Smithsonian ignites BOUNDLESS CURIOSITY.

We take you places that will surprise you, introduce people changing the world and explore issues that define the past, present and future.
Smithsonian Media is for those of us who are insatiably curious about our world and ourselves, who are open to learning new things every day, who see challenges as opportunities, who mix a grownup appreciation of intelligence and culture with a child's sense of wonder.

We reach millions of curious people — and provide trusted content on what they care about.

PRINT
6.6MM

DIGITAL
13.4MM

EVENTS
1.2MM
TOTAL PRINT AUDIENCE 6.6MM

RATE BASE 1.575MM

FEMALE 51%

MALE 49%

MEDIAN HOUSEHOLD INCOME $84,367

HOMEOWNERS 75%

MEDIAN AGE 61

COLLEGE EDUCATED 83%

INFLUENTIALS 299 INDEX

PROFESSIONAL/MANAGERIAL 115 INDEX

Source: MRI Doublebase 2020
2022 PRINT EDITORIAL CALENDAR

JANUARY/ FEBRUARY
CLOSING: 11/16
ON SALE: 01/04

HISTORY
• WWI Memorial

ARTS & CULTURE
• Safeguarding cultural treasures in Iraq
• Artisan America

TRAVEL
• Children in Norway who work the cod-tongue trade

SCIENCE
• How shorebirds are weathering climate change
• The Treehunter: Searching for old growth forests

MARCH
CLOSING: 1/11
ON SALE: 3/1

HISTORY
• Warrior Women of the Vikings
• Constance Baker Motley, the first African American woman to argue a case in front of the US Supreme Court
• Inner passage waterways: a precursor to the Underground Railroad

SCIENCE
• Off-shore wind turbines

ARTS & CULTURE
• Smithsonian Photo Contest

APRIL
CLOSING: 2/8
ON SALE: 3/29

Planet Positive: Earth Day

SCIENCE
• The Big night: Amphibian migration
• 50th anniversary of Pandas

MAY
CLOSING: 3/8
ON SALE: 4/26

Travel Issue

TRAVEL
• Italian villages

HISTORY
• Forgotten history of Chinese railroad workers

ARTS & CULTURE
• Cultivation and dyeing of indigo in the US throughout history and today

JUNE
CLOSING: 4/5
ON SALE: 5/31

TRAVEL
• Underground Railroad to Mexico

HISTORY
• Jewish Underground during the Holocaust

JULY/ AUGUST
CLOSING: 5/17
ON SALE: 7/5

TRAVEL
• Istria

SCIENCE
• The first national river

ARTS & CULTURE
• Sculpture of Cleopatra

SEPTEMBER
CLOSING: 7/12
ON SALE: 8/30

OCTOBER
CLOSING: 8/9
ON SALE: 9/27

HISTORY
• Jewish Underground during the Holocaust

NOVEMBER
CLOSING: 9/6
ON SALE: 10/25

HISTORY
• King Tut 100th anniversary

DECEMBER
CLOSING: 10/11
ON SALE: 11/29

NOTE: Editorial and timing subject to change
### 2022 PRINT GROSS RATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Material Due Date</th>
<th>Supplied Inserts Due*</th>
<th>On Sale Newsstand</th>
<th>Digital Replicas Live</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Nov 16</td>
<td>Nov 24</td>
<td>Dec 8</td>
<td>Jan 4</td>
<td>Dec 24</td>
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<tr>
<td>March</td>
<td>Jan 11</td>
<td>Jan 19</td>
<td>Feb 2</td>
<td>Mar 1</td>
<td>Feb 25</td>
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<tr>
<td>April</td>
<td>Feb 8</td>
<td>Feb 16</td>
<td>Mar 2</td>
<td>Mar 29</td>
<td>Mar 25</td>
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<tr>
<td>May</td>
<td>Mar 8</td>
<td>Mar 16</td>
<td>Mar 30</td>
<td>Apr 26</td>
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<td>Apr 13</td>
<td>Apr 27</td>
<td>May 31</td>
<td>May 23</td>
</tr>
<tr>
<td>July/August</td>
<td>May 17</td>
<td>May 25</td>
<td>June 8</td>
<td>July 5</td>
<td>July 1</td>
</tr>
<tr>
<td>September</td>
<td>July 12</td>
<td>July 20</td>
<td>Aug 3</td>
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<td>Aug 17</td>
<td>Aug 31</td>
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<td>December</td>
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<td>Oct 19</td>
<td>Nov 2</td>
<td>Nov 29</td>
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<td>Jan/Feb 2023</td>
<td>Nov 15</td>
<td>Nov 23</td>
<td>Dec 7</td>
<td>Jan 3</td>
<td>Dec 21</td>
</tr>
</tbody>
</table>

