



**KOSMONAUTA.net**

**Advertisement package deal  
January 2015**

# ADVERTISEMENT OFFER OF THE KOSMONAUTA.NET WEBSITE

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This document contains the Kosmonauta.net website advertisement offer. Since December 2014 the website is a part of the **Blue Dot Solutions** Ltd. company.

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## 1 KOSMONAUTA.NET – WHAT IS IT?

**Kosmonauta.net** ([www.kosmonauta.net](http://www.kosmonauta.net)) is **the biggest Polish website** focusing on astronautics, space technologies, space research and the space sector, with special emphasis concentrated on Europe and Poland.

The [www.kosmonauta.net](http://www.kosmonauta.net) site is one of the activities conducted of **Blue Dot Solutions Ltd.** (previously Kosmonauta.net Ltd.), whose owners' aim was to create an unique Polish-language information website.

Apart from the [www.kosmonauta.net](http://www.kosmonauta.net) website the Blue Dot Solutions Ltd. company performs many other services for the space sector. More on those activities you can find at the business website: <http://www.bluedotsolutions.eu>.

## 1.1 The Kosmonauta.net team

At Kosmonauta.net there are about 10 permanent and guest authors. Most of them are graduates or PhD in various studies. Some continue their scientific careers and publish in renowned periodicals. Some authors also took part in European Space Agency educational projects.

## 1.2 STATISTICS

Since creation (January 2009) we publish at least a few articles or press notes daily. **As of January 2015 the total article number reached almost 6500.** This is the biggest number of space related news published among Polish websites. **Kosmonauta.net is visited by 19 thousand of unique users (UU) every month.** During the biggest space-related events it grows to 3-7 thousand in single day.

**Our main reader** comes from Poland, from larger cities, his or her age is between 20 and 40 years. Most of the readers are students, engineers, scientists, people from **company management and governmental bodies**, local and national.

Since April 2014 the **Kosmonauta.net website works in the 4.0 version**, which contains a separate English language edition, made specially to spread news related to Polish space developments. It is the only English website informing about the Polish space sector. It is visited by ca **1000 unique users monthly**, mainly by European and US citizens.

## 1.3 FEATURES

The Kosmonauta.net's editorial team enhance news with their own commentaries, creates reports and comparisons.

**The most important Kosmonauta.net website actions are as following:**

- The only one Polish media which live covered Philae landing from directly from ESOC (Dartmstadt),
- Media partner of International Astronautical Federation (since 2013),
- Cooperation in the „Poland in ESA” lobbying action (June 2012),
- Report „Poland in ESA – politicians’ point of view” (October 2011),
- Cooperation in „Polish contribution in the ESMO project (February/March 2010),
- Our own small projects, like the “Hevelius” stratospheric mission.

**Blue Dot Solutions Ltd.** (previously Kosmonauta.net) is **one of few Polish entity regularly presenting its results on the International Astronautical Congress (IAC).**

Kosmonauta.net is always in touch with the Polish astronautical community through the **Polskie Forum Astronautyczne (Polish Astronautical Forum; created in July 2010; now more than 65 000 posts).**

## 2 Kosmonauta.net's website offer

As for now we offer you the following forms of cooperation:

- Advertisements on the [www.kosmonauta.net](http://www.kosmonauta.net),
- Sponsored articles on [www.kosmonauta.net](http://www.kosmonauta.net), including free-of-charge profiles,
- Advertisement/Info in reports and other published materials connected to the [Kosmonauta.net](http://www.kosmonauta.net) website,
- On-demand exclusive articles or external publications,
- Sponsoring of outreach projects,
- Other services related to Blue Dot Solutions Ltd.

### 2.1 ADVERTISEMENTS ON KOSMONAUTA.NET WEBSITE

We offer eleven different places for advertisements, six on the main page and five on the articles pages:

- **Main page and articles pages:**
  - **Banner 1 and 7:** a banner at the top of the [Kosmonauta.net](http://www.kosmonauta.net), both on the main page and the each article page – the most visible place, visible on every page, 468px wide, up to 100px high.
- **Main page only:**
  - **Banner 2:** "large rectangle" banner (300x250px), great visibility right next to featured articles; a large area to present graphic ads.
  - **Banner 3:** "large mobile" banner (320x100px), great visibility right next to featured; offers a limited area but at lower cost.
  - **Banner 4,5,6:** a "Polish (PL) billboard" banners, placed before, between and after categories overview on the main page. Those banners should have 750px in width and 100/200/300px height. Discounts applicable if all 3 bought at the same time.
- **Article page only:**
  - **Banner 8:** "large rectangle" banner (300x250 px), great visibility right next to featured image of the article, almost at the top of the page; large area to present graphic ads.
  - **Banner 9, 10:** "leaderboard" banners (728x90 px), placed before the article lead and at the end of the article; offers a limited area but is visible in each article and in the Readers line of sight. Discounts applicable if both bought at the same time.
  - **Banner 11:** a "skyscraper" or "large rectangle" banner, placed at the end of the rightside of each article. Those banners should have 350px in width and 250+ px in height.

The following graphics presents the placement of each banner.

