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
6.6MM

DIGITAL
13.4MM

EVENTS
1.2MM
TOTAL PRINT AUDIENCE
6.6MM

RATE BASE
1.575MM

FEMALE
51%

MALE
49%

MEDIAN HOUSEHOLD INCOME
$84,367

HOMEOWNERS
75%

MEDIAN AGE
61

COLLEGE EDUCATED
83%

INFLUENTIALS
299

PROFESSIONAL/MANAGERIAL
115

Source: MRI Doublebase 2020
2021 PRINT EDITORIAL CALENDAR

JANUARY/ FEBRUARY
CLOSING: 11/10 • ON SALE: 12/29
HISTORY
• Unknown Yellowstone
• Icon: Peanut Butter
• Black History Month: First African American elected to Congress

ARTS
• Artisan America
• National Treasure: Black Panther costume

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
• National Treasure: Martha Washington’s dress
• Peace Corps 60th anniversary

SCIENCE
• Polar Bears
• Photo Essay: Navajo doctors on the C-19 frontlines

TRAVEL
• Pizza in Italy

APRIL
CLOSING: 2/2 • ON SALE: 3/23
HISTORY
• History of Oklahoma
• Tulsa Race Massacre

SCIENCE: PLANET POSITIVE
• Wolves Make a Comeback in California

MAY
CLOSING: 3/9 • ON SALE: 4/27
TRAVEL ISSUE
TRAVEL
• Hiking the WPA Trail in Oregon
• Photo essay on Lanzarote, Spain

ARTS
• Smithsonian Photo Contest
• Excerpt of Mom Genes, by Abigail Tucker

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

TRAVEL
• Rebuilding villages in Italy
• Photo essay: Odyssey across Zagros mountain in Iran

JULY/AUGUST
CLOSING: 5/11 • ON SALE: 6/29
HISTORY
• Smithsonian at 175
• Sacred Saqqara

CULTURE
• 2020 Olympics coverage: Karate’s debut

SEPTEMBER
CLOSING: 7/6 • ON SALE: 8/24
HISTORY
• Remembering 9/11

TRAVEL
• Archaeology in New Mexico

SCIENCE
• Bird evolution

ARTS
• Blues in Mississippi

OCTOBER
CLOSING: 8/10 • ON SALE: 9/28
SCIENCE
• Orcas
• Diptheria

TRAVEL
• Sake in Arizona

HISTORY
• A Portuguese Holocaust hero

NOVEMBER
CLOSING: 9/7 • ON SALE: 10/26
SCIENCE
• John Deere and the Future of Agriculture
• Mission to Mars

HISTORY
• World War I Memorial
• History of diplomacy

DECEMBER
CLOSING: 10/5 • ON SALE: 11/23
HISTORY
• Viking shipwreck

SCIENCE
• Future of Coding
• Wind farms

TRAVEL
• Arctic National Wildlife Refuge

NOTE: Editorial and timing subject to change
### 2021 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 10</td>
<td>Nov 18</td>
<td>Dec 2</td>
<td>Dec 29</td>
<td>Dec 18</td>
</tr>
<tr>
<td>March</td>
<td>Jan 5</td>
<td>Jan 13</td>
<td>Jan 27</td>
<td>Feb 23</td>
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<td>April</td>
<td>Feb 2</td>
<td>Feb 10</td>
<td>Feb 24</td>
<td>Mar 23</td>
<td>Mar 19</td>
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<td>Mar 9</td>
<td>Mar 17</td>
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<td>Apr 14</td>
<td>Apr 28</td>
<td>May 25</td>
<td>May 21</td>
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<td>July/August</td>
<td>May 11</td>
<td>May 19</td>
<td>June 2</td>
<td>June 29</td>
<td>June 25</td>
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<tr>
<td>September</td>
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<td>Aug 18</td>
<td>Sept 1</td>
<td>Sept 28</td>
<td>Sept 24</td>
</tr>
<tr>
<td>November</td>
<td>Sept 7</td>
<td>Sept 15</td>
<td>Sept 29</td>
<td>Oct 26</td>
<td>Oct 22</td>
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<tr>
<td>December</td>
<td>Oct 5</td>
<td>Oct 13</td>
<td>Oct 27</td>
<td>Nov 23</td>
<td>Nov 19</td>
</tr>
<tr>
<td>Jan/Feb 2022</td>
<td>Nov 9</td>
<td>Nov 16</td>
<td>Dec 1</td>
<td>Dec 28</td>
<td>Dec 17</td>
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</table>

*Call Production for spoilage amount needed for supplied inserts.

### 2021 Print Gross Rates

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<thead>
<tr>
<th>Size</th>
<th>B&amp;W</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$110,600</td>
<td>$161,900</td>
</tr>
<tr>
<td>Spread</td>
<td>$221,200</td>
<td>$323,800</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$88,500</td>
<td>$129,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$66,400</td>
<td>$97,100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$44,200</td>
<td>$64,800</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$22,100</td>
<td>$32,400</td>
</tr>
<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$364,300</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$202,400</td>
<td></td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$178,100</td>
<td></td>
</tr>
<tr>
<td>4th Cover</td>
<td>$202,400</td>
<td></td>
</tr>
</tbody>
</table>

No charge for bleed
MEDIA KIT

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 or 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

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
**Mediation 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.

