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

APRIL/MAY
CLOSING: 2/15
ON SALE: 4/5
Travel Issue/Planet Positive
SCIENCE
• The Big night: Amphibian migration
• Off shore wind turbines
• Walrus resurgence

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
ARTS & CULTURE
• How One Remarkable Tree Created the World’s Best Musical Instruments

JUNE
CLOSING: 4/5
ON SALE: 5/31
TRAVEL
• Underground Railroad to Mexico
HISTORY
• The archaeology of Troy

JULY/AUGUST
CLOSING: 5/17
ON SALE: 7/5
TRAVEL
• Istria
SCIENCE
• The first national river

SEPTEMBER
CLOSING: 7/12
ON SALE: 8/30
HISTORY
• Jewish Underground during the Holocaust

OCTOBER
CLOSING: 8/9
ON SALE: 9/27
HISTORY
• King Tut 100th anniversary

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 Closing Dates

<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>
</tr>
</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>
</tr>
<tr>
<td>March</td>
<td>Jan 11</td>
<td>Jan 19</td>
<td>Feb 2</td>
<td>Mar 1</td>
<td>Feb 25</td>
</tr>
<tr>
<td>April/May</td>
<td>Feb 15</td>
<td>Feb 23</td>
<td>Mar 9</td>
<td>Apr 5</td>
<td>Apr 1</td>
</tr>
<tr>
<td>June</td>
<td>Apr 5</td>
<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>
<td>Aug 30</td>
<td>Aug 26</td>
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<td>October</td>
<td>Aug 9</td>
<td>Aug 17</td>
<td>Aug 31</td>
<td>Sept 27</td>
<td>Sept 23</td>
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<tr>
<td>December</td>
<td>Oct 11</td>
<td>Oct 19</td>
<td>Nov 2</td>
<td>Nov 29</td>
<td>Nov 25</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.
elden 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

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.

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.

PRINT SPECS

PRINT AD SIZE (in inches) Non-Bleed Spread Page Digest 2/3 Page (vertical) 1/2 Page Spread 1/2 Page (horizontal) 1/3 Page (vertical) 1/3 Page (square) 1/6 Page (vertical)

Bleed 15 x 9-3/4 7 x 9-3/4 4-5/8 x 7 4-5/8 x 9-3/4 15 x 4-3/4 7 x 4-3/4 2-1/4 x 9-3/4 4-5/8 Wide x 4-3/4 Tall 2-1/4 x 4-3/4

Trims to 16 x 10-3/4 8-1/8 x 10-3/4 5-3/8 x 7-5/8 5-3/8 x 10-3/4 16 x 5-3/8 8-1/8 x 5-3/8 3 x 10-3/4 2-3/4 x 10-1/2 2-1/4 x 4-3/4

Image Safety (live) 15-3/4 x 10-1/2 7-7/8 x 10-1/2 5-1/8 x 7-3/8 4-5/8 x 6-3/4 15-3/4 x 5-1/8 7-7/8 x 5-1/8 2-3/4 x 10-1/2 1-5/4 x 10 1-5/4 x 10 4-5/8 x 10 15-7/8 x 10-1/2 7-3/4 x 10 1-5/4 x 10 4-5/8 x 10 15-1/4 x 4-5-8 1-5/4 x 10 4-5/8 x 10

