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
11,802,441

EVENTS
1,200,000
TOTAL PRINT AUDIENCE 6,158,000

RATE BASE 1,575,000

FEMALE 49%

MALE 51%

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
<table>
<thead>
<tr>
<th>JANUARY/FEBRUARY</th>
<th>APRIL</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLOSING: 11/12 • ON SALE: 12/31</td>
<td>CLOSING: 2/4 • ON SALE: 3/24</td>
<td>CLOSING: 8/4 • ON SALE: 9/22</td>
</tr>
<tr>
<td>HISTORY</td>
<td>PLANET POSITIVE: Our Earth Day and 50th anniversary extravaganza</td>
<td>SCIENCE</td>
</tr>
<tr>
<td>• Populating America</td>
<td>• 50 years of climate coverage</td>
<td>• The Godfather of homebrewing</td>
</tr>
<tr>
<td>• Imperfect Union on John and Jessie Fremont</td>
<td>• The personalities of elephants</td>
<td>TRAVEL</td>
</tr>
<tr>
<td>• National Treasure: American Indian snow goggles</td>
<td>• Studying Arctic sea ice</td>
<td>• Australian Wildfires and the heartwarming koala rescue on Kangaroo Island</td>
</tr>
<tr>
<td>• Saving Czech civilians—a personal WWII history</td>
<td>• Promise of tidal power</td>
<td>JULY/AUGUST</td>
</tr>
<tr>
<td>• American Icon: Maya Angelou</td>
<td>• Gorilla resurgence</td>
<td>CLOSING: 5/12 • ON SALE: 6/30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCIENCE</th>
<th>HISTORY</th>
<th>TRAVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>• How researchers in England are investigating “folklore” cures from old wives’ tales to combat antibiotic-resistant bacteria</td>
<td>• New evidence suggests hom sapiens arrived on our shores far earlier than once thought</td>
<td>TRAVEL ISSUE</td>
</tr>
<tr>
<td>• Prologue: Ice cream trucks</td>
<td>• International Stories: Sahara desert, Amazon rainforest</td>
<td>• A sake master in Arizona</td>
</tr>
<tr>
<td>• The endangered Bonobos</td>
<td>• Photo Essay: An Arkansas spa town that once peddled a dubious cancer cure</td>
<td>ARTS</td>
</tr>
<tr>
<td>• How wildlife surveillance could catch the next major virus</td>
<td>• The inventor of hiking in France</td>
<td>• Photo Essay: Hedgerows in England</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLOSING: 3/3 • ON SALE: 4/21</td>
<td>CLOSING: 4/7 • ON SALE: 5/26</td>
<td>CLOSING: 7/7 • ON SALE: 8/25</td>
</tr>
<tr>
<td>HISTORY</td>
<td>HISTORY</td>
<td>HISTORY</td>
</tr>
<tr>
<td>• Women’s History Month: Profile of Gene Stratton-Porter, an author and conservationist who was the JK Rowling of her day</td>
<td>• The secret history of mustard gas in WWII</td>
<td>• The secret history of emperor Nero</td>
</tr>
<tr>
<td>• Rethinking Florence Nightingale</td>
<td>• A heist at the Carnegie Library</td>
<td>• California condors</td>
</tr>
<tr>
<td>• Solving the mystery of a sunken Civil War submarine</td>
<td>• A heist at the Carnegie Library</td>
<td>HISTORY</td>
</tr>
<tr>
<td>• National Treasure: Horten aircraft</td>
<td>• National Treasure: Lucretia Mott’s bonnet</td>
<td>• Cover story: Reexamining emperor Nero</td>
</tr>
<tr>
<td>SCIENCE</td>
<td>SCIENCE</td>
<td>ARTS</td>
</tr>
<tr>
<td>• How wolverines are coping with climate change</td>
<td>• Climate: Overfishing</td>
<td>• Hawaiian language revival</td>
</tr>
<tr>
<td>• Prologue: Ice cream trucks</td>
<td>• Prologue: Ice cream trucks</td>
<td>NOTE: Editorial subject to change</td>
</tr>
</tbody>
</table>

