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**

6,862,000

**DIGITAL**

7,700,000

**EVENTS**

1,200,000
TOTAL PRINT AUDIENCE
6,862,000

RATE BASE
1,600,000

FEMALE
50%

MALE
50%

MEDIAN HOUSEHOLD INCOME
$81,211

HOMEOWNERS
76%

MEDIAN AGE
61

COLLEGE EDUCATED
80%

INFLUENTIALS
286 INDEX

PROFESSIONAL/ MANAGERIAL
112 INDEX

Source: GfK MRI Doublebase 2019
2020 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY
CLOSING: 11/12 • ON SALE: 12/31
HISTORY
• Populating America
• Imperfect Union on John and Jessie Fremont
• National Treasure: American Indian snow goggles
• Saving Czech civilians—a personal WWII history
• American Icon: Maya Angelou
SCIENCE
• How researchers in England are investigating "folklore" cures from old wives' tales to combat antibiotic-resistant bacteria
• New evidence suggests hominins arrived on our shores far earlier than once thought
TRAVEL
• International Stories: Sahara desert, Amazon rainforest
• Photo Essay: An Arkansas spa town that once peddled a dubious cancer cure

MARCH
CLOSING: 1/7 • ON SALE: 2/25
HISTORY
• Women's History Month: Profile of Gene Stratton-Porter, an author and conservationist who was the JK Rowling of her day
• Rethinking Florence Nightingale
• Solving the mystery of a sunken Civil War submarine
• National Treasure: Horten aircraft

APRIL
CLOSING: 2/4 • ON SALE: 3/24
PLANET POSITIVE:
Our Earth Day and 50th anniversary extravaganza
SCIENCE
• How wolverines are coping with climate change

MAY
CLOSING: 3/3 • ON SALE: 4/21
TRAVEL ISSUE
TRAVEL
• Eating pizza in Naples
• Wine in the time of climate change (Israel)
• The inventor of hiking in France
• A home for retired thoroughbred horses in Kentucky
ARTS
• Smithsonian Photo Contest

JUNE
CLOSING: 4/7 • ON SALE: 5/26
HISTORY
• Phillip II of Macedonia and the latest polycentric museum
• Diana—the virtual preservation of Jewish archaeological sites and ancient synagogues
SCIENCE
• The Godfather of homebrewing

JULY/AUGUST
CLOSING: 5/12 • ON SALE: 6/30
SCIENCE
• The endangered Bonobos
• Overfishing
HISTORY
• 100th anniversary of Women’s suffrage
• Photo Essay: The Descendants of Historical Figures
• A heist at the Carnegie Library

SEPTEMBER
CLOSING: 7/7 • ON SALE: 8/25
HISTORY
• Secrets of American History
• The reexamining of mad emperor Nero
TRAVEL
• Tour of Japan’s Shogun Trail

OCTOBER
CLOSING: 8/4 • ON SALE: 9/22
SCIENCE
• Personality studies
• Migratory shorebirds

NOVEMBER
CLOSING: 9/8 • ON SALE: 10/27
SCIENCE
• Cover: Canine Cognition
• Education: Empathy in medicine
HISTORY
• Election 2020: First Ladies at the National Portrait Gallery

DECEMBER
CLOSING: 10/6 • ON SALE: 11/24
SCIENCE
• River otters come back
HISTORY
• Hawaiian language revival
ARTS
• Artist James Turrell
NOTE: Editorial subject to change
### 2020 PRINT CLOSING DATES

<table>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Nov 12</td>
<td>Nov 20</td>
<td>Dec 4</td>
<td>Dec 31</td>
<td>Dec 20</td>
</tr>
<tr>
<td>March</td>
<td>Jan 7</td>
<td>Jan 15</td>
<td>Jan 29</td>
<td>Feb 25</td>
<td>Feb 21</td>
</tr>
<tr>
<td>April</td>
<td>Feb 4</td>
<td>Feb 12</td>
<td>Feb 26</td>
<td>Mar 24</td>
<td>Mar 20</td>
</tr>
<tr>
<td>May</td>
<td>Mar 3</td>
<td>Mar 11</td>
<td>Mar 25</td>
<td>Apr 21</td>
<td>Apr 17</td>
</tr>
<tr>
<td>June</td>
<td>Apr 7</td>
<td>Apr 15</td>
<td>Apr 29</td>
<td>May 26</td>
<td>May 23</td>
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<tr>
<td>July/August</td>
<td>May 12</td>
<td>May 20</td>
<td>June 3</td>
<td>June 30</td>
<td>June 26</td>
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<tr>
<td>October</td>
<td>Aug 4</td>
<td>Aug 12</td>
<td>Aug 26</td>
<td>Sept 22</td>
<td>Sept 18</td>
</tr>
<tr>
<td>November</td>
<td>Sept 8</td>
<td>Sept 16</td>
<td>Sept 30</td>
<td>Oct 27</td>
<td>Oct 23</td>
</tr>
<tr>
<td>December</td>
<td>Oct 6</td>
<td>Oct 14</td>
<td>Oct 28</td>
<td>Nov 24</td>
<td>Nov 20</td>
</tr>
<tr>
<td>Jan/Feb 2021</td>
<td>Nov 10</td>
<td>Nov 17</td>
<td>Dec 2</td>
<td>Dec 29</td>
<td>Dec 18</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.