NOTE: Preprinted inserts should arrive at Quad on the due dates posted – there will be NO EXTENSIONS on these dates.

*Call Production for spoilage amount needed for supplied inserts.

**2022 PRINT CLOSING DATES**

- **January/February**: Ad Close Nov 16, Material Due Date Nov 24, Supplied Inserts Due* Dec 8, On Sale Newsstand Jan 4, Digital Replicas Live Dec 24
- **March**: Ad Close Jan 11, Material Due Date Jan 19, Supplied Inserts Due* Feb 2, On Sale Newsstand Mar 1, Digital Replicas Live Feb 25
- **April**: Ad Close Feb 8, Material Due Date Feb 16, Supplied Inserts Due* Mar 2, On Sale Newsstand Mar 29, Digital Replicas Live Mar 25
- **May**: Ad Close Mar 8, Material Due Date Mar 16, Supplied Inserts Due* Mar 30, On Sale Newsstand Apr 26, Digital Replicas Live Apr 22
- **June**: Ad Close Apr 5, Material Due Date Apr 13, Supplied Inserts Due* Apr 27, On Sale Newsstand May 31, Digital Replicas Live May 23
- **July/August**: Ad Close May 17, Material Due Date May 25, Supplied Inserts Due* June 8, On Sale Newsstand July 5, Digital Replicas Live July 1
- **September**: Ad Close July 12, Material Due Date July 20, Supplied Inserts Due* Aug 3, On Sale Newsstand Aug 30, Digital Replicas Live Aug 26
- **October**: Ad Close Aug 9, Material Due Date Aug 17, Supplied Inserts Due* Aug 31, On Sale Newsstand Sept 27, Digital Replicas Live Sept 23
- **November**: Ad Close Sept 6, Material Due Date Sept 14, Supplied Inserts Due* Sept 28, On Sale Newsstand Oct 25, Digital Replicas Live Oct 21
- **December**: Ad Close Oct 11, Material Due Date Oct 19, Supplied Inserts Due* Nov 2, On Sale Newsstand Nov 29, Digital Replicas Live Nov 25
- **Jan/Feb 2023**: Ad Close Nov 15, Material Due Date Nov 23, Supplied Inserts Due* Dec 7, On Sale Newsstand Jan 3, Digital Replicas Live Dec 21
DELIVERY

Electronic advertising file delivery is now available via AdShuttle. Please navigate to: adshuttle.com to submit your press-ready PDFs.

ALL ELECTRONICALLY-DELIVERED ADS MUST BE SUBMITTED THROUGH ADSHUTTLE

1. Log on to www.adshuttle.com
2. Sign into or create your account
3. Click on "Ad Submission"
4. Select our magazine from the drop down menu
5. You will be guided through the delivery process

E-mailing files is not an acceptable method of delivery.

Media: Media and proofs can still be sent (UPS or FedEx only). USPS packages are delayed and X-rayed. MAC-formatted media only. Please clearly label.

Resolution: All images/files should be high resolution 300 DPI. Total Area or Ink Density is 300%. The print line screen is 150.

File Format: PDF/X-1a:2001 Compliant or EPS files. Please generate PDFs that are version 1.4 or later if possible. PDF version 1.3 may not render correctly when placed in our digital editions of the magazines.

Colors: Only use CMYK colors; convert spot colors to process. No RGB, LAB or ICC profiles.

Fonts: Always embed all fonts. Do not allow font substitutions. Do not use True Type fonts.

Transparency: All transparent objects must be flattened at a high resolution. Avoid placing transparent objects on top of text of other critical vector objects.