**NOTE:** Editorial subject to change
### 2020 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>
<th>Digital Replicas Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Nov 12</td>
<td>Nov 20</td>
<td>Dec 4</td>
<td>Dec 31</td>
<td>Dec 20</td>
</tr>
<tr>
<td>March</td>
<td>Jan 7</td>
<td>Jan 15</td>
<td>Jan 29</td>
<td>Feb 25</td>
<td>Feb 21</td>
</tr>
<tr>
<td>April</td>
<td>Feb 4</td>
<td>Feb 12</td>
<td>Feb 26</td>
<td>Mar 24</td>
<td>Mar 20</td>
</tr>
<tr>
<td>May</td>
<td>Mar 3</td>
<td>Mar 11</td>
<td>Mar 25</td>
<td>Apr 21</td>
<td>Apr 17</td>
</tr>
<tr>
<td>June</td>
<td>Apr 7</td>
<td>Apr 15</td>
<td>Apr 29</td>
<td>May 26</td>
<td>May 23</td>
</tr>
<tr>
<td>July/August</td>
<td>May 12</td>
<td>May 20</td>
<td>June 3</td>
<td>June 30</td>
<td>June 26</td>
</tr>
<tr>
<td>September</td>
<td>July 7</td>
<td>July 15</td>
<td>Jul 29</td>
<td>Aug 25</td>
<td>Aug 21</td>
</tr>
<tr>
<td>October</td>
<td>Aug 4</td>
<td>Aug 12</td>
<td>Aug 26</td>
<td>Sept 22</td>
<td>Sept 18</td>
</tr>
<tr>
<td>November</td>
<td>Sept 8</td>
<td>Sept 16</td>
<td>Sept 30</td>
<td>Oct 27</td>
<td>Oct 23</td>
</tr>
<tr>
<td>December</td>
<td>Oct 6</td>
<td>Oct 14</td>
<td>Oct 28</td>
<td>Nov 24</td>
<td>Nov 20</td>
</tr>
<tr>
<td>Jan/Feb 2021</td>
<td>Nov 10</td>
<td>Nov 17</td>
<td>Dec 2</td>
<td>Dec 29</td>
<td>Dec 18</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.

### 2020 PRINT GROSS RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>B&amp;W</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$107,400</td>
<td>$157,200</td>
</tr>
<tr>
<td>Spread</td>
<td>$214,800</td>
<td>$314,400</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$85,900</td>
<td>$125,800</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$64,400</td>
<td>$94,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$43,000</td>
<td>$62,900</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$21,500</td>
<td>$31,400</td>
</tr>
<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$353,700</td>
</tr>
<tr>
<td>Cover 2</td>
<td></td>
<td>$196,500</td>
</tr>
<tr>
<td>3rd Cover</td>
<td></td>
<td>$172,900</td>
</tr>
<tr>
<td>4th Cover</td>
<td></td>
<td>$196,500</td>
</tr>
</tbody>
</table>

No charge for bleed
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

**PRINT SPECS**

**PRINT AD SIZE (in inches)**

<table>
<thead>
<tr>
<th>Spread</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trims to</th>
<th>Image Safety (live)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>7 x 9-3/4</td>
<td>8-1/8 x 10-3/4</td>
<td>7-7/8 x 10-1/2</td>
<td>7-3/8 x 10</td>
</tr>
<tr>
<td>Digest</td>
<td>4-5/8 x 7</td>
<td>5-3/8 x 7-5/8</td>
<td>5-1/8 x 7-3/8</td>
<td>4-5/8 x 6-3/4</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>4-5/8 x 9-3/4</td>
<td>5-3/8 x 10-3/4</td>
<td>5-1/8 x 10-1/2</td>
<td>4-5/8 x 10</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>15 x 4-3/4</td>
<td>16 x 5-3/8</td>
<td>15-3/4 x 5-1/8</td>
<td>15-1/4 x 4-5/8</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7 x 4-3/4</td>
<td>8-1/8 x 5-3/8</td>
<td>7-7/8 x 5-1/8</td>
<td>7-3/8 x 4-5/8</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2-1/4 x 9-3/4</td>
<td>3 x 10-3/4</td>
<td>2-3/4 x 10-1/2</td>
<td>2-1/4 x 10</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4-5/8 Wide x 4-3/4 Tall</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/6 Page (vertical)</td>
<td>2-1/4 x 4-3/4</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

**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.

**IPAD & OTHER TABLETS (in pixels)**

<table>
<thead>
<tr>
<th>Page</th>
<th>1536 Wide x 2048 Tall (vertical only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>144 ppi or higher</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$64,100 (gross)</th>
<th>B&amp;W:</th>
<th>$43,600 (gross)</th>
</tr>
</thead>
</table>