### 2020 PRINT GROSS RATES

<table>
<thead>
<tr>
<th></th>
<th>B&amp;W</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$109,100</td>
<td>$159,700</td>
</tr>
<tr>
<td>Spread</td>
<td>$218,000</td>
<td>$319,300</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$87,200</td>
<td>$127,700</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$65,300</td>
<td>$96,000</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$43,500</td>
<td>$63,900</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$21,900</td>
<td>$32,000</td>
</tr>
<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$360,500</td>
</tr>
<tr>
<td>Cover 2</td>
<td></td>
<td>$199,600</td>
</tr>
<tr>
<td>3rd Cover</td>
<td></td>
<td>$175,700</td>
</tr>
<tr>
<td>4th Cover</td>
<td></td>
<td>$199,600</td>
</tr>
</tbody>
</table>

No charge for bleed
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. Total Area or Ink Density is 300%. 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.

IPAD & OTHER TABLETS (in pixels)

Page: 1536 Wide x 2048 Tall (vertical only)
144 ppi or higher

File Type: JPEG or PNG

Color Space: RGB

- Ad must be designed to specs to fit perfectly within 4:3 & 16:9 tablets.
- Ad can have only one web-element/URL. Link will be activated by Smithsonian. Flash is not supported on all devices and it would be best to avoid any links that attempt to run Flash. HTML5 is now universally supported on both iOS and Android devices.
- Ad converted to DFT must be consistent with print and have the same brand/product messaging in the creative.
- A spread ad can be re-designed to perfectly fit tablet in portrait orientation or can be kept as a scrollable spread. User will see the LHP first and must swipe to reveal RHP.
- The web page will display as soon as the user taps the web-enabled area button in the ad page.
- Tablet device will display the site in its in-app built-in browser.
- Web content is the legal responsibility of the advertiser.
- Content is available only when user is online.

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: 55%/45%
Audience: 1,819,000 readers
Median HHI: $117,079
Professional-Managerial: 76%
Top management: 12%
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.

This edition is audited by AAM.

RATE
4-Color: $64,100 (gross)
B&W: $43,600 (gross)

Platinum
Circulation: 425,000
Men/Women: 53%/47%
Audience: 1,848,000 readers
Median HHI: $126,159
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 Platinum edition.

MRI also uses SESI and applies a value to our respondents. This edition is audited by AAM.

RATE
4-Color: $57,300 (gross)
B&W: $39,000 (gross)

Under 55
Circulation: 575,000 subscribing households
Men/Women: 54%/46%
Audience: 2,202,000 readers
Median HHI: $93,122
Age Under 55: 90%
Median Age: 41
Smithsonian’s Under 55 edition is a targeted edition with circulation delivered to 575,000 adults who are 18-55 in subscribing households. These adults are qualified by age from our subscriber database.

RATE
4-Color: $74,700 (gross)
B&W: $50,800 (gross)

55+
Circulation: 1,025,000 subscribing households
Men/Women: 48%/52%
Audience: 3,926,000 readers
Median HHI: $74,782
Age 55+: 90%
Median Age: 68
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)

Men’s Edition
Circulation: 800,000 subscribing households
Audience: 3,064,000 readers
Median HHI: $83,376
Smithsonian’s Men’s edition is a targeted edition with circulation delivered to 800,000 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE
4-Color: $95,900 (gross)
B&W: $67,300 (gross)

Women’s Edition
Circulation: 800,000 subscribing households
Audience: 3,064,000 readers
Median HHI: $78,656
Smithsonian’s Women’s edition is a targeted edition with circulation delivered to 800,000 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE
4-Color: $95,900 (gross)
B&W: $67,300 (gross)

Source: Publisher’s estimates derived from GfK MRI Doublebase 2019
AGE 25-34
47%

AGE 45-64
30%

FEMALE
53%
MALE
47%

UNIQUE VISITORS
7,173,696

VISITS
8,730,248

VIEWS
11,824,350

Source: Google Analytics
July-September 2019
2020 ONLINE EDITORIAL CALENDAR

JANUARY/ FEBRUARY
2020: What’s Ahead in the Next 20 Years
Innovators to Watch This Year
Things We Learned at CES
Anniversaries/Museums Worth Traveling for This Year
200 Years of Antarctica
Black History Month
100 Years Since Prohibition

MARCH
“Women Who Shaped History” (100 Years of Suffrage)
• Map of Memorials/ Statues to Women Across the U.S.
Planet Positive/Earth Optimism package
• 50 Solutions to Save the Planet
SXSW Conference coverage
200 Years of Maine Statehood

APRIL
50 Predictions of What Life Will be Like in 50 Years
Photo Contest
Asian-American Heritage Month

MAY
Future Con
Intel Science & Engineering Fair
Best Small Towns to Visit in 2020
Historical Marker Road Trip Across the U.S.A.

