Smithsonian Media

Boundless Curiosity

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.
January
History: 1968 (cross platform with Magazine)
Innovation/Science | The Future of You: Making a better you through technology, biohacking and newest scientific research
Innovation/Science | Future of Health (cross-platform with April Magazine issue)
Art | Future of Art (sponsored by UAE)
Innovation | 2018 Innovators to Watch: The people and companies to watch
Travel | 2018 Travel Destination List: Where to go this year
Arts/Travel | The Year Ahead in Culture
MLK Day
100th anniversary of the 1918 ‘flu pandemic
75th anniversary of the deaths of Nikola Tesla and George Washington Carver

February
Innovation/Science | Future of Energy (sponsored by the UAE)
Science | The Science of Love
Cross-CATEGORY | Winter Olympics
History/Culture | ‘Reel’ History: The true story behind the movies
Black History Month
Frederick Douglass’s 200th birthday
Winter Olympics in Pyeongchang, South Korea
Academy Awards

March
Innovation/Science | Women in Science
Science | Future Con: Science of Superheroes
Photo Contest | Finalists voting & winners announced (new contest starts in April)
History | Cold War History (pegged to the new season of the Americans)
History | 1968 Package: 50th anniversary of MLK’s assassination

April
Innovation/Science | The Future of Health (cross-platform with Magazine)
Innovation/Science | The Future of Space Travel (cross-platform with Magazine)
Science | Future of Conservation
Travel/History | Road Trip Your Way Through History
Travel | U.K.
Earth Day
Arab American Awareness Month
Autism Awareness Month
50th anniversary of the assassination of MLK
25th anniversary of Buckingham Palace opening to the public

May
Travel | New Orleans Spotlight (300th anniversary)
Arts & Culture | Cooper Hewitt Design Awards
Innovation | How To Be an Innovator: Advice for new grads from successful entrepreneurs
Innovation | Future of Transportation
Travel | Summer Travel Spotlight
Asian American Awareness Month
400th anniversary of the start of the Thirty Years War
150th anniversary of America’s first Memorial Day

June
Art & Culture | The Art of Now (pegged to an opening at American Art)
Travel/Innovation | Future of Vacation
Science | The Everyday Explained
LGBTQ History Month
Smithsonian Folklife Festival
July
Innovation/Culture | The Future of Food (4th of July peg)
Innovation/Science | Life on Mars
Travel | South Africa Spotlight
Travel | New Unesco World Heritage sites announced
4th of July
150th Anniversary of 14th Amendment
Nelson Mandela’s 100th Birthday

August
Innovation | Future of Education (back-to-school peg)
Science | Local Lens: Scientists in the field
Science | Skywatching Guide
Travel | Fall Travel Spotlight
30 years since Yellowstone fire burned more than 150,000 acres

September
Innovation | Future of Work
Art & Travel | Fall Culture Preview
Travel | Fall Phenomenon
Museum Day Live!

October
History | Secrets of American History (cross-platform with Magazine)
Innovation/Arts | Future of Architecture
Science | Science of Fear
Halloween

November
Innovation | American Ingenuity (cross-platform with Magazine & event)
Culture | Best Books of the Year

December
History/Culture | American Food
History | WWI
Thanksgiving 100th Anniversary of the End of WWI
Cross-Channel | Holiday package
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
### Digital Network 2018 Rates (NET)

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEB:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROS Leaderboard</td>
<td>728 x 90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$37</td>
<td></td>
</tr>
<tr>
<td>ROS Large Rectangle: 300 x 600</td>
<td>$46</td>
<td></td>
</tr>
<tr>
<td>ROS Digital Billboard: 970 x 250</td>
<td>$48</td>
<td></td>
</tr>
<tr>
<td>First-Impression Takeover</td>
<td>$46</td>
<td></td>
</tr>
<tr>
<td>DesktopInterstitial</td>
<td>$97</td>
<td></td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$57</td>
<td></td>
</tr>
<tr>
<td>In Article Video</td>
<td>$57</td>
<td></td>
</tr>
<tr>
<td>Custom Slideshow Billboard: 1072 x 500</td>
<td>$57</td>
<td></td>
</tr>
<tr>
<td>Custom Video Billboard: 1072 x 500</td>
<td>$57</td>
<td></td>
</tr>
<tr>
<td>Media Showcase Billboard: 1072 x 500</td>
<td>$57</td>
<td></td>
</tr>
<tr>
<td>Custom Slideshow Interstitial: 1072 x 500</td>
<td>$97</td>
<td></td>
</tr>
<tr>
<td>Custom Video Interstitial: 500x540</td>
<td>$97</td>
<td></td>
</tr>
<tr>
<td>Media Showcase Interstitial: 1072 x 500</td>
<td>$97</td>
<td></td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$93</td>
<td></td>
</tr>
<tr>
<td><strong>MOBILE:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$37</td>
<td></td>
</tr>
<tr>
<td>ROS Banner: 320 x 50</td>
<td>$27</td>
<td></td>
</tr>
<tr>
<td>Mobile Interstitial</td>
<td>$97</td>
<td></td>
</tr>
<tr>
<td><strong>TABLET:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$37</td>
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</tr>
<tr>
<td>ROS Large Rectangle: 300 x 600</td>
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<td></td>
</tr>
<tr>
<td>Tablet Interstitial</td>
<td>$97</td>
<td></td>
</tr>
</tbody>
</table>

+ 30% Premium for Viewability
*Supports all IAB ad units
Connect with the Smithsonian Media community through our diverse eNewsletters

**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:** $8,200 net
**Weekly takeover:** $41,000 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:** $30,975 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:** $17,700 net
DEPLOYS—1/19, 2/16, 3/16, 4/20, 5/18, 6/15, 7/20, 8/17, 9/12, 10/10, 11/14, 12/12

