

# Smithsonian Digital Network - Online Advertising Specifications

## Network Info

<b>Parent Network</b>	Smithsonian Digital Network		<b>Ad Server</b>	DoubleClick for Publishers
<b>Network Sites</b>	www.SmithsonianMag.com		<b>Ad Server Targeting Offerings</b>	Geographic
	www.AirSpaceMag.com			
<b>Ad Operations Contact</b>	Name	Priscilla Aybar	<b>Accepted 3rd Party Tags</b>	<u>Ad Serving:</u> Atlas, DFA, Eyewonder, Mediamind, Unicast by Viewpoint, Brightroll, Interpolls, Pointroll, OpenAdStream <u>Research:</u> Comscore, IAG (Nielsen), Icompass, Insight Express, Dimestore, Dynamic Logic, Factor TG, Visu
	E-mail	aybarp@si.edu		
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<b>Ad Implementation Lead-Time</b>	5-10 Business Days			

## Standard Creative Guidelines

Ad Name	Dimensions		Max File Weight	Animation		Accepted File Types
	Width	Height		Max Length	Max Loops	
<b>Top Leaderboard</b>	728	90	100 K	30 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Medium Rectangle</b>	300	250	100 K	30 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Tower Size</b>	300	600	100 K	30 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Notes:</b>	All .swf files must be compatible with Flash version 10.1 or earlier, must utilize clickTAG functionality, must contain an opaque background, and must be provided with a valid clickthrough URL.					

**10 day lead time for all rich media**

## Rich Media Creative Guidelines

Ad Name	Dimensions (unexpanded)		Max File Weight		Dimensions (max expanded)		Expansion		Animation		Accepted File Types
	Width	Height	Initial	Post-Download	Width	Height	Vertical	Horizontal	Max Length	Max Loops	
<b>Top Leaderboard</b>	728	90	150 KB	300 KB	600x75	1200x150	Down	N/A	15 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Medium Rectangle</b>	300	250	150 KB	300 KB	300x300	450x450	Down	Left	15 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Large Skyscraper</b>	300	600	200 KB	400 KB	300x600	450x900	N/A	N/A	15 sec	3 max, :10 sec each	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Billboard</b>	970	250	250 KB	500 KB	900x225	1800x450	N/A	N/A	15 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Large Leaderboard</b>	970	90	200 KB	400 KB	900x90	1800x180	Down	N/A	15 Sec	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Interstitials</b>	640	480	200 KB	300 KB	640	480	N/A				.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags
<b>Notes:</b>	All .swf files must be compatible with Flash version 10.1 or earlier, must utilize clickTAG functionality, must contain an opaque background, and must be provided with a valid clickthrough URL. Audio and expansion must be user-initiated. Method of expansion and un-expansion must be the same. (i.e., mouse-over or click); Expanded creative must have "X CLOSE" user control at top right of unit visible 100% of the time. Expansion "hotspots": To minimize accidental expansion, "hotspots" must be clearly identified; cannot exceed 33% of ad space; horizontal "hotspots" cannot exceed 50% of horizontal pixel length; vertical "hotspots" cannot exceed 50% of vertical pixel length.										

## Video Creative Guidelines

Ad Name	Width	Height	Initial	Post-Download	Max Length	Max Loops	FPS	Accepted File Types
<b>Pre-Roll</b>	400	300	1.5MB	N/A	30 Sec	1	15-29	Flash(.flv) 15FPS QuickTime(.mov) <b>Preferred 29.97 FPS</b>
<b>In-Banner Video</b>	Varies	Varies	40	1MB	30 Sec	1	24	mp4, flv, webm
<b>Notes:</b>	Flash version 10.1 or earlier; In-Banner Video requires Play, Pause, Rewind & Volume buttons. Audio must be user-initiated. *Impressions: please supply a 3rd party tracking pixel (noscript tag). *IAB Quartile Tracking Accepted (Pre Roll)							

## Mobile Ad Units

Ad Name	Dimensions		Max File Weight	Animation		Accepted File Types
	Width	Height		Max Length	Max Loops	
Mobile Banner	320	50	100K	15 sec	3	.jpg, .gif (static), .gif (animated), third-party ad server tags
Mobile Medium Rectangle	300	250	100K	15 sec	3	.jpg, .gif (static), .gif (animated), third-party ad server tags
Tablet Banner	728	90	100K	15 Sec	3	.jpg, .gif (static), .gif (animated), third-party ad server tags
Tablet Medium Rectangle	300	250	100K	15 Sec	3	.jpg, .gif (static), .gif (animated), third-party ad server tags
Full Page Interstitial-Mobile	(P)320x480 (L) 480x240		200 KB	N/A	N/A	.jpg, .gif (static), .gif (animated), third-party ad server tags
Full Page Interstitial-Tablet	(P) 768x1024 (L) 1024x644		200 KB	N/A	N/A	.jpg, .gif (static), .gif (animated), third-party ad server tags
<b>Notes:</b>	Mobile Interstitial creative must have "X CLOSE" user control at top right of unit visible 100% of the time. Third-party tags must return a .jpg or .gif (static or animated). Base Ad Component: Expand CTA button must be included. Full Page Ad Component: Close button must be included in upper right corner. Use navigation icons to transition between content cells.					

## eNewsletters Ad Units

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

<b>Image</b>	160 x 600, 30k max, .jpg or .gif (static) Custom Content Unit- Total available size of 571x225, 30K Max, .jpg or .gif (static) 300 x 250, 30k max, .jpg or .gif (static)
<b>Native Ad</b>	170x90 image + Text-150 characters max <i>(including spaces)</i>
<b>Additional Requirements</b>	Clickthrough URL (click command tag optional) E-mail Append List for Test & Final Distribution (List should identify who is responsible for final ad approval.)
<b>Notes:</b>	1x1 impression-tracking pixel optional.

## Daily eNewsletter Ad Units

<b>Image</b>	560x70, 30k max, .jpg or gif(static) 300x250 30k max, .jpg or gif(static)
<b>Native Ad</b>	170x90 image + Text-150 characters max <i>(including spaces)</i>
<b>Additional Requirements</b>	Clickthrough URL (click command tag optional) E-mail Append List for Test & Final Distribution (List should identify who is responsible for final ad approval.)
<b>Notes:</b>	1x1 impression-tracking pixel optional.

## Dedicated eBlasts

<b>Image</b>	600 x 800, 60k max, .jpg or .gif (static)
<b>Subject</b>	50 characters max <i>(including spaces)</i>
<b>Body Text</b>	No character limit
<b>Additional Requirements</b>	.doc or .txt file with back-up text Clickthrough URL(s) [click command tag(s) optional] E-mail Append List for Test & Final Distribution (List should identify who is responsible for final e-mail approval.)
<b>Notes:</b>	Overall max file size of 100k. .Zip file with HTML, images, back-up text, and distribution list preferred method of asset provision. STYLE SHEETS NOT ACCEPTED WITH HTML.

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](http://www.iab.net)).

Specs valid as of: 12/12/2017