Proofs: Every ad must have one contract (SWOP) proof or you must sign the color waiver available on AdShuttle. Proofs should be sent to: Smithsonian Media Group Production Department Attn: Penie Atherton-Hunt, 600 Maryland Avenue S.W., Suite 6001, Washington, D.C. 20024

PRINT SPECS

<table>
<thead>
<tr>
<th>PRINT AD SIZE (in inches)</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trims to</th>
<th>Image Safety (live)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15 x 9-3/4</td>
<td>16 x 10-3/4</td>
<td>15-3/4 x 10-1/2</td>
<td>15-1/4 x 10</td>
</tr>
<tr>
<td>Page</td>
<td>7 x 9-3/4</td>
<td>8-1/8 x 10-3/4</td>
<td>7-7/8 x 10-1/2</td>
<td>7-3/8 x 10</td>
</tr>
<tr>
<td>Digest</td>
<td>4-5/8 x 7</td>
<td>5-3/8 x 7-5/8</td>
<td>5-1/8 x 7-3/8</td>
<td>4-5/8 x 6-3/4</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>4-5/8 x 9-3/4</td>
<td>5-3/8 x 10-3/4</td>
<td>5-1/8 x 10-1/2</td>
<td>4-5/8 x 10</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>15 x 4-3/4</td>
<td>16 x 5-3/8</td>
<td>15-3/4 x 5-1/8</td>
<td>15-1/4 x 4-5/8</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7 x 4-3/4</td>
<td>8-1/8 x 5-3/8</td>
<td>7-7/8 x 5-1/8</td>
<td>7-3/8 x 4-5/8</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2-1/4 x 9-3/4</td>
<td>3 x 10-3/4</td>
<td>2-3/4 x 10-1/2</td>
<td>2-1/4 x 10</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4-5/8 Wide x 4-3/4 Tall</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/6 Page (vertical)</td>
<td>2-1/4 x 4-3/4</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

Image Safety: Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/4" from the edge of the ads.

Binding: Saddle wire. Page trim size: 7-7/8 x 10-1/2". Bleed allowance: 1/8" on each side. Safety for bleed ads: 1/4" inside trim. Gutter safety: 3/32" (When a headline crosses over the gutter in a spread, a 3/32" total gap is necessary to read type correctly.) Page is three columns, each column 2 1/4" wide.

Due to mechanical variations in the binding process, the magazine advises against crossing the gutter with letters or designs that demand near perfect alignment.

IPAD & OTHER TABLETS (in pixels)

Page: 1536 Wide x 2048 Tall (vertical only)
144 ppi or higher
File Type: JPEG or PNG
Color Space: RGB
• Ad must be designed to specs to fit perfectly within 4:3 & 16:9 tablets.
• Ad can have only one web-element/URL. Link will be activated by Smithsonian. Flash is not supported on all devices and it would be best to avoid any links that attempt to run Flash. HTML5 is now universally supported on both iOS and Android devices.
• Ad converted to DFT must be consistent with print and have the same brand/product messaging in the creative.
• A spread ad can be re-designed to perfectly fit tablet in portrait orientation or can be kept as a scrollable spread. User will see the LHP first and must swipe to reveal RHP.
• The web page will display as soon as the user taps the web-enabled area button in the ad page.
• Tablet device will display the site in its in-app built-in browser.
• Web content is the legal responsibility of the advertiser.
• Content is available only when user is online.

CONTACTS

Production: If you have any questions about AdShuttle or material specs, please call Production. Penie Atherton-Hunt: athertonp@si.edu, 202-633-5974. Fax: 202-633-6097

Payments: For credit card payments, contact Accounts Receivable: 202-633-4957. We accept Visa, MasterCard, Discover and American Express. For all other payment questions contact Accounts Receivable: 202-633-4957 or (Fax) 202-633-4999
**Business**
Circulation: 475,000 subscribing households
Men/Women: 51%/49%
Audience: 1,875,000 readers
Median HHI: $123,118
Professional-Managerial: 72%
Top management: 13%
Smithsonian’s Business edition is a targeted edition with circulation delivered to 475,000 business professionals in subscribing households. These adults are qualified by occupation, areas of responsibility and job functions from our subscriber database.

Our Business edition prototype consists of Smithsonian readers who fall into the following targets: Top management, professional, managerial, finance, legal, MIS areas, and self employed professionals and business owners.

