**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

Travel | Switzerland Spotlight (pegged to 200th anniversary of Frankenstein)

Women’s History Month

Art of Burning Man Opens at the Renwick

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
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:** 6,438,000  
**VISITS:** 8,973,000  
**PAGEVIEWS:** 15,766,000  
**TIME SPENT PER VISITOR:** 2.7 minutes  
**MEDIAN AGE:** 46  
**MEDIAN HHI:** $100,004  
**MALE/FEMALE:** 47/53%  
**USER VIDEO PLAYS:** 612,190

Source: comScore Multi-Platform Oct-Dec 2017 monthly averages for traffic data; comScore Multi-Platform Dec 2017 for demo data, PC Only for HHI; JWPlayer Oct-Dec 2017 for video plays
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard: 728 x 90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300 x 600</td>
<td>$46</td>
</tr>
<tr>
<td>ROS Digital Billboard: 970 x 250</td>
<td>$48</td>
</tr>
<tr>
<td>First-Impression Takeover</td>
<td>$46</td>
</tr>
<tr>
<td>Desktop Interstitial</td>
<td>$97</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: 1072 x 500</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072 x 500</td>
<td>$57</td>
</tr>
<tr>
<td>Media Showcase Billboard: 1072 x 500</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Slideshow Interstitial: 1072 x 500</td>
<td>$97</td>
</tr>
<tr>
<td>Custom Video Interstitial: 500x540</td>
<td>$97</td>
</tr>
<tr>
<td>Media Showcase Interstitial: 1072 x 500</td>
<td>$97</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$55</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$93</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: 300 x 250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Banner: 320 x 50</td>
<td>$27</td>
</tr>
<tr>
<td>Mobile Interstitial</td>
<td>$97</td>
</tr>
</tbody>
</table>

**TABLET:**

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300 x 250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300 x 600</td>
<td>$46</td>
</tr>
<tr>
<td>Tablet Interstitial</td>
<td>$97</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, 9/21, 10/19, 11/16, 12/21

**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, 4/4, 5/2, 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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**Meet the Researchers Who Discov the World's Most Dangerous Corners in Search of Biological Riches**

**The First-Known Photograph of the White House Was Taken by an Immigrant**

**People Marked Dimes 'By The Truck Load' to FDR's White House to Cure Polio**

**This Is the 'Goat' Record That Introduced Millions of Americans to a New Kind of Music**

**One of the World's Largest Data Collections Can Now Be Waded Onine**

**France Says "Au Revoir" to After Hours Work Email**

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**TODAY IN HISTORY**

In 1946, Lucille Ball was born. Known simply as Lucille Ball, the domestic, women's rights activist and social reformer is perhaps most famous for helping organize the Women's Equal Rights Convention.

---

**PHOTO OF THE DAY**

"Beam Me Up!" Photo by Michael B. Hanke
New York
420 Lexington Ave., Suite 2335
New York, NY 10170

ACCOUNT MANAGERS
Meryle Lowenthal
212.916.1307
LowenthalM@si.edu

Walker Mason
(Northeast, Mid-Atlantic)
212.916.1302
MasonW2@si.edu

Jaime Duffy
212.916.1304
DuffyJ2@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.
Office 81, Trident Court
1 Oakcroft Road
Surrey, United Kingdom
KT9 1BD
Julian Staples
011 44 (0) 203.044.2750
jstaples@jsmedialtd.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
### Smithsonian Digital Network - Online Advertising Specifications

**Network Info**

<table>
<thead>
<tr>
<th>Parent Network</th>
<th>Smithsonian Digital Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Sites</td>
<td><a href="http://www.AirSpaceMag.com">www.AirSpaceMag.com</a></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.AirSpaceMag.com">www.AirSpaceMag.com</a></td>
</tr>
<tr>
<td>Ad Operations Contact</td>
<td>Name</td>
</tr>
<tr>
<td></td>
<td>E-mail</td>
</tr>
<tr>
<td></td>
<td>Phone</td>
</tr>
<tr>
<td></td>
<td>Fax</td>
</tr>
<tr>
<td>Ad Implementation Lead-Time</td>
<td>5-10 Business Days</td>
</tr>
</tbody>
</table>

