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 6,158,000
DIGITAL 10,925,600
EVENTS 1,200,000
TOTAL PRINT AUDIENCE 6,158,000
RATE BASE 1,575,000
MALE 51%
FEMALE 49%
MEDIAN HOUSEHOLD INCOME $87,522
HOMEOWNERS 74%
MEDIAN AGE 60
COLLEGE EDUCATED 85%
INFLUENTIALS 285
INDEX
PROFESSIONAL/MANAGERIAL 120
INDEX
Source: MRI-Simmons Spring 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
SCIENCE
• Futures exhibit
• The Future of Coding—
  profile of Mitch Resnick,
  creator of computer
  programming language Scratch

SEPTEMBER
CLOSING: 7/6 • ON SALE: 8/24
HISTORY
• Roquefort cheese
SCIENCE
• Swimming with Orcas
  in Norway

OCTOBER
CLOSING: 8/10 • ON SALE: 9/28
SCIENCE
• Futures exhibit
HISTORY
• Food History

NOVEMBER
CLOSING: 9/7 • ON SALE: 10/26
SCIENCE
• John Deere and the
  Future of Agriculture
• The Future of Coding—
  profile of Mitch Resnick,
  creator of computer
  programming language Scratch

DECEMBER
CLOSING: 10/5 • ON SALE: 11/23
TRAVEL
• Italian Villages
SCIENCE
• Elephants

NOTE: Editorial and timing subject to change
### 2021 PRINT GROSS RATES

<table>
<thead>
<tr>
<th>Issue</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>
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<tr>
<td>Spread</td>
<td>$221,200</td>
<td>$323,800</td>
</tr>
<tr>
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<td>$129,500</td>
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<td>$32,400</td>
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<td>Cover 2</td>
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<tr>
<td>4th Cover</td>
<td>$202,400</td>
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No charge for bleed

### 2021 PRINT CLOSING DATES

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<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>
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<tbody>
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<td>January/February</td>
<td>Nov 10</td>
<td>Nov 18</td>
<td>Dec 2</td>
<td>Dec 29</td>
<td>Dec 18</td>
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<tr>
<td>March</td>
<td>Jan 5</td>
<td>Jan 13</td>
<td>Jan 27</td>
<td>Feb 23</td>
<td>Feb 19</td>
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<tr>
<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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<tr>
<td>May</td>
<td>Mar 9</td>
<td>Mar 17</td>
<td>Mar 31</td>
<td>Apr 27</td>
<td>Apr 23</td>
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<tr>
<td>June</td>
<td>Apr 6</td>
<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>
<td>July 6</td>
<td>July 14</td>
<td>Jul 28</td>
<td>Aug 24</td>
<td>Aug 20</td>
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<td>Aug 18</td>
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<td>Sept 28</td>
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<td>November</td>
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<td>Oct 26</td>
<td>Oct 22</td>
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<td>December</td>
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<td>Oct 13</td>
<td>Oct 27</td>
<td>Nov 23</td>
<td>Nov 19</td>
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<td>Nov 9</td>
<td>Nov 16</td>
<td>Dec 1</td>
<td>Dec 28</td>
<td>Dec 17</td>
</tr>
</tbody>
</table>

NOTE: Preprinted inserts should arrive at Quad on the due dates posted – there will be NO EXTENSIONS on these dates.  
*Call Production for spoilage amount needed for supplied inserts.
DELIVERY

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. The print line screen is 150.

PRINT SPECS

<table>
<thead>
<tr>
<th>PRINT AD SIZE (in inches)</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trims to</th>
<th>Image Safety (live)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15 x 9-3/4</td>
<td>16 x 10-3/4</td>
<td>15-3/4 x 10-1/2</td>
<td>15-1/4 x 10</td>
</tr>
<tr>
<td>Page</td>
<td>7 x 9-3/4</td>
<td>8-1/8 x 10-3/4</td>
<td>7-7/8 x 10-1/2</td>
<td>7-3/8 x 10</td>
</tr>
<tr>
<td>Digest</td>
<td>4-5/8 x 7</td>
<td>5-3/8 x 7-5/8</td>
<td>5-1/8 x 7-3/8</td>
<td>4-5/8 x 6-3/4</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>4-5/8 x 9-3/4</td>
<td>5-3/8 x 10-3/4</td>
<td>5-1/8 x 10-1/2</td>
<td>4-5/8 x 10</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>15 x 4-3/4</td>
<td>16 x 5-3/8</td>
<td>15-3/4 x 5-1/8</td>
<td>15-1/4 x 4-5/8</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7 x 4-3/4</td>
<td>8-1/8 x 5-3/8</td>
<td>7-7/8 x 5-1/8</td>
<td>7-3/8 x 4-5/8</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>2-1/4 x 9-3/4</td>
<td>3 x 10-3/4</td>
<td>2-3/4 x 10-1/2</td>
<td>2-1/4 x 10</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4-5/8 Wide x 4-3/4 Tall</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/6 Page (vertical)</td>
<td>2-1/4 x 4-3/4</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

Image Safety: Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/4” from the edge of the ads.

Binding: Saddle wire. Page trim size: 7-7/8 x 10-1/2”. Bleed allowance: 1/8” on each side. Safety for bleed ads: 1/4” inside trim. Gutter safety: 3/32” (When a headline crosses over the gutter in a spread, a 3/32” total gap is necessary to read type correctly.) Page is three columns, each column 2 1/4” wide. Due to mechanical variations in the binding process, the magazine advises against crossing the gutter with letters or designs that demand near perfect alignment.