This edition is audited by AAM.

**Gold**
Circulation: 825,000
Men/Women: 48%/52%
Audience: 2,924,000 readers
Median HHI: $101,805
Smithsonian’s Gold edition is a targeted edition developed by the SESI system with circulation delivered to 825,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 825,000 subscribers having the highest-ranking SESI value are designated to receive the Gold edition.

M.R.I. also uses SESI and applies a value to our respondents.

This edition is audited by AAM.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$101,870 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W:</td>
<td>$69,320 (gross)</td>
</tr>
</tbody>
</table>

**Platinum**
Circulation: 425,000
Men/Women: 41%/59%
Audience: 1,435,000 readers
Median HHI: $113,891
Smithsonian’s Platinum edition is a targeted edition developed by the SESI system with circulation delivered to 425,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 425,000 subscribers having the highest-ranking SESI values are designated to receive the Platinum edition.

M.R.I. also uses SESI and applies a value to our respondents.

This edition is audited by AAM.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$66,030 (gross)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W:</td>
<td>$44,910 (gross)</td>
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</tbody>
</table>

**Men’s Edition**
Circulation: 787,500 subscribing households
Audience: 3,080,000 readers
Median HHI: $93,476
Smithsonian’s Men’s edition is a targeted edition with circulation delivered to 787,500 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$97,240 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W:</td>
<td>$66,130 (gross)</td>
</tr>
</tbody>
</table>

**Women’s Edition**
Circulation: 787,500 subscribing households
Audience: 3,080,000 readers
Median HHI: $82,272
Smithsonian’s Women’s edition is a targeted edition with circulation delivered to 787,500 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$97,240 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W:</td>
<td>$66,130 (gross)</td>
</tr>
</tbody>
</table>

**Under 55**
Circulation: 550,000 subscribing households
Men/Women: 55%/45%
Audience: 2,151,000 readers
Median HHI: $90,388
Age Under 55: 90%
Median Age: 42
Smithsonian’s Under 55 edition is a targeted edition with circulation delivered to 550,000 adults who are 18-55 in subscribing households. These adults are qualified by age from our subscriber database.

<table>
<thead>
<tr>
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<tr>
<td></td>
<td>B&amp;W:</td>
<td>$50,060 (gross)</td>
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</tbody>
</table>

**55+**
Circulation: 1,025,000 subscribing households
Men/Women: 48%/52%
Audience: 4,007,000 readers
Median HHI: $85,806
Age 55+: 90%
Median Age: 67
Smithsonian’s 55+ edition is a targeted edition with circulation delivered to 1,025,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

<table>
<thead>
<tr>
<th>RATE</th>
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<th>$126,490 (gross)</th>
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<tbody>
<tr>
<td></td>
<td>B&amp;W:</td>
<td>$86,010 (gross)</td>
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</tbody>
</table>

Source: Publisher’s estimates derived from GfK MRI Doublebase 2020
AGE 25-44
39%

AGE 45-64
31%

MALE
53%

FEMALE
47%

UNIQUE VISITORS
13.7MM

VIEWS
26.7MM

Source: Google Analytics Monthly
Average July – September 2021
2022 ONLINE EDITORIAL CALENDAR

JANUARY
Where to Travel This Year
Winter Wonderland Travel
Artisan America
Futures: Innovators to Watch
Skywatching Guide for 2022

FEBRUARY
Black History Month/Race in America
Long-Distance Love
Holidays Around the World
Science of the Winter Olympics
All About the Royals

MARCH
Women’s History Month
Traveling the Great Outdoors
Space: The Next Frontier
Pandemic Anniversary
Future of Health Innovation
200 Years of Florida
Cherry Blossoms Festival

APRIL
Earth Optimism/Planet Positive
The Art of Poetry
Science of Gardening/Backyard Science
Year of Birds
Photo Contest
40 Years of American Craft

MAY
Best Small Towns
Guide to the Nations’ Monuments and Memorials
Mental Health Awareness Month
Asian American Heritage Month
Young Inventors/Students Making Change
Celebrating Latino History

JUNE
PRIDE Month
The Science of Summer
The Biggest Heists/True Crime
Women in Sports
The Story Behind the Story

