Our Mission
Smithsonian Media exists for the sole purpose of increasing and diffusing knowledge. We are boundless in our expression across platforms and our topic areas are limitless.

Our Audience
The Smithsonian Audience possesses boundless curiosity which drives them to act. They are truly engaged people who make a contribution to society and expect to leave this world a better place than when they got here. These independent, influential thinkers trust us to present factual, well-researched and insightful information that they consume and share with their friends, colleagues and communities. They expect us to surprise and delight with ideas and information that sparks their curiosity.
Smithsonian.com celebrates the creators, innovators and idea-makers who drive us forward to the future. Smithsonian.com reaches influentials across the web, engages them with what they want and need to know, and gives them inspirational ideas, insights, and information to share.

UNIQUE VISITORS: 8,742,667
VISITS: 10,463,333
PAGEVIEWS: 19 million
TIME SPENT PER VISITOR: 2.8 minutes
MEDIAN AGE: 41
MEDIAN HHI: $92,101
MALE/FEMALE: 51/49%
USER VIDEO PLAYS: 429,005

Source: comScore Multi-Platform July-Sept 2017 monthly averages for traffic data; comScore Multi-Platform Sept 2017 for demo data, PC Only for HHI; JWPlayer July-Sept 2017 for video plays
<table>
<thead>
<tr>
<th></th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard: 728 x 90</td>
<td>$38</td>
</tr>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$38</td>
</tr>
<tr>
<td>ROS Pushdown: 970 x 90</td>
<td>$47</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300 x 600</td>
<td>$47</td>
</tr>
<tr>
<td>ROS Digital Billboard: 970 x 250</td>
<td>$47</td>
</tr>
<tr>
<td>Content Targeting</td>
<td>$43</td>
</tr>
<tr>
<td>Geo-targeting</td>
<td>$47</td>
</tr>
<tr>
<td>Audience Targeting</td>
<td>$47</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td>$100</td>
</tr>
<tr>
<td>Floating Interstitial</td>
<td>$57</td>
</tr>
<tr>
<td>Full Page Layover</td>
<td>$100</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$59</td>
</tr>
<tr>
<td>In Article Video</td>
<td>$59</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$52</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$96</td>
</tr>
</tbody>
</table>

**MOBILE:**

<table>
<thead>
<tr>
<th></th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Banner: 300 x 50</td>
<td>$28</td>
</tr>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$35</td>
</tr>
<tr>
<td>ROS Banner: 320 x 50</td>
<td>$35</td>
</tr>
<tr>
<td>Pop-up Interstitial</td>
<td>$52</td>
</tr>
</tbody>
</table>

**TABLET:**

<table>
<thead>
<tr>
<th></th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$35</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300 x 600</td>
<td>$41</td>
</tr>
<tr>
<td>ROS Portrait: 300 x 1050</td>
<td>$43</td>
</tr>
<tr>
<td>Pop-up interstitial</td>
<td>$82</td>
</tr>
</tbody>
</table>

* + 30% Premium for Viewability
* Supports all IAB ad units
Smithsonian Daily eNewsletter
Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from Smithsonian magazine and exclusive features from Smithsonian.com.
Delivered to 150,000 opt-in subscribers
Daily takeover: $8,500 net
Weekly takeover: $41,200 net
DEPLOYS–weekdays

Smithsonian Weekend eNewsletter
Our best stories of the week: Coverage of cultural and scientific news, extended features from Smithsonian magazine, exclusive features from Smithsonian.com and stunning photography.
Delivered to 525,000 opt-in subscribers
Takeover: $30,900 net
DEPLOYS–Sundays

Air & Space eNewsletter
Coverage of aviation and aerospace news, bonus features from Air & Space magazine and exclusive features from AirSpaceMag.com.
Delivered to 300,000 opt-in subscribers
Takeover: $18,600 net
DEPLOYS–1/20, 2/17, 3/17, 4/21, 5/19, 6/23, 7/21, 8/18, 9/22, 10/20, 11/27, 12/22

