# DIGITAL NETWORK 2027 RATES

| | CPM (OPEN) |
|---|---|
| **BANNERS** | |
| Standard Display Banners | $39 |
| Desktop Billboard Banner | $45 |
| **VIDEO** | |
| FULL Screen Video Pushdown | $85 |
| In-Article Pre-roll | $75 |
| **CUSTOM UNITS** | |
| Custom Promotional Banners | $65 |
| Desktop Video Billboard | $80 |
| Desktop Slideshow Leaderboard | $80 |
| Desktop Autoscroller Leaderboard | $80 |
| Desktop Multi-Story Leaderboard | $80 |
| Desktop In-Article Slideshow | $65 |
| Desktop In-Article Autoscroller | $65 |
| Mobile In-Article Slideshow | $65 |
| Mobile In-Article Autoscroller | $65 |
| 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, . MOV1000 KPBS |

*Notes: In-Article Video requires Play, Pause and Mute buttons.; audio must be user-initiated. 1x1 impression and Quartile Tracking pixels accepted.*