JULY
Folklife Festival: United Arab Emirates, Brazil
Aliens Week
Everything You Wanted to Know About the Beach

AUGUST
Back to School/Future of Education
Natural Phenomena Worth Traveling For
DIY Guides to Living a Better Life
75th Anniversary of the first Edinburgh Festival

SEPTEMBER
The Next Moonshot
Mysteries of the Ancient World
Latino Heritage Month
My Kind of Town
Museum Day
200 Years of Brazil
Innovation in Air and Space

OCTOBER
Food History
Halloween
Unbuilt Architecture
Adventure Travel – World
50th Anniversary of Clean Water Act
America and Entertainment

NOVEMBER
Family Stories
King Tut: The Legend
American Political History
Holiday Gift Guides
Best Books of the Year lists
India Travel
Honoring Our Veterans

DECEMBER
End-of-Year Lists
STEM Toys
What’s Next for the Moon?

NOTE: Editorial and timing subject to change
<table>
<thead>
<tr>
<th>Media Type</th>
<th>Description</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td><strong>WEB:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROS Leaderboard: 728x90</td>
<td></td>
<td>$37</td>
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<tr>
<td>ROS Box: 300x250</td>
<td></td>
<td>$37</td>
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<tr>
<td>ROS Large Rectangle: 300x600</td>
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<td>$46</td>
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<tr>
<td>ROS Billboard: 970x250</td>
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<td>$48</td>
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<tr>
<td>First-Impression Takeover</td>
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<td>$46</td>
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<tr>
<td>Pre-roll</td>
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<td>$57</td>
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<tr>
<td>In Article Video</td>
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<td>$57</td>
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<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
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<td>Large Format Slideshow Billboard: 1072x500</td>
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<td>Custom Video Billboard: 1072x325</td>
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<tr>
<td>Large Format Video Billboard: 1072x500</td>
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<td>$80</td>
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<td>Media Showcase Billboard: 1072x325</td>
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<tr>
<td>Large Format Media Showcase: 1072x500</td>
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<td>In-Article Custom Slideshow: 732x250</td>
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<td>Dedicated Email Blast</td>
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<td><strong>MOBILE:</strong></td>
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<td>ROS Box: 300x250</td>
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<td>ROS Banner: 320x50</td>
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<td>Mobile Custom Slideshow: 320x400</td>
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<td><strong>TABLET:</strong></td>
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<tr>
<td>ROS Box: 300x250</td>
<td></td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td></td>
<td>$46</td>
</tr>
</tbody>
</table>
DIGITAL NETWORK INFORMATION

Parent Network: Smithsonian Digital Network
Ad Server: Google Ad Manager
Network Sites: www.SmithsonianMag.com and www.AirSpaceMag.com
Ad Server Targeting Offerings: Geographic, Content, Audience

Accepted 3rd Party Tags:
AD SERVING: Almost all, including image file with 1x1 and click tracker, Google Campaign Manager, Sizmek, Flashtalking and AdGear.
OTHER: Client-provided viewability and brand safety tracking pixels.

DIGITAL SPECS

STANDARD CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (WIDTH x HEIGHT)</th>
<th>Max File Weight</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320 x 50</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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</table>

RICH MEDIA CREATIVE GUIDELINES

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<th>Ad Name</th>
<th>Dimensions (unexpanded WIDTH x HEIGHT)</th>
<th>Initial Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
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</thead>
<tbody>
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<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3             .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3             .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>30 Sec</td>
<td>3             .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>250 KB</td>
<td>30 Sec</td>
<td>3             .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
</tbody>
</table>

VIDEO CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Preroll</th>
<th>Width 1920 x Height 1080</th>
<th>Aspect Ratio 16x9</th>
<th>File Size 7MB</th>
<th>Max Length 30 Sec</th>
<th>Max Loops 1</th>
<th>Frame Rate 30BPS</th>
<th>File Type VAST, MP4, MOV</th>
<th>Bit Rate 1000 KPBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Article Video</td>
<td>Width 1920 x Height 1080</td>
<td>Aspect Ratio 16x9</td>
<td>File Size 7MB</td>
<td>Max Length 30 Sec</td>
<td>Max Loops 1</td>
<td>Frame Rate 30BPS</td>
<td>File Type MP4, MOV</td>
<td>Bit Rate 1000 KPBS</td>
</tr>
</tbody>
</table>

