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 5.6MM
DIGITAL 9.3MM
EVENTS 1.2MM
TOTAL PRINT AUDIENCE 5.6MM

RATE BASE 1.5MM

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
2023 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY
CLOSING: 11/15/22 • ON SALE: 1/3/23
TRAVEL
• The Future of Lion Hunting in South Africa
• The Last Empress of Rome
HISTORY
• Using AI to Decipher Ancient Manuscripts
• Family History: A Heroic Physician and the Confederate General Who Enslaved Him
• Smuggling Refugees Through the Alps after World War II
• What Ireland Owes the Choctaw
SCIENCE
• Sea Drops photo essay

MARCH
CLOSING: 1/3 • ON SALE: 2/21
TRAVEL
• A Delaware Garden as Artform and Historic Tribute
HISTORY
• Photo Essay on 6888th Battalion, the Only All-black Female Unit to Serve During World War II
SCIENCE
• Puffins in Iceland

APRIL/MAY
CLOSING: 2/14 • ON SALE: 4/4
TRAVEL & PLANET POSITIVE ISSUE
SCIENCE
• Making Money from Methane
• Studying a Glacier Photo Essay
• How to Stop a Wildfire

JUNE
CLOSING: 4/4 • ON SALE: 5/23
TRAVEL
• Yukon 1000 Canoe Race
HISTORY
• The New Science of Forensics
CULTURE
• The Revival of Mead
SCIENCE
• Puffins in Iceland

JULY/AUGUST
CLOSING: 5/9 • ON SALE: 6/27
SCIENCE
• Mapping the Universe: Inside the Effort to Shed Light on Dark Energy
• The Fight Over Water in the West
• NASA’s Project Artemis on the Return to the Moon

SEPTEMBER
CLOSING: 7/4 • ON SALE: 8/22
TRAVEL
• Roots to Glory African Ancestry Tours
• Exploring Almeria, Spain

OCTOBER/NOVEMBER
CLOSING: 8/15 • ON SALE: 10/3
HISTORY
• New Archaeology in Ein Gev, Israel
• The Untold Story of Los Alamos
• Reckoning in the Belgian Congo
SCIENCE
• Cuba’s Most Celebrated Naturalist

DECEMBER
CLOSING: 10/10 • ON SALE: 11/28
HISTORY
• The Future of Mummy Cave

NOTE: Editorial and timing subject to change
## 2023 PRINT GROSS RATES

<table>
<thead>
<tr>
<th></th>
<th>B&amp;W</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$108,500</td>
<td>$158,900</td>
</tr>
<tr>
<td>Spread</td>
<td>$217,000</td>
<td>$317,800</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$86,800</td>
<td>$127,100</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$65,100</td>
<td>$95,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$43,400</td>
<td>$63,600</td>
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<tr>
<td>1/6 Page</td>
<td>$21,700</td>
<td>$31,800</td>
</tr>
<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$357,500</td>
</tr>
<tr>
<td>Cover 2</td>
<td></td>
<td>$198,600</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$174,800</td>
<td></td>
</tr>
<tr>
<td>4th Cover</td>
<td>$201,900</td>
<td></td>
</tr>
</tbody>
</table>

No charge for bleed

**RATE BASE** 1.5 MM

## 2022-2023 PRINT CLOSING DATES

### Issue

<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>
</tr>
</thead>
<tbody>
<tr>
<td>November/December 2022</td>
<td>Sept 20</td>
<td>Sept 28</td>
<td>Oct 12</td>
<td>Nov 8</td>
</tr>
<tr>
<td>Jan/Feb 2023</td>
<td>Nov 15</td>
<td>Nov 23</td>
<td>Dec 7</td>
<td>Jan 3</td>
</tr>
<tr>
<td>March</td>
<td>Jan 3</td>
<td>Jan 11</td>
<td>Jan 25</td>
<td>Feb 21</td>
</tr>
<tr>
<td>April/May</td>
<td>Feb 14</td>
<td>Feb 22</td>
<td>Mar 8</td>
<td>Apr 4</td>
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<tr>
<td>June</td>
<td>Apr 4</td>
<td>Apr 12</td>
<td>Apr 26</td>
<td>May 23</td>
</tr>
<tr>
<td>July/August</td>
<td>May 9</td>
<td>May 17</td>
<td>May 31</td>
<td>Jun 27</td>
</tr>
<tr>
<td>September</td>
<td>July 4</td>
<td>July 12</td>
<td>July 26</td>
<td>Aug 22</td>
</tr>
<tr>
<td>October/November</td>
<td>Aug 15</td>
<td>Aug 23</td>
<td>Sept 6</td>
<td>Oct 3</td>
</tr>
<tr>
<td>December</td>
<td>Oct 10</td>
<td>Oct 18</td>
<td>Nov 1</td>
<td>Nov 28</td>
</tr>
<tr>
<td>Jan/Feb 2024</td>
<td>Nov 14</td>
<td>Nov 22</td>
<td>Dec 6</td>
<td>Jan 2</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.
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.

