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 6,158,000

DIGITAL 10,925,600

EVENTS 1,200,000
TOTAL PRINT AUDIENCE 6,158,000
RATE BASE 1,575,000
MALE 51%
FEMALE 49%
MEDIAN HOUSEHOLD INCOME $87,522
HOMEOWNERS 74%
MEDIAN AGE 60
COLLEGE EDUCATED 85%
INFLUENTIALS 285 INDEX
PROFESSIONAL/MANAGERIAL 120 INDEX

Source: MRI-Simmons Spring 2020
2021 PRINT EDITORIAL CALENDAR

JANUARY/ FEBRUARY
CLOSING: 11/10
ON SALE: 12/29
HISTORY
• Unknown Yellowstone
• Black History Month:
  First African American
  elected to Congress
ARTS
• Artisan America
• Photo essay on Native
American craftspeople
  in Alaska
TRAVEL
• Snow Monkeys in Japan

MARCH
CLOSING: 1/5
ON SALE: 2/23
HISTORY
• Women’s History Month:
  Woman who led the
  NSA during the Cuban
  Missile Crisis
• Tulsa Massacre
SCIENCE
• Condors in California

APRIL
CLOSING: 2/2
ON SALE: 3/23
PLANET POSITIVE
SCIENCE
• Wolves Make a
  Comeback
• Offshore wind turbines

MAY
CLOSING: 3/9
ON SALE: 4/27
TRAVEL ISSUE
TRAVEL
• Eating pizza in Naples
• Hiking the WPA Trail
  in Oregon
• Canary Island, Lanzarote
ARTS
• Smithsonian Photo
  Contest

JUNE
CLOSING: 4/6
ON SALE: 5/25
SCIENCE
• Growing Truffles in
  North Carolina

JULY/AUGUST
CLOSING: 5/11
ON SALE: 6/29
HISTORY
• Smithsonian at 175
• World War I memorial
CULTURE
• 2020 Olympics
  coverage:
  Karate’s debut

SEPTEMBER
CLOSING: 7/6
ON SALE: 8/24
HISTORY
• Vinyl Record Collectors
SCIENCE
• Parasites
• Future of Libraries

OCTOBER
CLOSING: 8/10
ON SALE: 9/28
SCIENCE
• Futures exhibit
HISTORY
• Food History

NOVEMBER
CLOSING: 9/7
ON SALE: 10/26
SCIENCE
• Polar Bears

DECEMBER
CLOSING: 10/5
ON SALE: 11/23
TRAVEL
• Italian Villages
SCIENCE
• Elephants

NOTE: Editorial subject
  to change
2021 PRINT CLOSING DATES

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<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Material Due Date</th>
<th>Supplied Inserts Due*</th>
<th>On Sale Newsstand</th>
<th>Digital Replicas Live</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Nov 10</td>
<td>Nov 18</td>
<td>Dec 2</td>
<td>Dec 29</td>
<td>Dec 18</td>
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<tr>
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<td>Feb 2</td>
<td>Feb 10</td>
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<td>Nov 16</td>
<td>Dec 1</td>
<td>Dec 28</td>
<td>Dec 17</td>
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</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.
DELIVERY

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

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 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:** 51%/49%
- **Audience:** 1,875,000 readers
- **Median HHI:** $123,118
- **Professional-Managerial:** 72%
- **Top management:** 13%

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. This edition is audited by AAM.

**Rate**
- **4-Color:** $64,100 (gross)
- **B&W:** $43,600 (gross)

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**Gold**
- **Circulation:** 825,000
- **Men/Women:** 48%/52%
- **Audience:** 2,924,000 readers
- **Median HHI:** $101,805

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.

**Rate**
- **4-Color:** $98,900 (gross)
- **B&W:** $67,300 (gross)

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**Platinum**
- **Circulation:** 425,000
- **Men/Women:** 41%/59%
- **Audience:** 1,435,000 readers
- **Median HHI:** $113,891

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.