**At the Smithsonian eNewsletter**
Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.
Delivered to 160,000 opt-in subscribers
**Takeover:** $8,850 net
DEPLOYS—1/3, 2/7, 3/7, 4/2, 6/6, 7/4, 8/1, 9/5, 10/3, 11/7, 12/5

**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:** $14,160 net
DEPLOYS—1/10, 2/14, 3/14, 4/11, 5/9, 6/13, 7/11, 8/9, 9/12, 10/10, 11/14, 12/12

**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:** $12,980 net
Deploys—1/17, 2/21, 3/21, 4/18, 5/16, 6/20, 7/18, 8/15, 9/19, 10/17, 11/21, 12/19

**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:** $12,980 net

**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:** 25%
(Industry Avg.: 19%*)

*Source: IBM Marketing Cloud 2016 Email Marketing Metrics Benchmark Study
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B.J. Kim
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fms_korea@fmsk.co.kr
### Smithsonian Digital Network - Online Advertising Specifications

#### Network Info

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent Network</td>
<td>Smithsonian Digital Network</td>
</tr>
<tr>
<td>Ad Operations Contact</td>
<td>Name: Priscilla Aybar</td>
</tr>
<tr>
<td></td>
<td>E-mail: <a href="mailto:aybarp@si.edu">aybarp@si.edu</a></td>
</tr>
<tr>
<td></td>
<td>Phone: 917.208.4568</td>
</tr>
<tr>
<td></td>
<td>Fax: 202.633.6093</td>
</tr>
<tr>
<td>Ad Implementation Lead-Time</td>
<td>5-10 Business Days</td>
</tr>
</tbody>
</table>

#### Ad Server

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Server</td>
<td>DoubleClick for Publishers</td>
</tr>
</tbody>
</table>

#### Ad Server Targeting Offerings

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Serving</td>
<td>Atlas, DFA, Eyewonder, Mediamind, Unicast by Viewpoint, Brightroll, Interpolls, Pointroll, OpenAdStream</td>
</tr>
<tr>
<td>Research</td>
<td>Comscore, IAG (Nielsen), Icompass, Insight Express, Dimestore, Dynamic Logic, Factor TG, Vizu</td>
</tr>
</tbody>
</table>

#### Standard Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Dimensions (max expanded)</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>1200x150</td>
<td>30 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>450x450</td>
<td>30 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Tower Size</td>
<td>300 x 600</td>
<td>1200x150</td>
<td>30 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, 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.
- 10 day lead time for all rich media.

#### Rich Media Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</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>1200x150</td>
<td>Vertical</td>
<td>15 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>450x450</td>
<td>Horizontal</td>
<td>15 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Large Skyscraper</td>
<td>300 x 600</td>
<td>1200x150</td>
<td>10 Sec</td>
<td>3 max, 10 sec each</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>1800x450</td>
<td>N/A</td>
<td>15 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>970 x 200</td>
<td>1800x180</td>
<td>Down</td>
<td>15 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, third-party ad server tags</td>
</tr>
<tr>
<td>Interstitials</td>
<td>640 x 480</td>
<td>480</td>
<td>N/A</td>
<td>15 Sec</td>
<td>.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), image file + 1x1 with Click Tracker, 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. 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 30% of vertical pixel length.

#### Video Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Width</th>
<th>Height</th>
<th>Max File Weight</th>
<th>Dimensions (unexpanded)</th>
<th>Dimensions (max expanded)</th>
<th>Expansion</th>
<th>Animation</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>Max Length</td>
<td>Max Loops</td>
<td>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>15-29</td>
<td>Flash(.flv) 15FPS QuickTime(.mov): Preferred 29.97 FPS</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)
### Mobile Ad Units

<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>Mobile Banner</td>
<td>Width 320 Height 50</td>
<td>100K</td>
<td>Max Length 15 sec Max Loops 3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Mobile Medium Rectangle</td>
<td>Width 300 Height 250</td>
<td>100K</td>
<td>Max Length 15 sec Max Loops 3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Tablet Banner</td>
<td>Width 728 Height 90</td>
<td>100K</td>
<td>Max Length 15 sec Max Loops 3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Tablet Medium Rectangle</td>
<td>Width 300 Height 250</td>
<td>100K</td>
<td>Max Length 15 sec Max Loops 3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Full Page Interstitial-Mobile</td>
<td>Width (P)320x480 Height (L) 480x240</td>
<td>200 KB</td>
<td>N/A</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Full Page Interstitial-Tablet</td>
<td>Width (P) 768x1024 Height (L) 1024x644</td>
<td>200 KB</td>
<td>N/A</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</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.

### eNewsletters Ad Units

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

<table>
<thead>
<tr>
<th>Native Ad</th>
<th>170x90 image + Text=150 characters max (including spaces)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional Requirements</th>
<th>Clickthrough URL (click command tag optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>E-mail Append List for Test &amp; Final Distribution (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 30k max, jpg or .gif (static)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Native Ad</th>
<th>170x90 image + Text=150 characters max (including spaces)</th>
</tr>
</thead>
</table>

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<tbody>
<tr>
<td></td>
<td>E-mail Append List for Test &amp; Final Distribution (List should identify who is responsible for final ad approval.)</td>
</tr>
</tbody>
</table>

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

### Dedicated eBlasts

<table>
<thead>
<tr>
<th>Image</th>
<th>600 x 800, 60k max, jpg or .gif (static)</th>
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</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>

<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) (click command tag(s) optional)</td>
</tr>
<tr>
<td></td>
<td>E-mail Append List for Test &amp; Final Distribution (List should identify who is responsible for final e-mail approval.)</td>
</tr>
</tbody>
</table>

**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.

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).

Specs valid as of: 12/12/2017