEDIA

Astronomy has been described as “a hobby with scope.” With 29 astronomy centres across Canada, the Royal Astronomical Society of Canada supports a vibrant community of 100,000+ lifelong enthusiasts. Today, astronomy is trending as the most popular science in Canada and globally.

### Canada’s Home for Astronomy & Stargazing

SkyNews is Canada’s definitive astronomy and space resource. Its contributors include night-sky experts Alan Dyer, Ivan Semeniuk, Nicole Mortillaro, James Edgar and Glenn LeDrew. No other Canadian media brand embodies the knowledge and prestige of SkyNews, nor welcomes the breadth of followers in print and online. We tell stories of astronomers from every part of Canada who see our past, present and future in the night sky.



## ENGAGE YOUR AUDIENCE

Astronomy is culture, science and adventure in one experiential activity. SkyNews media offers a rich environment for building your business:

### SkyNews Magazine

- 50,000+ engaged readers per issue
- Standard ad positions
- Sponsored-content opportunities
- Astromart small-format advertising
- Published six times a year

### Skynews.ca—New for January 2020

- 90,000+ unique views per month
- Above-the-fold, home page positioning for sponsored content
- Run-of-site advertising modules
- Category sponsorships
- Custom ad solutions

### SkyNews E-newsletter

- 9,000+ subscribers and growing
- Title sponsorship and branded content packages
- Inline ad modules
- Issued 38 times a year

### Sponsorship Programs

- Special-interest issues of SkyNews
- Star-party category sponsorships
- Educational events
- Speaker series
- Expeditions

## PUBLISHING SCHEDULE

### January/February

Space reserved	November 13
Ad material due	November 21
Delivery begins	December 9

### March/April

Space reserved	January 13
Ad material due	January 20
Delivery begins	February 10

### May/June 25th Anniversary Issue

Space reserved	March 13
Ad material due	March 20
Delivery begins	April 10

### July/August

Space reserved	May 13
Ad material due	May 20
Delivery begins	June 10

### September/October

Space reserved	July 13
Ad material due	July 20
Delivery begins	August 11

### November/December

Space reserved	September 11
Ad material due	September 18
Delivery begins	October 12

## PRINT ADVERTISING SPECS/PRICING

Formats accepted: 300 dpi EPS, TIF, PSD, JPG or PDF

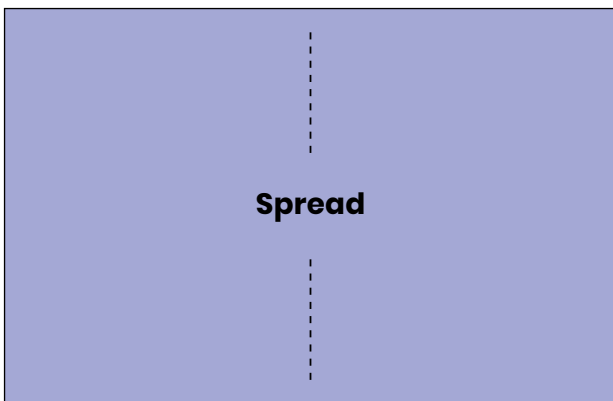
Size	Dimensions	Cost 1X	Cost 3X	Cost 6X
Double page spread	17" x 11" (plus bleed)	\$3,300	\$3,143	\$3,000
Full page	8.5" x 11" (plus bleed)	\$2,200	\$2,095	\$2,000
2/3 page V	4.683" x 9.625"	\$1,789	\$1,703	\$1,626
1/2 page H	7.125" x 4.7125"	\$1,333	\$1,270	\$1,212
1/3 page V	2.242" x 9.625"	\$1,084	\$1,032	\$985
1/3 page H	7.125" x 3.108"	\$1,084	\$1,032	\$985
1/4 page H	7.125" x 2.256"	\$808	\$770	\$735
1/4 page Square	3.363" x 4.713"	\$808	\$770	\$735

## GUARANTEED PLACEMENT

Size	Dimensions	Cost 1X	Cost 3X	Cost 6X
Inside front cover	8.5" x 11" (plus bleed)	\$2,640	\$2,514	\$2,400
Inside front DPS	17" x 11" (plus bleed)	\$3,920	\$3,733	\$3,555
Inside back cover	8.5" x 11" (plus bleed)	\$2,640	\$2,514	\$2,400
Outside back cover	8.5" x 11" (plus bleed)	\$2,860	\$2,724	\$2,600