**Rate**
- **4-Color:** $57,300 (gross)
- **B&W:** $39,000 (gross)

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**Men’s Edition**
- **Circulation:** 787,500 subscribing households
- **Audience:** 3,080,000 readers
- **Median HHI:** $93,476

Smithsonian’s Men’s edition is a targeted edition with circulation delivered to 787,500 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

**Rate**
- **4-Color:** $94,400 (gross)
- **B&W:** $64,200 (gross)

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**Women’s Edition**
- **Circulation:** 787,500 subscribing households
- **Audience:** 3,080,000 readers
- **Median HHI:** $82,272

Smithsonian’s Women’s edition is a targeted edition with circulation delivered to 787,500 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

**Rate**
- **4-Color:** $94,400 (gross)
- **B&W:** $64,200 (gross)

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**Under 55**
- **Circulation:** 550,000 subscribing households
- **Men/Women:** 55%/45%
- **Audience:** 2,151,000 readers
- **Median HHI:** $90,388
- **Age Under 55:** 90%
- **Median Age:** 42

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:** $71,400 (gross)
- **B&W:** $48,600 (gross)

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**55+**
- **Circulation:** 1,025,000 subscribing households
- **Men/Women:** 48%/52%
- **Audience:** 4,007,000 readers
- **Median HHI:** $85,806
- **Age 55+:** 90%
- **Median Age:** 6

Smithsonian’s 55+ edition is a targeted edition with circulation delivered to 1,025,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

**Rate**
- **4-Color:** $122,800 (gross)
- **B&W:** $83,500 (gross)

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Source: Publisher’s estimates derived from MRI-Simmons Spring 2020
AGE 25-44
43%

AGE 45-64
32%

FEMALE
54%
MALE
46%

UNIQUE VISITORS
10,925,600

VIEWS
18,456,740

Source: Google Analytics
July - Sept 2020
<table>
<thead>
<tr>
<th>JANUARY/ FEBRUARY</th>
<th>JANUARY/ FEBRUARY</th>
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</thead>
<tbody>
<tr>
<td>Places Worth Traveling For This Year</td>
<td>Local Lens photography series</td>
</tr>
<tr>
<td>Innovators to Watch This Year: Covid Edition</td>
<td>18th Annual Photo Contest</td>
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<tr>
<td>Skywatching Guide for the Year Ahead</td>
<td>MAY</td>
</tr>
<tr>
<td>Pandamonium!</td>
<td>Asian American Heritage Month</td>
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<tr>
<td>Winter Wonderlands</td>
<td>Enjoying the Great Outdoors</td>
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<tr>
<td>How to Improve Your Life in 2020</td>
<td>Intel Science and Engineering Fair</td>
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<tr>
<td>Long-Distance Love</td>
<td>Mental Health Awareness Month</td>
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<tr>
<td>Black History Month</td>
<td>Best Small Towns to Visit in 2020</td>
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<td>Mars Exploration</td>
<td>JUNE</td>
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<td>History of Chocolate</td>
<td>PRIDE</td>
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<td>The 21st Century Explorers</td>
<td>National Parks and the Great Outdoors</td>
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<tr>
<td>MARCH</td>
<td>All About the Royals</td>
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<td>Planet Positive</td>
<td>Science and Gardening</td>
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<td>Women Who Shaped History</td>
<td>• DIY Backyard Science</td>
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<tr>
<td>• Map of Memorials/ Statues to Women Across the U.S.</td>
<td>My Kind of Town</td>
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<tr>
<td>Year of Birds</td>
<td>• Hometown essays</td>
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<tr>
<td>• Opening of bird house at the Zoo</td>
<td>JULY/AUGUST</td>
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<tr>
<td>APRIL</td>
<td>The Science and Tech of the Olympics</td>
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<tr>
<td>Planet Positive</td>
<td>What’s Next in Education</td>
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<td>Jazz Appreciation Month</td>
<td>FolkLife Festival</td>
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<td>125 years of modern Olympics</td>
<td>Back to School series</td>
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<td>The Culture and History of Japan</td>
<td>• Stories Behind Beloved Children’s Books</td>
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<td>MARCH</td>
<td>SEPTEMBER</td>
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<td>Planet Positive</td>
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<td>Women Who Shaped History</td>
<td>Fall Culture Preview</td>
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<td>• Map of Memorials/ Statues to Women Across the U.S.</td>
<td>The Past and Future of Fast Food</td>
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<td>Year of Birds</td>
<td>Science: The Everyday Explained</td>
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<td>Mexico: Aztec Travel</td>
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<td>MARCH</td>
<td>OCTOBER</td>
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<td>Planet Positive</td>
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<td>Family Stories</td>
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<td>• How to Learn Your Family History</td>
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<td>&quot;True Story of&quot;电影 coverage</td>
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<td>Sky-watching Guide for 2022</td>
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<td>• Opening of bird house at the Zoo</td>
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NOTE: Editorial subject to change
### Digital Network 2021 Rates (Net)