**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.

---

**CONTENTS**

**IPAD & OTHER TABLETS (in pixels)**

<table>
<thead>
<tr>
<th>Page: 1536 Wide x 2048 Tall (vertical only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>144 ppi or higher</td>
</tr>
</tbody>
</table>

**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
**DEMOGRAPHIC EDITIONS**

**Business**
- **Circulation:** 475,000 subscribing households
- **Men/Women:** 52%/48%
- **Audience:** 1,771,750 readers
- **Median HHI:** $120,145
- **Professional-Managerial:** 72%
- **Top management:** 23%

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.

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

**Platinum**
- **Circulation:** 425,000
- **Men/Women:** 45%/55%
- **Audience:** 1,585,250 readers
- **Median HHI:** $123,966

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.

MRI 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>B&amp;W</td>
<td></td>
<td>$69,320 (gross)</td>
</tr>
</tbody>
</table>

**Gold**
- **Circulation:** 825,000
- **Men/Women:** 47%/53%
- **Audience:** 3,077,250 readers
- **Median HHI:** $107,212

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.

MRI 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>B&amp;W</td>
<td></td>
<td>$69,320 (gross)</td>
</tr>
</tbody>
</table>

**Men’s Edition**
- **Circulation:** 750,000 subscribing households
- **Audience:** 2,797,500 readers
- **Median HHI:** $88,970

Smithsonian’s Men’s edition is a targeted edition with circulation delivered to 750,000 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>$92,610 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td></td>
<td>$62,990 (gross)</td>
</tr>
</tbody>
</table>

**Women’s Edition**
- **Circulation:** 750,000 subscribing households
- **Audience:** 2,797,500 readers
- **Median HHI:** $80,308

Smithsonian’s Women’s edition is a targeted edition with circulation delivered to 750,000 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>$92,610 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td></td>
<td>$62,990 (gross)</td>
</tr>
</tbody>
</table>

**Gold**
- **Circulation:** 825,000
- **Men/Women:** 47%/53%
- **Audience:** 3,077,250 readers
- **Median HHI:** $107,212

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.

MRI 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>B&amp;W</td>
<td></td>
<td>$69,320 (gross)</td>
</tr>
</tbody>
</table>

**Under 55**
- **Circulation:** 550,000 subscribing households
- **Men/Women:** 55%/45%
- **Audience:** 2,051,500 readers
- **Median HHI:** $91,947
- **Age Under 55:** 90%
- **Median Age:** 41

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>
<th>RATE</th>
<th>4-Color</th>
<th>$73,550 (gross)</th>
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</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td></td>
<td>$50,060 (gross)</td>
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</tbody>
</table>

**55+**
- **Circulation:** 950,000 subscribing households
- **Men/Women:** 48%/52%
- **Audience:** 3,543,500 readers
- **Median HHI:** $79,903
- **Age 55+:** 90%
- **Median Age:** 67

Smithsonian’s 55+ edition is a targeted edition with circulation delivered to 950,000 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>
<th>4-Color</th>
<th>$117,240 (gross)</th>
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</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td></td>
<td>$79,730 (gross)</td>
</tr>
</tbody>
</table>

*Source: Publisher’s estimate*
AGE 25-44
42%

AGE 45-64
26%

MALE
53%

FEMALE
47%

UNIQUE VISITORS
9.3MM

VIEWS
16.6MM

Source: Google Analytics Monthly Average April-June 2022
2022-23 ONLINE EDITORIAL CALENDAR

**JULY 2022**
- FolkLife Festival: United Arab Emirates, Brazil
- Untold Stories of American History
- Everything You Wanted to Know About the Beach

**AUGUST**
- Returning to the Moon
- Future of Education
- DIY Guide to Living a Better Life
- Natural Phenomena Worth Traveling For

**SEPTEMBER**
- Medical Moonshots
- Latino Heritage Month
- Museum Day
- Mysteries of the Ancient World
- Air and Space: To Infinity and Beyond