Notes: In-Article Video requires Play, Pause and Mute buttons.; audio must be user-initiated. 1x1 impression and Quartile Tracking pixels accepted.
## ENewsletters & Dedicated EBlasts Specs

### ENewsletters Ad Units

<table>
<thead>
<tr>
<th>Image</th>
<th>160x600, 30k max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Ad</td>
<td>420x240 image + Text Headline - 150 characters max (including spaces)</td>
</tr>
<tr>
<td>Additional Requirements</td>
<td>Clickthrough URL (click command tag optional)</td>
</tr>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
</tr>
<tr>
<td>Notes</td>
<td>1x1 impression-tracking pixel optional</td>
</tr>
</tbody>
</table>

### Daily ENewsletters Ad Units

<table>
<thead>
<tr>
<th>Image</th>
<th>560x70, 30k max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Ad</td>
<td>420x240 image + Text Headline - 150 characters max (including spaces)</td>
</tr>
<tr>
<td>Additional Requirements</td>
<td>Clickthrough URL(s)</td>
</tr>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
</tr>
<tr>
<td>Notes</td>
<td>1x1 impression-tracking pixel and clickthrough tracking - optional</td>
</tr>
</tbody>
</table>

### Dedicated EBlasts

<table>
<thead>
<tr>
<th>Format</th>
<th>Fully code HTML</th>
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<tbody>
<tr>
<td>Width</td>
<td>600</td>
</tr>
<tr>
<td>File Size</td>
<td>100K (Max)</td>
</tr>
<tr>
<td>Subject</td>
<td>50 characters max (including spaces)</td>
</tr>
<tr>
<td>Body Text</td>
<td>No character limit</td>
</tr>
<tr>
<td>Font</td>
<td>Standard web fonts {e.g., Arial, Helvetica, Verdana, Tahoma}; minimum 10 pts/px</td>
</tr>
<tr>
<td></td>
<td>Audio &amp; Video Not permitted</td>
</tr>
<tr>
<td>Additional Requirements</td>
<td>.doc or .txt file with back-up text</td>
</tr>
<tr>
<td></td>
<td>Clickthrough URL(s)</td>
</tr>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
</tr>
<tr>
<td>Notes</td>
<td>1x1 impression-tracking pixel and clickthrough tracking - optional</td>
</tr>
</tbody>
</table>

Smithsonian Media is an IAB-compliant publisher and the Smithsonian Digital Network websites adhere to all IAB advertising guidelines. For any advertising specifications not listed above, please refer to the relevant IAB guidelines (www.iab.net)

### Ad Operations Contact

Edward Hayes: HayesEd@si.edu, 212-916-1374
eNEWSLETTERS

Smithsonian Daily
Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from Smithsonian magazine and exclusive features from Smithsonianmag.com.

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
300,000 | $15,375 open cost

DEPL OYS–weekdays

Smithsonian Weekend
Our best stories of the week: Coverage of cultural and scientific news, extended features from Smithsonian magazine, exclusive features from Smithsonianmag.com and stunning photography.

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
275,000 | $14,995 open cost

DEPL OYS–Sundays

At the Smithsonian
Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
70,000 | $3,875 open cost

DEPL OYS–1/5, 2/2, 3/2, 4/6, 5/4, 6/1, 7/6, 8/3, 9/7, 10/5, 11/2, 12/7

History & Archaeology
Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
150,000 | $8,295 open cost

DEPL OYS–1/19, 2/16, 3/16, 4/20, 5/18, 6/15, 7/20, 8/17, 9/21, 10/19, 11/16, 12/21

Science
Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
150,000 | $8,000 open cost

Deploys–1/12, 2/9, 3/9, 4/13, 5/11, 6/8, 7/13, 8/10, 9/14, 10/12, 11/9, 12/1

Travel & Culture
Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
145,000 | $8,025 open cost


ADVERTISING OPPORTUNITIES

DAILY NEWSLETTER TAKEOVER INCLUDES:
100% SOV, 300x250, 560x70, & native story placement

ALL OTHER NEWSLETTER TAKEOVERS INCLUDE:
100% SOV, 300x250, 160x600, & native story placement
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