At the Smithsonian eNewsletter
Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.
Delivered to 150,000 opt-in subscribers
Takeover: $9,300 net
DEPLOYS–1/4, 2/1, 3/1, 4/5, 5/3, 6/7, 7/5, 8/2, 9/6, 10/4, 11/1, 12/6

History & Archaeology eNewsletter
Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.
Delivered to 240,000 opt-in subscribers
Takeover: $14,500 net
DEPLOYS–1/11, 2/8, 3/8, 4/12, 5/10, 6/14, 7/12, 8/9, 9/13, 10/11, 11/8, 12/13

Science & Innovation eNewsletter
Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.
Delivered to 220,000 opt-in subscribers
Takeover: $13,400 net

Travel & Culture eNewsletter
Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.
Delivered to 220,000 opt-in subscribers
Takeover: $13,400 net
DEPLOYS–1/25, 2/22, 3/22, 4/26, 5/24, 6/28, 7/26, 8/23, 9/27, 10/25, 11/12, 12/27

ADVERTISING OPPORTUNITIES:
DAILY NEWSLETTER TAKEOVER INCLUDES:
100% SOV, 300x250, 560x70, and native story placement
ALL OTHER NEWSLETTER TAKEOVERS
INCLUDE: 100% SOV, 300x250, 160x600, and native story placement
UNIQUE OPEN RATE: 21%
(Industry Avg.: 16%*)

*Source: Silverpop 2015 Email Marketing Metrics Benchmark Study
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Amy Wilkins
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Alycia@mi-ms.com

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jstaples@jsmedialtd.com

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 B.J. Kim
011-82-2-738-3591
fms_korea@fmsk.co.kr
### Smithsonian Digital Network: Online Advertising Specifications

#### Network Info
- **Ad Server**: DoubleClick for Publishers
- **Ad Server Targeting**: Geographic
- **Accepted 3rd Party Tags**: Ad Serving: Atlas, DFA, Eyewonder, Mediamind, Uncast by Viewpoint, Brightroll, Interpolls, Pointroll, OpenAdStream
- **Research**: Comscore, IAG (Nielsen), Icompass, Insight Express, Dimestore, Dynamic Logic, Factor TG, Vizu

#### Materials Contact
- **Name**: Anna Wojtowicz
- **E-mail**: WojtowiczA@si.edu
- **Phone**: 212.916.1310
- **Fax**: 212.986.4259

#### Ad Implementation Lead-Time
- 5-10 Business Days

### Standard Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>200 KB</td>
<td>15 Sec</td>
<td>.jpg, .gif (.static), .gif (.animated), .swf (requires back-up .gif or .jpg), third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>200 KB</td>
<td>15 Sec</td>
<td>.jpg, .gif (.static), .gif (.animated), .swf (requires back-up .gif or .jpg), third-party ad server tags</td>
</tr>
<tr>
<td>Tower Size</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>15 Sec</td>
<td>.jpg, .gif (.static), .gif (.animated), .swf (requires back-up .gif or .jpg), third-party ad server tags</td>
</tr>
</tbody>
</table>

**Notes:** 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.

### Rich Media Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Max File Weight</th>
<th>Dimensions (max expanded)</th>
<th>Expansion</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>1MB</td>
<td>315</td>
<td>Down</td>
<td>N/A</td>
<td>15 Sec</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>400</td>
<td>250</td>
<td>Down</td>
<td>Left</td>
<td>15 Sec</td>
</tr>
<tr>
<td>Large Skyscraper</td>
<td>300 x 400</td>
<td>1.1 MB</td>
<td>400</td>
<td>600</td>
<td>N/A</td>
<td>15 Sec</td>
</tr>
</tbody>
</table>

