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

MAY
CLOSING: 4/4 • ON SALE: 5/23
TRAVEL
• Yukon 1000 Canoe Race
HISTORY
•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

JUNE
CLOSING: 5/9 • ON SALE: 6/27
SCIENCE
• Puffins in Iceland

JULY/AUGUST
CLOSING: 5/9 • ON SALE: 6/27
SCIENCE
• The New Science of Forensics
CULTURE
• The Revival of Mead

SEPTEMBER
CLOSING: 7/4 • ON SALE: 8/22
TRAVEL
• Roots to Glory African Ancestry Tours
• Exploring Almeria, Spain
HISTORY
• New Archaeology in Ein Gev, Israel
• The Untold Story of Los Alamos
• Reckoning in the Belgian Congo
SCIENCE
• Cuba’s Most Celebrated Naturalist

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
• Mapping the Universe: Inside the Effort to Shed Light on Dark Energy

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>
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<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>
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<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$357,500</td>
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<tr>
<td>Cover 2</td>
<td></td>
<td>$198,600</td>
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<tr>
<td>3rd Cover</td>
<td></td>
<td>$174,800</td>
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<tr>
<td>4th Cover</td>
<td></td>
<td>$201,900</td>
</tr>
</tbody>
</table>

No charge for bleed

**RATE BASE** 1.5 MM

## 2022-2023 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>
</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>
</tr>
<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.

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

Contact: 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

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 | Bleed | Trims to | Image Safety (live)
--- | --- | --- | --- | ---
Spread | 15 x 9-3/4 | 16 x 10-3/4 | 15-3/4 x 10-1/2 | 15-1/4 x 10
Page | 7 x 9-3/4 | 8-1/8 x 10-3/4 | 7-7/8 x 10-1/2 | 7-3/8 x 10
Digest | 4-5/8 x 7 | 5-3/8 x 7-5/8 | 5-1/8 x 7-3/8 | 4-5/8 x 6-3/4
2/3 Page (vertical) | 4-5/8 x 9-3/4 | 5-3/8 x 10-3/4 | 5-1/8 x 10-1/2 | 4-5/8 x 10
1/2 Page Spread | 14 x 4-3/4 | 16 x 5-3/8 | 15-3/4 x 5-1/8 | 15-1/4 x 4-5/8
1/2 Page (horizontal) | 7 x 4-3/4 | 8-1/8 x 5-3/8 | 7-7/8 x 5-1/8 | 7-3/8 x 4-5/8
1/3 Page (vertical) | 2-1/4 x 9-3/4 | 3 x 10-3/4 | 2-3/4 x 10-1/2 | 2-1/4 x 10
1/3 Page (square) | 4-5/8 Wide x 4-3/4 Tall | — | — | —
1/6 Page (vertical) | 2-1/4 x 4-3/4 | — | — | —

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 spec 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

PRINT AD SIZE (in inches) | Non-Bleed | Bleed | Trims to | Image Safety (live)
--- | --- | --- | --- | ---
Spread | 15 x 9-3/4 | 16 x 10-3/4 | 15-3/4 x 10-1/2 | 15-1/4 x 10
Page | 7 x 9-3/4 | 8-1/8 x 10-3/4 | 7-7/8 x 10-1/2 | 7-3/8 x 10
Digest | 4-5/8 x 7 | 5-3/8 x 7-5/8 | 5-1/8 x 7-3/8 | 4-5/8 x 6-3/4
2/3 Page (vertical) | 4-5/8 x 9-3/4 | 5-3/8 x 10-3/4 | 5-1/8 x 10-1/2 | 4-5/8 x 10
1/2 Page Spread | 14 x 4-3/4 | 16 x 5-3/8 | 15-3/4 x 5-1/8 | 15-1/4 x 4-5/8
1/2 Page (horizontal) | 7 x 4-3/4 | 8-1/8 x 5-3/8 | 7-7/8 x 5-1/8 | 7-3/8 x 4-5/8
1/3 Page (vertical) | 2-1/4 x 9-3/4 | 3 x 10-3/4 | 2-3/4 x 10-1/2 | 2-1/4 x 10
1/3 Page (square) | 4-5/8 Wide x 4-3/4 Tall | — | — | —
1/6 Page (vertical) | 2-1/4 x 4-3/4 | — | — | —
DEMEOGRAPHIC EDITIONS

**Business**
Circulation: 450,000 subscribing households  
Men/Women: 52%/48%  
Audience: 1,732,000 readers  
Median HHI: $120,145  
Professional-Managerial: 74%  
Top management: 23%  
Smithsonian’s Business edition is a targeted edition with circulation delivered to 450,000 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: 45%/55%  
Audience: 1,402,000 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 value are designated to receive the Platinum edition.

MRI also uses SESI and applies a value to our respondents. This edition is audited by AAM.

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

**Gold**
Circulation: 770,000  
Men/Women: 47%/53%  
Audience: 2,742,000 readers  
Median HHI: $107,212  
Smithsonian’s Gold edition is a targeted edition developed by the SESI system with circulation delivered to 770,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 770,000 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.

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

**Men’s Edition**
Circulation: 700,000 subscribing households  
Audience: 2,695,000 readers  
Median HHI: $88,970  
Smithsonian’s Men’s edition is a targeted edition with circulation delivered to 700,000 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE  
4-Color: $92,610 (gross)  
B&W: $62,990 (gross)

**Women’s Edition**
Circulation: 700,000 subscribing households  
Audience: 2,695,500 readers  
Median HHI: $80,308  
Smithsonian’s Women’s edition is a targeted edition with circulation delivered to 700,000 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE  
4-Color: $92,610 (gross)  
B&W: $62,990 (gross)

**Under 55**
Circulation: 550,000 subscribing households  
Men/Women: 55%/45%  
Audience: 2,115,000 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.

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

**55+**
Circulation: 850,000 subscribing households  
Men/Women: 47%/53%  
Audience: 3,275,500 readers  
Median HHI: $79,903  
Age 55+: 90%  
Median Age: 67  
Smithsonian’s 55+ edition is a targeted edition with circulation delivered to 850,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

RATE  
4-Color: $117,240 (gross)  
B&W: $79,730 (gross)

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>
</tbody>
</table>

| Custom Full Screen Video Pushdown    | $85        |
| Custom Slideshow Billboard: 1072x325| $65        |
| Custom Large Format Slideshow Billboard: 1072x500 | $80 |
| Custom Video Billboard: 1072x408     | $80        |
| Custom Media Showcase Billboard: 1072x500 | $80 |
| Custom In-Article Slideshow: 732x250 | $57        |

- Paid Social Promotion: $85
- Dedicated Email Blast: $126

### 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
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</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 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>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>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>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
</tbody>
</table>

VIDEO CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th></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

| Image | 600x70, 30k max, .jpg or .gif (static)  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Ad</td>
<td>4:3 ratio + Text Headline - 150 characters max (including spaces)</td>
</tr>
</tbody>
</table>
| 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

<table>
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<td>Body Text</td>
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</tbody>
</table>
| 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

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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 | $10,250 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 | $16,915 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 | $4,650 open cost

DEPLOYS–Monthly

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

DEPLOYS–Monthly

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

DEPLOYS–Monthly

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

DEPLOYS–Monthly

ADVERTISING OPPORTUNITIES

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

Smithsonian MAGAZINE | digital
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