**Ad Server**

<table>
<thead>
<tr>
<th>Ad Server Targeting Offerings</th>
<th>DoubleClick for Publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Serving</td>
<td>Atlas, DFA, Eyewonder, Mediamind, Unicast by Viewpoint, Brightroll, Interpolls, P��roll, OpenAdStream, Geographic</td>
</tr>
</tbody>
</table>

**Accepted 3rd Party Tags**

- Comscore, IAG (Nielsen), Icompass, Insight Express, Dimestore, Dynamic Logic, Factor TG, Viz

### Standard Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
<td>Initial</td>
<td>Post-Download</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728</td>
<td>90</td>
<td>150 KB</td>
<td>300 KB</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>250</td>
<td>150 KB</td>
<td>300 KB</td>
</tr>
<tr>
<td>Tower Size</td>
<td>300</td>
<td>600</td>
<td>100 K</td>
<td>30 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.

### Rich Media Creative Guidelines

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
<td>Initial</td>
<td>Post-Download</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728</td>
<td>90</td>
<td>150 KB</td>
<td>300 KB</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>250</td>
<td>150 KB</td>
<td>300 KB</td>
</tr>
<tr>
<td>Large Skyscraper</td>
<td>300</td>
<td>600</td>
<td>200 KB</td>
<td>400 KB</td>
</tr>
<tr>
<td>Billboard</td>
<td>970</td>
<td>250</td>
<td>250 KB</td>
<td>500 KB</td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>970</td>
<td>90</td>
<td>200 KB</td>
<td>400 KB</td>
</tr>
<tr>
<td>Interstitials</td>
<td>640</td>
<td>480</td>
<td>200 KB</td>
<td>300 KB</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>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>N/A</td>
<td>30 Sec</td>
<td>1</td>
<td>15-29</td>
<td>Flash(.flv), 15FPS QuickTime(.mov)</td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>Varies</td>
<td>Varies</td>
<td>40</td>
<td>1 MB</td>
<td>30 Sec</td>
<td>1</td>
<td>mp4, flv, webm</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>Max Length</th>
<th>Max Loops</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Banner</td>
<td>320 x 50</td>
<td>100K</td>
<td>15 sec</td>
<td>3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Mobile Medium Rectangle</td>
<td>300 x 250</td>
<td>100K</td>
<td>15 sec</td>
<td>3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Tablet Banner</td>
<td>728 x 90</td>
<td>100K</td>
<td>15 sec</td>
<td>3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Tablet Medium Rectangle</td>
<td>300 x 250</td>
<td>100K</td>
<td>15 sec</td>
<td>3</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Full PageInterstitial-Mobile</td>
<td>(P)320x480</td>
<td>200 KB</td>
<td>N/A</td>
<td>N/A</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
</tr>
<tr>
<td>Full PageInterstitial-Tablet</td>
<td>(P) 768x1024</td>
<td>200 KB</td>
<td>N/A</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

#### Smithsonian Weekender, Air & Space, History & Archaeology, Science and Travel & Culture

<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>Image</td>
<td>160 x 600, 30k max, .jpg or .gif (static)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
<tr>
<td></td>
<td>300 x 250, 30k max, .jpg or .gif (static)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
<tr>
<td>Native Ad</td>
<td>170x90 image + Text-150 characters max (including spaces)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
</tbody>
</table>

**Additional 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.

### Daily eNewsletter Ad Units

<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>Image</td>
<td>560x70, 30k max, .jpg or .gif (static)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
<tr>
<td></td>
<td>300x250, 30k max, .jpg or .gif (static)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
<tr>
<td>Native Ad</td>
<td>170x90 image + Text-150 characters max (including spaces)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
</tbody>
</table>

**Additional 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.

### Dedicated eBlasts

<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>Image</td>
<td>600 x 800, 60k max, .jpg or .gif (static)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
<tr>
<td>Subject</td>
<td>50 characters max (including spaces)</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
<tr>
<td>Body Text</td>
<td>No character limit</td>
<td>.jpg, .gif (static), .gif (animated), third-party ad server tags</td>
<td></td>
</tr>
</tbody>
</table>

**Additional Requirements**
- .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.)

**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 IAB guidelines (www.iab.net).