**Notes:** 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

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Width</th>
<th>Height</th>
<th>Initial</th>
<th>Post-Download</th>
<th>Max Length</th>
<th>Max Loops</th>
<th>FPS</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll</td>
<td>400</td>
<td>300</td>
<td>1.5MB</td>
<td>N/A</td>
<td>30 Sec</td>
<td>1</td>
<td>15-29</td>
<td>Flash(.flv) 15FPS QuickTime(.mov) Preferred 29.97 FPS</td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>Varies</td>
<td>Varies</td>
<td>40</td>
<td>1MB</td>
<td>30 Sec</td>
<td>1</td>
<td>24</td>
<td>third-party ad server tags</td>
</tr>
</tbody>
</table>

**Notes:** 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)
<table>
<thead>
<tr>
<th>Mobile Ad Units</th>
<th>Dimensions</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Name</strong></td>
<td><strong>Width</strong></td>
<td><strong>Height</strong></td>
<td><strong>Max File Weight</strong></td>
<td><strong>Max Length</strong></td>
</tr>
<tr>
<td>Mobile Ad Banner</td>
<td>300</td>
<td>50</td>
<td>100K</td>
<td>15 sec</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320</td>
<td>50</td>
<td>100K</td>
<td>15 sec</td>
</tr>
<tr>
<td>Mobile Mobile Rectangle</td>
<td>300</td>
<td>250</td>
<td>100K</td>
<td>15 sec</td>
</tr>
<tr>
<td>Tablet Banner</td>
<td>728</td>
<td>90</td>
<td>100K</td>
<td>15 Sec</td>
</tr>
<tr>
<td>Tablet Medium Rectangle</td>
<td>300</td>
<td>250</td>
<td>100K</td>
<td>15 Sec</td>
</tr>
<tr>
<td>Full Page Interstitial-Mobile</td>
<td>P</td>
<td>320x480</td>
<td>L</td>
<td>480x240</td>
</tr>
<tr>
<td>Full Page Interstitial-Tablet</td>
<td>P</td>
<td>768x1024</td>
<td>L</td>
<td>1024x644</td>
</tr>
</tbody>
</table>

**Notes:**
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.

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**Content eNewsletters Ad Units**

**Premium Ad**

<table>
<thead>
<tr>
<th>Image</th>
<th>Custom Content Unit- Total available size of 571x225, 30K Max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td>160 x 600</td>
<td>30k max, .jpg or .gif (static)</td>
</tr>
<tr>
<td>300 x 250</td>
<td>30k max, .jpg or .gif (static)</td>
</tr>
</tbody>
</table>

**Body Text**

N/A

**Additonal Requirements**

Clickthrough URL (click command tag optional)

E-mail Append List for Test & Final Distribution (List should identify who is responsible for final ad approval.)

**Notes:**
Custom Content Unit can be image overlaid with text, or image and text 1x1 impression-tracking pixel optional.

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**TRAVELwire eNewsletter Ad Units**

**Premium Ad**

<table>
<thead>
<tr>
<th>Image</th>
<th>170x90, 30k max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td>160x600</td>
<td>30k max, .jpg or .gif (static)</td>
</tr>
<tr>
<td>300x250</td>
<td>30k max, .jpg or .gif (static)</td>
</tr>
</tbody>
</table>

**Body Text**

170x90 image + Text-150 characters max (including spaces)

**Additonal Requirements**

Clickthrough URL (click command tag optional)

E-mail Append List for Test & Final Distribution (List should identify who is responsible for final ad approval.)

**Notes:**
1x1 impression-tracking pixel optional.

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**Dedicated eBlasts**

<table>
<thead>
<tr>
<th>Image</th>
<th>600 x 800, 60k max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
<td>50 characters max (including spaces)</td>
</tr>
<tr>
<td>Body Text</td>
<td>No character limit</td>
</tr>
</tbody>
</table>

**Additonal Requirements**

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.)

**Notes:**
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.

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**Smithsonian Digital Network: Online Advertising Specifications**

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**Specs valid as of:** 4/2/2012

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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 [IAB guidelines](http://www.iab.net).