### 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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$98,900 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W:</td>
<td>$67,300 (gross)</td>
<td></td>
</tr>
</tbody>
</table>

### 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.

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

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$94,400 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W:</td>
<td>$64,200 (gross)</td>
<td></td>
</tr>
</tbody>
</table>

### Platinum
- **Circulation:** 425,000
- **Men/Women:** 41%/59%
- **Audience:** 1,435,000 readers
- **Median HHI:** $113,189

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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$71,400 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W:</td>
<td>$48,600 (gross)</td>
<td></td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$71,400 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W:</td>
<td>$48,600 (gross)</td>
<td></td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>$122,800 (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W:</td>
<td>$83,500 (gross)</td>
<td></td>
</tr>
</tbody>
</table>

---

Source: Publisher’s estimates derived from MRI-Simmons Spring 2020
AGE 25-44 41%
AGE 45-64 31%
FEMALE 50%
MALE 50%
UNIQUE VISITORS 11,802,441
VISITS 13,249,731
VIEWS 19,578,101
Source: Google Analytics
April-June 2020
2020 ONLINE EDITORIAL CALENDAR

JANUARY/ FEBRUARY
2020: What's Ahead in the Next 20 Years
Innovators to Watch This Year
Things We Learned at CES
Anniversaries/Museums Worth Traveling for This Year
200 Years of Antarctica
Black History Month
100 Years Since Prohibition

MARCH
"Women Who Shaped History" (100 Years of Suffrage)
Map of Memorials/Statues to Women Across the U.S.
Planet Positive/Earth Optimism package
50 Solutions to Save the Planet
SXSW Conference coverage
200 Years of Maine Statehood

APRIL
50 Predictions of What Life Will be Like in 50 Years
Photo Contest
Asian-American Heritage Month

MAY
Future Con
Intel Science & Engineering Fair
Best Small Towns to Visit in 2020
Historical Marker Road Trip Across the U.S.A.

JUNE
Mission to Mars
Girlhood at National Museum of American History
75 Years Since the End of WWII
Meet the Artist series
PRIDE
150 Years of the Metropolitan Museum of Art

JULY/AUGUST
Assistive Technologies: 30 Years of the ADA
Folklife Festival: UAE, Brazil, Benin, Solar Decathlon, the Baltics
The Science and Tech of the Olympics
The Culture and History of Japan
Travel: Wisconsin and North Carolina
What’s Next in Education
150th anniversary of Montessori movement
Back to School

SEPTEMBER
Secrets of American History
Political History
Fall Culture Preview
Science: The Everyday Explained

OCTOBER
75 Years of UNESCO
Science of Fear
Food History
Evolution of Architecture

NOVEMBER
400th Anniversary of Pilgrims in Plymouth
Holiday Gift Guide
Best Books of the Year
Green Build conference/James Dyson Award

DECEMBER
250 years of Beethoven
"True Story of" movie coverage
Sky-watching Guide for 2021

NOTE: Editorial subject to change
## Digital Network 2020 Rates (Net)

### WEB:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM (Net)</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>$48</td>
</tr>
<tr>
<td>First-Impression Takeover</td>
<td>$46</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$57</td>
</tr>
<tr>
<td>In Article Video</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
<td>$65</td>
</tr>
<tr>
<td>Large Format Slideshow Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072x325</td>
<td>$57</td>
</tr>
<tr>
<td>Large Format Video Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Media Showcase Billboard: 1072x325</td>
<td>$57</td>
</tr>
<tr>
<td>Large Format Media Showcase: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>In-Article Custom Slideshow: 732x250</td>
<td>$57</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$57</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$100</td>
</tr>
</tbody>
</table>

### MOBILE:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Banner: 320x50</td>
<td>$27</td>
</tr>
<tr>
<td>Mobile Custom Slideshow: 320x400</td>
<td>$57</td>
</tr>
<tr>
<td>Mobile Scroller Reveal: 320x488</td>
<td>$80</td>
</tr>
</tbody>
</table>

### TABLET:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
</tbody>
</table>
### 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 90</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 250</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 600</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 250</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320 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 (unexpanded)</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 90</td>
<td>150 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 250</td>
<td>150 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 600</td>
<td>200 KB</td>
<td>400 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 250</td>
<td>250 KB</td>
<td>500 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
</tbody>
</table>