**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)

**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)

**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)

**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)

**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)

**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:** 67

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)

Source: Publisher’s estimates derived from GfK MRI Doublebase 2020
AGE 25-44
39%

AGE 45-64
31%

MALE
53%

FEMALE
47%

UNIQUE VISITORS
13.4MM

VIEWS
18.7MM

Source: Google Analytics Jan-March 2021
# 2021 Online Editorial Calendar

## January
- Places Worth Traveling For This Year
- Innovators to Watch This Year: Covid Edition
- Skywatching Guide for the Year Ahead
- Pandamonium!
- How to Improve Your Life in 2021

## February
- Winter Wonderlands
- Long-Distance Love
- Black History Month
- Mars Exploration
- History of Chocolate
- The 21st Century Explorers

## March
- Planet Positive
- Women Who Shaped History
  - Map of Memorials/Statues to Women Across the U.S.
- Year of Birds
  - Opening of bird house at the Zoo

## April
- Planet Positive
- Jazz Appreciation Month
- 125 years of modern Olympics
- The Culture and History of Japan

## May
- Asian American Heritage Month
- Enjoying the Great Outdoors
- Intel Science and Engineering Fair
- Mental Health Awareness Month
- Best Small Towns to Visit in 2020
  - My Kind of Town

## June
- PRIDE
- National Parks and the Great Outdoors
- All About the Royals
- Science and Gardening
  - DIY Backyard Science

## July
- The Science and Tech of the Olympics
- Folklife Festival

## August
- What’s Next in Education
- Back to School series
  - Stories Behind Beloved Children’s Books

## September
- Museum Day
- Fall Culture Preview
- The Past and Future of Fast Food
- Science: The Everyday Explained
- Mexico: Aztec Travel
  - The future of cultural heritage sites

## October
- Science of Fear
- Food History
- Unbuilt America
- Meet the Artists

## November
- 400th Anniversary of Thanksgiving
- Holiday Gift Guide
- Best Books of the Year
- Family Stories
  - How to Learn Your Family History

## December
- End-of-year lists
- "True Story of" movie coverage
- Sky-watching Guide for 2022

*NOTE: Editorial and timing subject to change*
## Digital Network 2021 Rates (Net)

### Web:

<table>
<thead>
<tr>
<th>Ad Format</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>
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</tbody>
</table>

### Mobile:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
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<tr>
<td>ROS Banner: 320x50</td>
<td>$27</td>
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<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 Format</th>
<th>CPM (Net)</th>
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</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 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</th>
<th>Max File Weight</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td><strong>Medium Rectangle</strong></td>
<td>300 x 250</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>300 x 600</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td><strong>Billboard</strong></td>
<td>970 x 250</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td><strong>Mobile Banner</strong></td>
<td>320 x 50</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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</tbody>
</table>

#### Rich Media Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions</th>
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<th>Animation</th>
<th>Accepted File Types</th>
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</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
<td>150 KB</td>
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<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td><strong>Medium Rectangle</strong></td>
<td>300 x 250</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>300 x 600</td>
<td>200 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td><strong>Billboard</strong></td>
<td>970 x 250</td>
<td>250 KB</td>
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<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
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#### Video Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Type</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><strong>Preroll</strong></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><strong>In-Article Video</strong></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

(Stanford Weekender, Air & Space, History & Archaeology, Science and Travel & Culture)

<table>
<thead>
<tr>
<th>Image</th>
<th>160x600, 30k max, .jpg or .gif (static)</th>
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</thead>
<tbody>
<tr>
<td>300x250</td>
<td>30k max, .jpg or .gif (static)</td>
</tr>
</tbody>
</table>

| Native Ad   | 420x240 image + Text Headline - 150 characters max (including spaces) |

<table>
<thead>
<tr>
<th>Additional Requirements</th>
<th>Clickthrough URL (click command tag optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
</tr>
</tbody>
</table>

| Notes                  | 1x1 impression-tracking pixel optional           |

### DAILY ENEWSLETTER AD UNITS

<table>
<thead>
<tr>
<th>Image</th>
<th>560x70, 30k max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>30k max, .jpg or .gif (static)</td>
</tr>
</tbody>
</table>

| Native Ad   | 420x240 image + Text Headline - 150 characters max (including spaces) |

<table>
<thead>
<tr>
<th>Additional Requirements</th>
<th>Clickthrough URL(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
</tr>
</tbody>
</table>

| Notes                  | 1x1 impression-tracking pixel and clickthrough tracking - optional |

### DEDICATED EBLASTS

<table>
<thead>
<tr>
<th>Format</th>
<th>Fully code HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>600</td>
</tr>
<tr>
<td>File Size</td>
<td>100K (Max)</td>
</tr>
<tr>
<td>Subject</td>
<td>50 characters max (including spaces)</td>
</tr>
<tr>
<td>Body Text</td>
<td>No character limit</td>
</tr>
<tr>
<td>Font</td>
<td>Standard web fonts {e.g., Arial, Helvetica, Verdana, Tahoma}; minimum 10 pts/px</td>
</tr>
<tr>
<td>Audio &amp; Video</td>
<td>Not permitted</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Requirements</th>
<th>.doc or .txt file with back-up text</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clickthrough URL(s)</td>
</tr>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
<th>1x1 impression-tracking pixel and clickthrough tracking - optional</th>
</tr>
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**AD OPERATIONS CONTACT**

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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 Smithsonianmag.com.

OPT-IN SUBSCRIBERS | DAILY TAKEOVER
300,000 | $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, exclusive features from Smithsonianmag.com and stunning photography.

OPT-IN SUBSCRIBERS | DAILY TAKEOVER
275,000 | $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 | DAILY TAKEOVER
70,000 | $3,875 open cost

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

Air & Space
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


History & Archaeology
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

Science & Innovation
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

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

OPT-IN SUBSCRIBERS | DAILY TAKEOVER
145,000 | $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