

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

| Ad Name | Dimensions | | Max File Weight | Accepted File Types |
|------------------|------------|--------|-----------------|---|
| | WIDTH | HEIGHT | | |
| Leaderboard | 728 | 90 | 40 KB | .jpg, .gif, HTML5, third-party ad server tags |
| Medium Rectangle | 300 | 250 | 40 KB | .jpg, .gif, HTML5, third-party ad server tags |
| Half Page | 300 | 600 | 50 KB | .jpg, .gif, HTML5, third-party ad server tags |
| Billboard | 970 | 250 | 50 KB | .jpg, .gif, HTML5, third-party ad server tags |
| Mobile Banner | 320 | 50 | 40 KB | .jpg, .gif, HTML5, third-party ad server tags |

RICH MEDIA CREATIVE GUIDELINES

| Ad Name | Dimensions (unexpanded) | | Max File Weight | | Animation | | Accepted File Types |
|------------------|----------------------------|--------|-----------------|------------------------|------------|-----------|---|
| | WIDTH | HEIGHT | INITIAL | HOST-INITIATED SUBLOAD | MAX LENGTH | MAX LOOPS | |
| Leaderboard | 728 | 90 | 150 KB | 300 KB | 30 Sec | 3 | .jpg, .gif, HTML5, third-party ad server tags |
| Medium Rectangle | 300 | 250 | 150 KB | 300 KB | 30 Sec | 3 | .jpg, .gif, HTML5, third-party ad server tags |
| Half Page | 300 | 600 | 200 KB | 400 KB | 30 Sec | 3 | .jpg, .gif, HTML5, third-party ad server tags |
| Billboard | 970 | 250 | 250 KB | 500 KB | 30 Sec | 3 | .jpg, .gif, HTML5, third-party ad server tags |

VIDEO CREATIVE GUIDELINES

| | WIDTH | HEIGHT | ASPECT RATIO | FILE SIZE | MAX LENGTH | MAX LOOPS | FRAME RATE | FILE TYPE | BIT RATE |
|------------------|-------|--------|--------------|-----------|------------|-----------|------------|----------------|-----------|
| Preroll | 1920 | 1080 | 16x9 | 7MB | 30 Sec | 1 | 30BPS | VAST, MP4, MOV | 1000 KPBS |
| In-Article Video | 1920 | 1080 | 16x9 | 7MB | 30 Sec | 1 | 30BPS | MP4, . MOV | 1000 KPBS |

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 | 400x300 pixel image + Text: 90-100 characters maximum including spaces |
| Additional Requirements | Clickthrough URL for both ad units (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

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