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

Ad Name	Dimensions		Max File Weight	Accepted File Types
	WIDTH	HEIGHT		
Leaderboard	728	90	40 KB	.jpg, .gif, HTML5, third-party ad server tags
Medium Rectangle	300	250	40 KB	.jpg, .gif, HTML5, third-party ad server tags
Half Page	300	600	50 KB	.jpg, .gif, HTML5, third-party ad server tags
Billboard	970	250	50 KB	.jpg, .gif, HTML5, third-party ad server tags
Mobile Banner	320	50	40 KB	.jpg, .gif, HTML5, third-party ad server tags

RICH MEDIA CREATIVE GUIDELINES

Ad Name	Dimensions (unexpanded)		Max File Weight		Animation		Accepted File Types
	WIDTH	HEIGHT	INITIAL	HOST-INITIATED SUBLOAD	MAX LENGTH	MAX LOOPS	
Leaderboard	728	90	150 KB	300 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags
Medium Rectangle	300	250	150 KB	300 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags
Half Page	300	600	200 KB	400 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags
Billboard	970	250	250 KB	500 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags

VIDEO CREATIVE GUIDELINES

	WIDTH	HEIGHT	ASPECT RATIO	FILE SIZE	MAX LENGTH	MAX LOOPS	FRAME RATE	FILE TYPE	BIT RATE
Preroll	1920	1080	16x9	7MB	30 Sec	1	30BPS	VAST, MP4. MOV	1000 KPBS
In-Article Video	1920	1080	16x9	7MB	30 Sec	1	30BPS	MP4, . MOV	1000 KPBS

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

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.

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

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