

# DIGITAL NETWORK 2026 RATES

	CPM (OPEN)		
<b>BANNERS</b>			
Standard Display Banners	\$39	Desktop Autoscroller Leaderboard	\$80
Desktop Billboard Banner	\$45	Desktop Multi-Story Leaderboard	\$80
<b>VIDEO</b>			
FULL Screen Video Pushdown	\$85	Desktop In-Article Slideshow	\$65
In-Article Pre-roll	\$75	Desktop In-Article Autoscroller	\$65
<b>CUSTOM UNITS</b>			
Custom Promotional Banners	\$65	Mobile In-Article Slideshow	\$65
Desktop Video Billboard	\$80	Mobile In-Article Autoscroller	\$65
Desktop Slideshow Leaderboard	\$80	Mobile In-Article Multi-Story	\$65
		Desktop Adhesion Footer	\$70
		Mobile Adhesion Footer	\$70

**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

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## 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
In-Article Preroll	1920	1080	16x9	7MB	30 Sec	1	30BPS	VAST, MP4, MOV	1000 KPBS
Full Screen Video Pushdown				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.