JUNE
Mission to Mars
Girlhood at National Museum of American History
75 Years Since the End of WWII
Meet the Artist series
PRIDE
150 Years of the Metropolitan Museum of Art

JULY/AUGUST
Assistive Technologies: 30 Years of the ADA
Folklife Festival: UAE, Brazil, Benin, Solar Decathlon, the Baltics
The Science and Tech of the Olympics
The Culture and History of Japan
Travel: Wisconsin and North Carolina
What’s Next in Education
• 150th anniversary of Montessori movement
• Back to School

SEPTEMBER
Secrets of American History
Political History
Fall Culture Preview
Science: The Everyday Explained

OCTOBER
75 Years of UNESCO
Science of Fear
Food History
Evolution of Architecture

NOVEMBER
400th Anniversary of Pilgrims in Plymouth
Holiday Gift Guide
Best Books of the Year
Green Build conference/ James Dyson Award

DECEMBER
250 years of Beethoven
“True Story of” movie coverage
Sky-watching Guide for 2021

NOTE: Editorial subject to change
### Digital Network 2019 Rates (NET)

#### Web:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard: 728x90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
<tr>
<td>ROS Billboard: 970x250</td>
<td>$48</td>
</tr>
<tr>
<td>First-Impression Takeover</td>
<td>$46</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: 1072x325</td>
<td>$65</td>
</tr>
<tr>
<td>Large Format Slideshow Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072x325</td>
<td>$57</td>
</tr>
<tr>
<td>Large Format Video Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Media Showcase Billboard: 1072x325</td>
<td>$57</td>
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<tr>
<td>Large Format Media Showcase: 1072x500</td>
<td>$80</td>
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<tr>
<td>In-Article Custom Slideshow: 732x250</td>
<td>$57</td>
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<tr>
<td>Paid Social Promotion</td>
<td>$57</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$100</td>
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#### Mobile:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>CPM (NET)</th>
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<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Banner: 320x50</td>
<td>$27</td>
</tr>
<tr>
<td>Mobile Custom Slideshow: 320x400</td>
<td>$57</td>
</tr>
<tr>
<td>Mobile Scroller Reveal: 320x488</td>
<td>$80</td>
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</table>

#### Tablet:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
</tbody>
</table>
**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>
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<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
<td>150 KB</td>
<td>300 KB</td>
</tr>
<tr>
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<td>150 KB</td>
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<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>200 KB</td>
<td>400 KB</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>250 KB</td>
<td>250 KB</td>
<td>500 KB</td>
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### VIDEO CREATIVE GUIDELINES

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<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>
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</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 Quartile Tracking pixels accepted.
ENewsletter & Dedicated Eblast Specs

EnNewsletters Ad Units

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

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

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

<table>
<thead>
<tr>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>560x70, 30k max, .jpg or .gif (static)</td>
</tr>
<tr>
<td>300x250, 30k max, .jpg or .gif (static)</td>
</tr>
</tbody>
</table>

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.

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)

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 Smithsonian.com.

<table>
<thead>
<tr>
<th>OPT-IN SUBSCRIBERS</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>200,000</td>
<td>$10,250 net</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 Smithsonian.com and stunning photography.

<table>
<thead>
<tr>
<th>OPT-IN SUBSCRIBERS</th>
<th>DAILY TAKEOVER</th>
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</thead>
<tbody>
<tr>
<td>350,000</td>
<td>$19,375 net</td>
</tr>
</tbody>
</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 SUBSCRIBERS</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>$5,535 net</td>
</tr>
</tbody>
</table>

DEPLOYS—1/1, 2/5, 3/4, 4/1, 5/6, 6/3, 7/1, 8/5, 9/2, 10/7, 11/4, 12/2

**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 SUBSCRIBERS</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000</td>
<td>$8,300 net</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 SUBSCRIBERS</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>215,000</td>
<td>$11,900 net</td>
</tr>
</tbody>
</table>

DEPLOYS—1/15, 2/19, 3/18, 4/15, 5/20, 6/17, 7/15, 8/19, 9/16, 10/21, 11/18, 12/16

**Science & Innovation**
Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>200,000</td>
<td>$11,070 net</td>
</tr>
</tbody>
</table>

DEPLOYS—1/8, 2/12, 3/11, 4/8, 5/13, 6/10, 7/8, 8/12, 9/9, 10/7, 11/11, 12/9

**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 SUBSCRIBERS</th>
<th>DAILY TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>175,000</td>
<td>$8,300 net</td>
</tr>
</tbody>
</table>


**ADVERTISING OPPORTUNITIES**

**DAILY NEWSLETTER TAKEOVER INCLUDES:** 100% SOV, 300x250, 560x70, & native story placement

**ALL OTHER NEWSLETTER TAKEOVER INCLUDES:** 100% SOV, 300x250, 160x600, & native story placement
CONTACTS

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MEDIA KIT