The screenshot displays the homepage of Kosmonauta.net. At the top left is the logo 'KOSMONAUTA.net'. Below it is a navigation bar with links: FORUM, SEKTOR, TEMAT, WIĘCE KOSMICZNE, B+R, KOSMOS, EDUKACJA, and LISTA ART. The main content area features a grid of news articles. On the right side, there are three red-bordered banners labeled 'Banner 1', 'Banner 2', and 'Banner 3'. Below the main grid, there is another red-bordered banner labeled 'Banner 4'. Further down, there is a grid of more news articles, followed by a red-bordered banner labeled 'Banner 5'. At the bottom, there is a final red-bordered banner labeled 'Banner 6'. The website uses a clean, modern layout with blue and white as primary colors.

The main webpage of Kosmonauta.net presenting Banner 1 to 6.



The screenshot shows a webpage from Kosmonauta.net. At the top, there is a navigation bar with links for FORUM, SEKTOR, WYNIK, WIĘCE KOSMICZNE, BHP, KOSMOS, EDUKACJA, and LISTA AD. The main article is titled "GPS: stacje GLONASS w Rosji albo demontaż" and includes an image of a satellite constellation. The article text discusses the potential removal of GLONASS stations from Russian territory and the impact on GPS services. The page is decorated with several banners: Banner 7 (top right), Banner 8 (right sidebar), Banner 9 (middle), and Banner 10 (bottom). The sidebar on the right contains a "ZOBACZ TEŻ:" section with several news items, including "Rosja: Prioryty do 2025 roku i gotowość do rozmów o stacjach GLONASS" and "USA przygotowuje produkcję rakiet Delta?".

A Kosmonauta.net article webpage presenting Banner 7-11.

The pricing is listed in the following table. All prices are negotiable.

Name	Max. size (px)	Max. size (kB)	Net price per month (EUR)		
Banner 1+7	468x60	< 30	300		
Banner 2	300x250	< 50	150		
Banner 3	320x100	< 30	100		
Banner 4/5/6	750x100	< 50	00	5	0
	750x200	<75	50	25	5
	750x300	<100	50	00	50
Banner 8	300x250	<50	150		
Banner 9, 10	728x90	<30	150		
Banner 11	300x250+	<50	100		

Given prices are net prices. Value Added Tax (VAT) must be included when applicable. Prices are valid until the next version of the advertisement package is released.

The availability of each banner might be limited due to previous contracts with other customers.

### 2.2 DISPLAY RULES

We do not accept advertisement contradictory to the laws of Poland and ones containing pornographic material.

After the advertisement campaign ends, you will receive banner statistics. On-line statistics are not available.

For non-profit projects we can offer free-of-charge campaigns. Please contact us for an individual assessment.

### 3 SPONSORED ARTICLES AND FREE OF CHARGE PROFILES

For space industry and astronomy related enterprises we offer sponsored articles and free of charge profiles.

**Prices for sponsored articles start from 50 euro.** A standard article has up to 500 words and 1 graphic file (max. 800x450px), not larger than 100 kB. Each additional 100 words and graphic file is available for extra 10 euro cost.

**A company can have one free of charge profile** describing its offer and activities. This profile can include as much as 250 words and 1 graphic file (max. 800x450px), not larger than 100 kB. The profile can be updated once per year.

#### 4 ADVERTISEMENT IN REPORTS AND OTHER PUBLICATIONS OF KOSMONAUTA.NET

The Kosmonauta.net website releases various documents about the space industry and space sector. Some of them are public reports about the Polish space activities.

For example, the „**Poland in ESA – politicians’ point of view**” report, published in October 2011, was one of the few documents describing the political aspects of, at that time, Poland becoming an European Space Agency member state. The report was noticed and commented by Polish mainstream media.

**The price for a non-exclusive ad inside a report starts from 500 Euro, excl. VAT.**

If interested in our offer, please contact us via [office@bluedotsolutions.eu](mailto:office@bluedotsolutions.eu) or other addresses stated at the end of this document.

#### 5 ON-DEMAND AND EXCLUSIVE ARTICLES

The editorial staff of Kosmonauta.net also creates articles for other editorial houses and customers. We cover a wide area of space-related material, from technical to political issues, as well as astronomy, from amateur to top-class research.

If you are interested, please contact us via [office@bluedotsolutions.eu](mailto:office@bluedotsolutions.eu).

#### 6 SPONSORING KOSMONAUTA.NET PROJECTS

Since January 2012 the [www.kosmonauta.net](http://www.kosmonauta.net) website is a part of the Kosmonauta.net Ltd. company and since December 2014 – Blue Dot Solutions Ltd.

Our main hardware project is the “Hevelius” stratospheric balloon mission, launched so far four times between April 2011 and November 2014. Fourth mission has been performed with the support of Intel Polska.

You can promote and advertise yourself through “Hevelius” in a few ways:

- **Hardware support**
- **Financial support**
- **Titular sponsorship**

We offer your logo and name on the balloon gondola, on the roll-ups, leaflets, posters and presentations, and in press materials. You can have your company name in the mission title for in exchange of titular sponsorship.





*An image taken by the "Hewelius 3" balloon at 30 km altitude. Launch was broadcasted live by a few TV and radio stations.*

## 7 OTHER KOSMONAUTA.NET SERVICES

The Kosmonauta.net website is about 10% of our activities. Other activities include services focused on the space industry: engineering, consulting, analytical tasks and law services for commercial and governmental entities from Poland and abroad.

For more information please visit [www.bluedotsolutions.eu](http://www.bluedotsolutions.eu), e-mail us at [office@bluedotsolutions.eu](mailto:office@bluedotsolutions.eu) or talk to us directly using contact details on the very next page.

## CONTACT DETAILS

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**We are ready to work together with you and for you!**



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