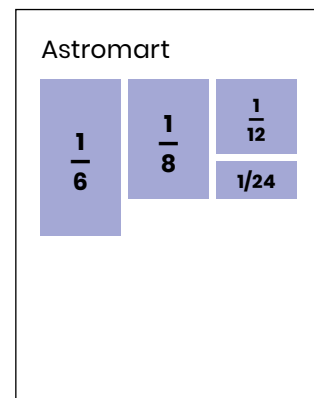
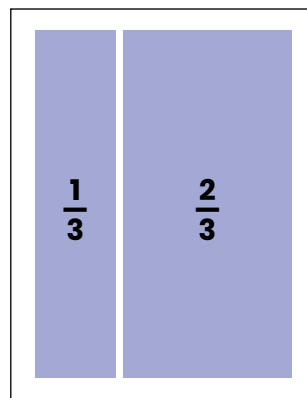
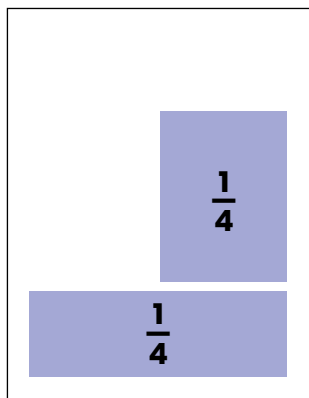
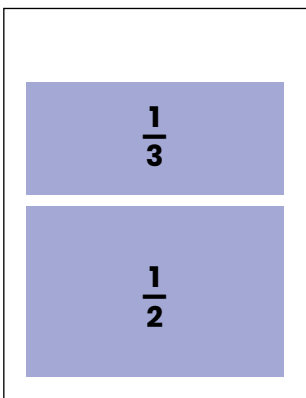
## ASTROMART

Size	Dimensions	Cost 1X
1/6 page	2.242" x 4.338"	\$438
1/8 page	2.242" x 3.201"	\$337
1/12 page	2.242" x 2.072"	\$292
1/24 page	2.242" x 0.936"	\$196



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Find out about  
our 25th anniversary  
advertising bundles!



## WEBSITE ADVERTISING SPECS/PRICING

(All website pricing is based on minimum 30-day period)

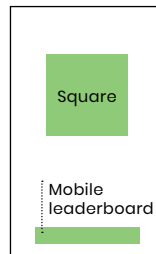
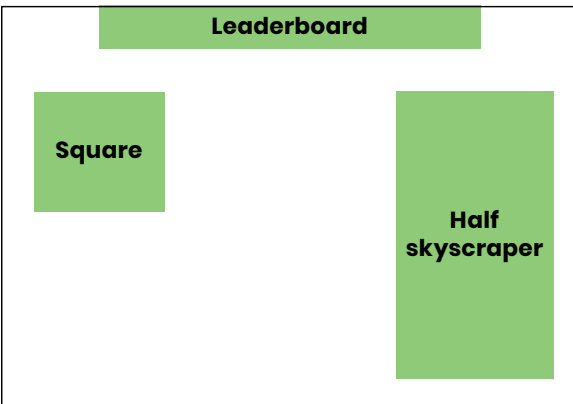
Formats accepted: 72 dpi JPG, PNG or GIF

### DESKTOP/TABLET

Size	Dimensions	Cost
Home page leaderboard	728 x 90 px	\$500/month
Run-of-site banner	728 x 90 px	\$425/month
Half skyscraper	300 x 600 px	\$425/month
Square	250 x 250 px	\$350/month
Sponsored content	Custom	Custom rate

### MOBILE

Size	Dimensions	Cost
Mobile leaderboard	320 x 50 px	\$500/month
Square	250 x 250px	\$350/month

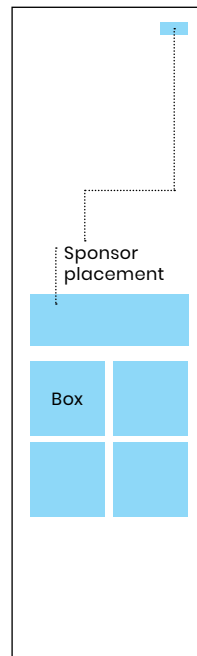


Formats accepted: 72 dpi JPG, PNG or GIF

## E-NEWSLETTER SPECS/PRICING

(38 issues per year)

Size	Dimensions	Cost
Sponsorship (Banner plus logo)	1200 x 400 px	\$250 <i>(minimum 3 successive insertions)</i>
Box	600 x 500 px	\$150



**FOR ALL INQUIRIES, CONTACT:**  
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