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<tr>
<td>ROS Leaderboard</td>
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<tr>
<td>ROS Box</td>
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<tr>
<td>ROS Large Rectangle</td>
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<td>ROS Billboard</td>
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<td>First-Impression Takeover</td>
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<tr>
<td>Custom Slideshow Billboard</td>
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<td>Large Format Slideshow Billboard</td>
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<td>Custom Video Billboard</td>
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<td>Large Format Video Billboard</td>
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<td>Media Showcase Billboard</td>
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<td>In-Article Custom Slideshow: 732x250</td>
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<tr>
<td>ROS Large Rectangle</td>
<td>300x600</td>
<td>$46</td>
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</tbody>
</table>
### Digital Network Information

**Parent Network:** Smithsonian Digital Network  
**Ad Server:** Google Ad Manager  
**Network Sites:** www.SmithsonianMag.com and www.AirSpaceMag.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 WIDTH x HEIGHT</th>
<th>Max File Weight</th>
<th>Accepted File Types</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
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<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
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<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Mobile Banner</td>
<td>320 x 50</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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#### Rich Media Creative Guidelines

<table>
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<tr>
<th>Ad Name</th>
<th>Dimensions WIDTH x HEIGHT</th>
<th>Max File Weight</th>
<th>Animation MAX LENGTH</th>
<th>MAX LOOPS</th>
<th>Accepted File Types</th>
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</thead>
<tbody>
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<td>728 x 90</td>
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<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Half Page</td>
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<td>200 KB</td>
<td>30 Sec</td>
<td>3</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Billboard</td>
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<td>250 KB</td>
<td>30 Sec</td>
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<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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</table>

#### Video Creative Guidelines

<table>
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<tr>
<th>Ad Name</th>
<th>WIDTH x HEIGHT 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>
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<tbody>
<tr>
<td>Preroll</td>
<td>1920 x 1080 16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>VAST, MP4, MOV</td>
<td>1000 KPBS</td>
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<tr>
<td>In-Article Video</td>
<td>1920 x 1080 16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>MP4, MOV</td>
<td>1000 KPBS</td>
</tr>
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*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

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<th>(Smithsonian Weekender, Air &amp; Space, History &amp; Archaeology, Science and Travel &amp; Culture)</th>
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#### DAILY ENEWSLETTER AD UNITS

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#### DEDICATED EBLASTS

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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 Smithsonian.com.

OPT-IN
SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
300,000 | | $15,375 open cost

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SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
275,000 | | $14,095 open cost

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SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
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DEPLOYS–1/6, 2/3, 3/3, 4/7, 5/5, 6/2, 7/7, 8/4, 9/1, 10/6, 11/3, 12/1

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Coverage of aviation and aerospace news, bonus features from Air & Space magazine and exclusive features from AirSpaceMag.com.

OPT-IN
SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
100,000 | | $5,535 open cost


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Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.

OPT-IN
SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
150,000 | | $8,295 open cost

DEPLOYS–1/20, 2/17, 3/17, 4/21, 5/19, 6/16, 7/21, 8/18, 9/15, 10/20, 11/17, 12/15

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

OPT-IN
SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
150,000 | | $8,300 open cost

DEPLOYS–1/13, 2/10, 3/10, 4/14, 5/12, 6/9, 7/14, 8/11, 9/8, 10/13, 11/10, 12/8

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Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.

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SUBSCRIBERS | DAILY | TAKEOVER
---|---|---
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