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
**DEMOGRAPHIC EDITIONS**

**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.

**Rate**
- **4-Color:** $66,030 (gross)
- **B&W:** $44,910 (gross)

**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 value are designated to receive the Platinum edition.

**Rate**
- **4-Color:** $59,020 (gross)
- **B&W:** $40,170 (gross)

**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.

**Rate**
- **4-Color:** $101,870 (gross)
- **B&W:** $69,320 (gross)

**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.

**Rate**
- **4-Color:** $97,240 (gross)
- **B&W:** $66,130 (gross)

**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.

**Rate**
- **4-Color:** $97,240 (gross)
- **B&W:** $66,130 (gross)

**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.

**Rate**
- **4-Color:** $73,550 (gross)
- **B&W:** $50,060 (gross)

**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.

**Rate**
- **4-Color:** $126,490 (gross)
- **B&W:** $86,010 (gross)

**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
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where to Travel This Year</td>
<td>Black History Month/Race in America</td>
<td>Women’s History Month</td>
<td>Best Small Towns</td>
<td>FOLKLOFE Festival: United Arab Emirates, Brazil</td>
<td>Earth Optimism/Planet Positive</td>
<td>Back to School/Future of Education</td>
<td>The Next Moonshot</td>
<td>Food History</td>
<td>Family Stories</td>
<td>End-of-Year Lists</td>
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<tr>
<td>Winter Wonderland Travel</td>
<td>Long-Distance Love</td>
<td>Traveling the Great Outdoors</td>
<td>Guide to the Nations’ Monuments and Memorials</td>
<td>The Science of Summer</td>
<td>The Art of Poetry</td>
<td>Natural Phenomena Worth Traveling For</td>
<td>Mysteries of the Ancient World</td>
<td>Halloween</td>
<td>King Tut: The Legend</td>
<td>What’s Next for the Moon?</td>
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<tr>
<td>Artisan America</td>
<td>Holidays Around the World</td>
<td>Space: The Next Frontier</td>
<td>Mental Health Awareness Month</td>
<td>The Biggest Heists/True Crime</td>
<td>Science of Gardening/Backyard Science</td>
<td>India Travel</td>
<td>Latino Heritage Month</td>
<td>American Political History</td>
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<tr>
<td>Futures: Innovators to Watch</td>
<td>Science of the Winter Olympics</td>
<td>Pandemic Anniversary</td>
<td>Asian American Heritage Month</td>
<td>Women in Sports</td>
<td>Year of Birds</td>
<td>Natural Phenomena Worth Traveling For</td>
<td>My Kind of Town</td>
<td>Unbuilt Architecture</td>
<td>Holiday Gift Guides</td>
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<tr>
<td>Skywatching Guide for 2022</td>
<td>All About the Royals</td>
<td>Future of Health Innovation</td>
<td>Young Inventors/Students Making Change</td>
<td>The Story Behind the Story</td>
<td>Photo Contest</td>
<td>DIY Guides to Living a Better Life</td>
<td>Museum Day</td>
<td>Adventure Travel – World</td>
<td>Best Books of the Year lists</td>
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<td></td>
<td>200 Years of Brazil</td>
<td>50th Anniversary of Clean Water Act</td>
<td>India Travel</td>
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<td></td>
<td>Innovation in Air and Space</td>
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<td>Honoring Our Veterans</td>
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</tbody>
</table>

NOTE: Editorial and timing subject to change
### DIGITAL NETWORK 2022 RATES (NET)

#### WEB:
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard: 728x90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
<tr>
<td>ROS Billboard: 970x250</td>
<td>$48</td>
</tr>
<tr>
<td>First-Impression Takeover</td>
<td>$46</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$57</td>
</tr>
<tr>
<td>In Article Video</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
<td>$65</td>
</tr>
<tr>
<td>Large Format Slideshow Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072x325</td>
<td>$57</td>
</tr>
<tr>
<td>Large Format Video Billboard: 1072x500</td>
<td>$80</td>
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<tr>
<td>Media Showcase Billboard: 1072x325</td>
<td>$57</td>
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<tr>
<td>Large Format Media Showcase: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>In-Article Custom Slideshow: 732x250</td>
<td>$57</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$57</td>
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<tr>
<td>Dedicated Email Blast</td>
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#### MOBILE:
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<th>CPM (NET)</th>
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<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
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<tr>
<td>ROS Banner: 320x50</td>
<td>$27</td>
</tr>
<tr>
<td>Mobile Custom Slideshow: 320x400</td>
<td>$57</td>
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<tr>
<td>Mobile Scroller Reveal: 320x488</td>
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</table>

#### TABLET:
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</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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#### RICH MEDIA CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded WIDTH x HEIGHT)</th>
<th>Initial File Weight</th>
<th>Host-Initiated Subload File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
<td>3</td>
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<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
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<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>400 KB</td>
<td>30 Sec</td>
<td>3</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>250 KB</td>
<td>500 KB</td>
<td>30 Sec</td>
<td>3</td>
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</tbody>
</table>

#### VIDEO CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Width</th>
<th>Height</th>
<th>Aspect Ratio</th>
<th>File Size</th>
<th>Max Length</th>
<th>Max Loops</th>
<th>Frame Rate</th>
<th>File Type</th>
<th>Bit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preroll</td>
<td>1920</td>
<td>1080</td>
<td>16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>VAST, MP4, MOV</td>
<td>1000 KPBS</td>
</tr>
<tr>
<td>In-Article Video</td>
<td>1920</td>
<td>1080</td>
<td>16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>MP4, MOV</td>
<td>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.*
# ENEWSLETTER & DEDICATED EBLAST SPECS

## ENEWSLETTERS AD UNITS
(Smithsonian Weekender, Air & Space, History & Archaeology, Science and Travel & Culture)

| Image | 160x600, 30k max, .jpg or .gif (static)  
| 300x250, 30k max, .jpg or .gif (static) |

| Native Ad | 420x240 image + Text Headline - 150 characters max (including spaces) |

| Additional Requirements | Clickthrough URL (click command tag optional)  
| List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.) |

| Notes | 1x1 impression-tracking pixel optional |

## DAILY ENEWSLETTER AD UNITS

| Image | 560x70, 30k max, .jpg or gif (static)  
| 300x250 30k max, .jpg or gif (static) |

| Native Ad | 420x240 image + Text Headline - 150 characters max (including spaces) |

| Additional Requirements | Clickthrough URL(s)  
| List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.) |

| Notes | 1x1 impression-tracking pixel and clickthrough tracking - optional |

## DEDICATED EBLASTS

| Format | Fully code HTML |

| Width | 600 |

| File Size | 100K (Max) |

| Subject | 50 characters max (including spaces) |

| Body Text | No character limit |

| Font | Standard web fonts (e.g., Arial, Helvetica, Verdana, Tahoma); minimum 10 pts/px  
| Audio & Video | Not permitted |

| Additional Requirements | .doc or .txt file with back-up text  
| Clickthrough URL(s)  
| List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.) |

| Notes | 1x1 impression-tracking pixel and clickthrough tracking - optional  
| Please deliver assets as non-Zipped email attachments (Zip files are blocked by our email provider), Dropbox or WeTransfer. |

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 to 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

DEPLOYS—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 | $14,095 open cost

DEPLOYS—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

DEPLOYS—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

DEPLOYS—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 | $8,300 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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