

GPS::VSAT::Earth Observation::Satellites & Communications::Unmanned Aerial Vehicles::Aerospace::Launchers::Analysis::Jobs in Space::Robotics::Space Electronics::Missile Defense

SPACEDAILY

YOUR PORTAL TO SPACE

TRADE ADVERTISING 2006

DEMOGRAPHICS :: INDUSTRY POSITIONS :: SPONSORSHIP RATES



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Reach out to the engineers of space at SpaceDaily.com.

GLOBAL REACH

SpaceDaily attracts an audience of space industry professionals and enthusiasts from across the world. Our audience work directly in today's growing range of commercially attractive space sectors.

Be it earth observation, satellite navigation, broadcasting & communication, launch vehicles or military space – our audience are applying space-based systems to the everyday needs of science, industry, and government.

BUDGET CONTROL AND OVERSIGHT

60% Influence Purchase Decisions

Rocket scientists

Government regulators

Military and aerospace professionals

Professors

Advanced degree candidates

Advanced space enthusiasts

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Career level, Design and Purchase influence... we know our audience.

OUR AUDIENCE

An audience exceeding 1,000,000 unique visitors every month reads the SpaceDaily Express Network of news sites.

With a focus on industry, science, and business news, the audience of SpaceDaily.com include a range of professionals who are significant users of various hardware and software technologies.

We reach the decision makers of space - the people with the design and purchasing power you want to influence.

60% Influence Purchase Decisions
54% Influence Design Decisions

Source: SpaceDaily Subscriber Survey March 05

PRODUCT AWARENESS

Your white papers and other company news are important to our audience and can be directly delivered via clearly defined advertisements.

SpaceDaily.com is the right platform for your company to reach space industry professionals.



18%	Civil Space
12%	Military Space
14%	Science Space
6%	NASA Space
16%	Education Space

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They really are rocket scientists.

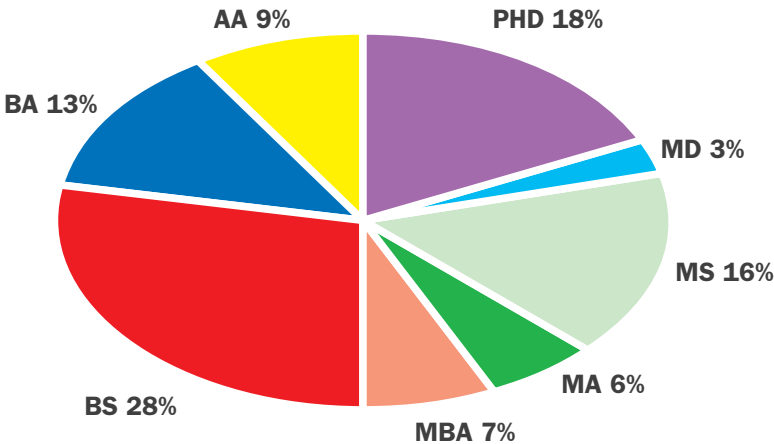
EDUCATION

SpaceDaily's audience is highly educated with over 51% having received masters or PhD degrees.

Advertising on SpaceDaily allows you to reach a dynamic and important segment of the space industry.

Education Level

Source: SpaceDaily Subscriber Survey March 05





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Our audience Design, Lead, Manage, Maintain and more.

WHAT SOME OF OUR AUDIENCE DO

- **Oversee the development of government satellite network and payload control subsystems**
- **RTD,E and program support**
- **Taking care of ground equipment used to operate satellite**
- **Avionics System Design**
- **Maintain legislative oversight of NASA and NSF**
- **Team Leader on GPS Satellite constellation division**
- **Analysis of laser systems**
- **Design and Construct prototypes and experimental machines**
- **Manager, Advanced Development Engineering**
- **Co-ordination of projects in the water quality field**
- **AMOS3 Project manager**
- **Oversee and install insulation materials in commercial and industrial applications**
- **ISO-9000 Coordinator, Inspection Manager**

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... and they have much to say about SpaceDaily.com.

WHAT OUR AUDIENCE HAVE TO SAY ABOUT US

- I use it daily to look at industry trends and events affecting the industry
- Enjoy checking it every morning, and I read the articles of interest – keeps me up to date on what's going on in the “real” world
- I'm interested in space news and technology, and I get some of that through Spacedaily. It's easy to use and pretty reliable
- Informative - check it every day
- Great for news “as it happens”. I also find the advertisers useful for most of my space and astronomy related needs.
- Great resource for current information and quick reference material and news.
- Excellent daily update on relevant data from the industry as well as relevant advertisers and detailed enough stories to be informed and search for further details
- Good source of current events in aerospace industry
- Very helpful resource of compilations of space science news reports

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Blast off today with up to eight million page views per month.

FACTS ABOUT SPACEDAILY.COM

SpaceDaily.com is the leading site for space industry professionals.

SpaceDaily.com is a proven, top three trafficked, non-government website for space media news.

SpaceDaily Express Network websites have over 1,000,000 monthly readers.

SpaceDaily newsletters total 23,559 daily subscribers.

SpaceDaily.com publishes over 220 articles a week on virtually every aspect of commercial, research and military space activities.

OUR NETWORK OF SITES

SpaceDaily.com	Putting your day in space, everyday
SpaceWar.com	The High Ground and its application to Warfare
SinoDaily.com	News from and about the world's next hyper power
TerraDaily.com	The science and news of an infirm world
SpaceMart.com	Making money out of space on Earth today
Space-Travel.com	Getting you into Space and places to go
MarsDaily.com	News from the New World
Astronautix.com	The encyclopedia of Rocket and Space activities
SolarDaily.com	Cash in on the chips that make money

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Your message is far-reaching with SpaceDaily.com.

MECHANICAL SPECIFICATIONS

Display Leader (LG) 728 x 90 pixels

Display Leader (SM) 428 x 60 pixels

Display Box (LG)
336 x 280 pixels

Display Box (SM)
300 x 250 pixels

Display Classified
336 x 200 pixels

Display
Tower (LG)
160 x 600
pixels

Display
Tower (SM)
120 x 600
pixels

RATES

Minimum 100,000 page views over 30 day period:

Description	Dimension (pixels)	CPM \$
Display Box	(LG) 336 x 280 (SM) 300 x 250	100
Display Leader	(LG) 728 x 90 (SM) 428 x 60	50
Display Tower	(LG) 160 x 600 (SM) 120 x 600	40
Display Classified	336 x 200	20
Splash Overs	Variable	100
Pop Unders	Variable	100

CPM equates to dollars per 1000 page impressions.
Supplied Advertising Media must conform with industry standards.
SpaceDaily Inc. offers ad design services – ask us for a quotation.

CONTACT

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