PRINT AD SIZE (in inches)

<table>
<thead>
<tr>
<th>PRINT SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT AD SIZE (in inches)</td>
</tr>
<tr>
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<tr>
<td>Page</td>
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<tr>
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<tr>
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</tr>
<tr>
<td>1/2 Page (horizontal)</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
</tr>
<tr>
<td>1/6 Page (vertical)</td>
</tr>
</tbody>
</table>

IPAD & OTHER TABLETS (in pixels)

<table>
<thead>
<tr>
<th>PRINT AD SIZE (in inches)</th>
<th>Non-Bleed</th>
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</tr>
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<tr>
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</tr>
<tr>
<td>1/3 Page (square)</td>
</tr>
<tr>
<td>1/6 Page (vertical)</td>
</tr>
</tbody>
</table>

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
**Demographic 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.

**Rate**
- **4-Color:** $64,100 (gross)
- **B&W:** $43,600 (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 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:** $71,400 (gross)
- **B&W:** $48,600 (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)

---

**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)

---

**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 MRI-Simmons Spring 2020
AGE 25-44
43%

AGE 45-64
32%

FEMALE
54%
MALE
46%

UNIQUE VISITORS
10,925,600

VIEWS
18,456,740

Source: Google Analytics
July - Sept 2020
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
<table>
<thead>
<tr>
<th>Digital Network 2021 Rates (Net)</th>
<th>WEB:</th>
<th>CPM (Net)</th>
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<td>ROS Leaderboard: 728x90</td>
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<tr>
<td>ROS Box: 300x250</td>
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<td>$37</td>
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<tr>
<td>ROS Large Rectangle: 300x600</td>
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<td>$46</td>
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<td>ROS Billboard: 970x250</td>
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<td>$48</td>
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<tr>
<td>First-Impression Takeover</td>
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<td>Custom Slideshow Billboard: 1072x325</td>
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<td>Large Format Slideshow Billboard: 1072x500</td>
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<td>$80</td>
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<tr>
<td>Custom Video Billboard: 1072x325</td>
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<td>$57</td>
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<tr>
<td>Large Format Video Billboard: 1072x500</td>
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<td>Media Showcase Billboard: 1072x325</td>
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<tr>
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<td>ROS Banner: 320x50</td>
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<tr>
<td>Mobile Custom Slideshow: 320x400</td>
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<td>Mobile Scroller Reveal: 320x488</td>
<td></td>
<td>$80</td>
</tr>
<tr>
<td>Tablet:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROS Box: 300x250</td>
<td></td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td></td>
<td>$46</td>
</tr>
</tbody>
</table>

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*Media Kit*
**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>Leaderboard</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Mobile Banner</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>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB Initial</td>
<td>300 KB Subload</td>
<td>30 Sec 3</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB Initial</td>
<td>300 KB Subload</td>
<td>30 Sec 3</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200 KB Initial</td>
<td>400 KB Subload</td>
<td>30 Sec 3</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>250 KB Initial</td>
<td>500 KB Subload</td>
<td>30 Sec 3</td>
</tr>
</tbody>
</table>

**VIDEO CREATIVE GUIDELINES**

<table>
<thead>
<tr>
<th>Name</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>Preroll</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>In-Article Video</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 Quantile Tracking pixels accepted.
# ENEWSLETTER & DEDICATED EBLAST SPECS

## ENEWSLETTERS AD UNITS
(Smithsonian Weekender, Air & Space, History & Archaeology, Science and Travel & Culture)

| Image | 160x600, 30k max, .jpg or .gif (static)  
|       | 300x250, 30k max, .jpg or .gif (static) |

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

| Additional Requirements | Clickthrough URL (click command tag optional)  
|                         | List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.) |

| Notes | 1x1 impression-tracking pixel optional |

## DAILY ENEWSLETTER AD UNITS

| Image | 560x70, 30k max, .jpg or gif (static)  
|       | 300x250  30k max, .jpg or gif (static) |

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

| Additional Requirements | Clickthrough URL(s)  
|                         | List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.) |

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

## DEDICATED EBLASTS

| Format | Fully code HTML |

| Width | 600 |

| File Size | 100K (Max) |

| Subject | 50 characters max (including spaces) |

| Body Text | No character limit |

| Font | Standard web fonts {e.g., Arial, Helvetica, Verdana, Tahoma}; minimum 10 pts/px  
| Audio & Video | Not permitted |

| Additional Requirements | .doc or .txt file with back-up text  
|                         | Clickthrough URL(s)  
|                         | List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.) |

| Notes | 1x1 impression-tracking pixel and clickthrough tracking - optional  
| Please deliver assets as non-Zipped email attachments (Zip files are blocked by our email provider). DropBox or WeTransfer. |

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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 (www.iab.net)

## AD OPERATIONS CONTACT

Perrin Doniger: donigerp@si.edu, 202.633.5629. Fax: 202.633.6093
eNEWSLETTERS

**Smithsonian Daily**
Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from *Smithsonian* magazine and exclusive features from Smithsonianmag.com.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$15,375 open cost</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
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</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$14,095 open cost</td>
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</table>

DEPLOYS—Sundays

**At the Smithsonian**
Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$3,875 open cost</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$5,535 open cost</td>
</tr>
</tbody>
</table>


**History & Archaeology**
Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$8,295 open cost</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$8,300 open cost</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>OPT-IN</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>$8,025 open cost</td>
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</tbody>
</table>


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**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
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Northeast, Mid-Atlantic
& Southern California

East Coast Travel

Midwest, Pacific Northwest
& New York