#### VIDEO CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</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
(Smithsonian Weekender, Air & Space, History & Archaeology, Science and Travel & Culture)

| **Image** | 160x600, 30k max., .jpg or .gif (static)  
| 300x250, 30k max., .jpg or .gif (static)  
| **Native Ad** | 420x240 image + Text Headline - 150 characters max (including spaces)  
| **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 |

### Daily ENewsletter Ad Units

| **Image** | 560x70, 30k max., .jpg or gif (static)  
| 300x250, 30k max., .jpg or gif (static)  
| **Native Ad** | 420x240 image + Text Headline - 150 characters max (including spaces)  
| **Additional Requirements** | 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 |

### 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

Perrin Doniger: donigerp@si.edu, 202.633.5629. Fax: 202.633.6093
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
300,000

DAILY
TAKEOVER
$15,375 open cost

DEPLOYS—weekdays

Smithsonian Weekend
Our best stories of the week: Coverage of cultural and scientific news, extended features from Smithsonian magazine, and exclusive features from Smithsonian.com and stunning photography.

OPT-IN
SUBSCRIBERS
275,000

DAILY
TAKEOVER
$14,095 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
70,000

DAILY
TAKEOVER
$3,875 open cost

DEPLOYS—1/1, 2/5, 3/4, 4/1, 5/6, 6/3, 7/1, 8/5, 9/2, 10/7, 11/4, 12/2

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

OPT-IN
SUBSCRIBERS
100,000

DAILY
TAKEOVER
$5,535 open cost


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

OPT-IN
SUBSCRIBERS
150,000

DAILY
TAKEOVER
$8,295 open cost

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

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

OPT-IN
SUBSCRIBERS
150,000

DAILY
TAKEOVER
$8,300 open cost

Deploys—1/8, 2/12, 3/11, 4/8, 5/13, 6/10, 7/8, 8/12, 9/9, 10/7, 11/11, 12/9

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

OPT-IN
SUBSCRIBERS
145,000

DAILY
TAKEOVER
$8,025 open cost


ADVERTISING OPPORTUNITIES

DAILY NEWSLETTER TAKEOVER INCLUDES: 100% SOV, 300x250, 560x70, & native story placement

ALL OTHER NEWSLETTER TAKEOVERS INCLUDE: 100% SOV, 300x250, 160x600, & native story placement
CONTACTS

Amy Wilkins
Chief Revenue Officer
212-916-1347
WilkinsAP@si.edu

Ellyn Hurwitz
Marketing Director
212-916-1319
HurwitzE@si.edu

Linda Lawrence
Research Manager
212-916-1329
LawrenceL2@si.edu

420 Lexington Ave., Suite 2335
New York, NY 10170

Northeast, Mid-Atlantic
& Southern California
Walker Mason
Sales Director
212-916-1302
MasonW2@si.edu

East Coast Travel
Jaime Duffy
Travel Sales Director
212-916-1304
DuffyJ2@si.edu

Midwest, Pacific Northwest
& New York
Gayle Lambert
Exec. Dir., Client Partnerships
212-916-1337
LambertG@si.edu

Southeast & Southwest
Nuala Berrells Media, Inc.
8610 Fanellanwood Place
Dallas, TX 75238
Nuala Berrells
214-660-9713
nualaberrellsmedia@gmail.com

Direct Response
MI Media Services, L.L.C.
32 Shepard Road
Norfolk, CT 06058
Alycia Isabelle
860-542-5180
Alycia@mi-ms.com

Europe
J S Media Associates Ltd.
Stable Court
Helmdon Road
Sulgrave
Banbury OX17 2SQ, UK
Julian Staples
44-0-7887-574-076
jstaples@jsmedia1td.com

Japan
Pacific Business Inc.
Kayabacho 2-chome Bldg.,
2-4-5, Nihonbashi Kayabacho,
Chuo-ku, Tokyo Japan 103-0025
Yoshinori Ikeda
011-81-3-3661-6138
pbi2010@gol.com

Korea
FMS Korea
SK Hubgreen #1122
73, Mapo-daero, Mapo-gu
Seoul, Korea 110-721
B.J. Kim
011-82-2-738-3591
fms_korea@fmsk.co.kr