**OCTOBER**
- Atlas of Eating
- Halloween
- Unbuilt America
- History of Everyday Objects/Invention Stories
- History’s Greatest Daredevils
- The World’s Next Big Challenge: Water

**NOVEMBER**
- The Revolution in Sports Medicine
- Family Stories (Thanksgiving)
- King Tut: The Legend
- Holiday Gift Guides
- Best Books of the Year
- India Travel
- Native American Heritage Month

**DECEMBER**
- End-of-year Lists
- The True History Behind Movies and Television
- Toys That Stand the Test of Time
- The Best STEM Toys to Gift This Year
- Scientific Discoveries From This Year That May Lead to New Inventions

**JANUARY 2023**
- Where to Travel This Year
- Skywatching Guide for 2023
- Archaeological/Historical Sites/Museums Opening to the Public in 2023
- The Past, Present and Future of Women’s Health
- Treks of a Lifetime

**FEBRUARY**
- Black History Month
- Science of Love
- Young Innovators/Students Making Change
- True Crime

**MARCH 2023**
- Women Who Shaped History
- Future of Transportation
- My Kind of Town
- Best Road Trips of 2023

**APRIL**
- Earth Optimism/Planet Positive
- Big Ideas That Changed the World
- Global Connections: Working Together for Public Health
- Photo Contest

**MAY**
- Asian Pacific American Heritage Month
- Best Small Towns to Visit in 2023
- Future of Mental Health
- Historic Places Worth Saving
- Fashion That Changed the World

**JUNE**
- Pride Month
- United States of Superlatives
- The Story Behind the Story (Children’s Lit)
- Heroes of History

NOTE: Editorial and timing subject to change
# Digital Network 2023 Rates (Open)

## Web:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (Open)</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>$52</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$75</td>
</tr>
<tr>
<td>In Article Video</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Full Screen Video Pushdown</td>
<td>$85</td>
</tr>
<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
<td>$65</td>
</tr>
<tr>
<td>Custom Large Format Slideshow Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072x408</td>
<td>$80</td>
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<tr>
<td>Custom Media Showcase Billboard: 1072x500</td>
<td>$80</td>
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<tr>
<td>Custom In-Article Slideshow: 732x250</td>
<td>$57</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$85</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$126</td>
</tr>
</tbody>
</table>

## Mobile:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (Open)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Banner: 320x50</td>
<td>$25</td>
</tr>
<tr>
<td>Custom Mobile Custom Slideshow: 320x350</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Mobile Scroller Reveal: 320x488</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Mobile Scroller Reveal Video: 320x488</td>
<td>$65</td>
</tr>
</tbody>
</table>
**DIGITAL NETWORK INFORMATION**

**Parent Network:** Smithsonian Digital Network  
**Ad Server:** Google Ad Manager  
**Network Sites:** [www.SmithsonianMag.com](http://www.SmithsonianMag.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</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>
</tr>
</tbody>
</table>

### RICH MEDIA CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Dimensions</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
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<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
<td>.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>300 KB</td>
<td>30 Sec</td>
<td>.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>400 KB</td>
<td>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>250 KB</td>
<td>500 KB</td>
<td>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
</tbody>
</table>

### VIDEO CREATIVE GUIDELINES

<table>
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<th>Preroll</th>
<th>In-Article Video</th>
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</thead>
<tbody>
<tr>
<td>WIDTH</td>
<td>HEIGHT</td>
<td>ASPECT RATIO</td>
<td>FILE SIZE</td>
<td>MAX LENGTH</td>
<td>MAX LOOPS</td>
<td>FRAME RATE</td>
<td>FILE TYPE</td>
<td>BIT RATE</td>
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<td></td>
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<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>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1920</td>
<td>1080</td>
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<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>MP4, MOV</td>
<td>1000 KPBS</td>
<td></td>
<td></td>
<td></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

| Image | 600x70, 30k max, .jpg or .gif (static)  
|       | 300x250, 30k max, .jpg or .gif (static) |
| Native Ad | 4:3 ratio + 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 |

### 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 | $18,450 open cost

**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 | $16,915 open cost

**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 | $4,650 open cost

**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 | $10,250 open cost

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

OPT-IN SUBSCRIBERS | DAILY TAKEOVER
---|---
150,000 | $10,250 open cost

**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 | $10,250 open cost

**ADVERTISING OPPORTUNITIES**

**NEWSLETTER TAKEOVER INCLUDES:**
100% SOV, 300x250, 600x70, & native story placement
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Smithsonian MEDIA