

Smithsonian Digital Network - Online Advertising Specifications

Network Info

Parent Network	Smithsonian Digital Network	Ad Server	DoubleClick for Publishers
Network Sites	www.SmithsonianMag.com www.AirSpaceMag.com www.goSmithsonian.com	Ad Server Targeting Offerings	Geographic (state-level)
Ad Operations Contact	name: Mike Barnitt e-mail: BarnittM@si.edu phone: 212.916.1316 fax: 212.986.4259	Accepted 3rd Party Tags	Ad Serving: Adcentric, Accela Communications, Adify, AdInterax, Admeta, Admotion MX, Adscout, Adsfac, AdTechUS, Aperture (Datran), Atlas, BBE/Vindico, Blue Lithium, Bluestreak, Brandnet, Brightroll, CheckM8, DoubleClick Rich Media, Eplanning, Eyeblaster, Eyeturn, Eyewonder, Flashtalking, Interpolls, Linkstorm, Personiva, Pictela, Pointroll, Rovion, ShortTail, Spongecell, Tangozebra, Traffiq, TruEffect, Tumri, Unicast, Video Egg, Vindico Research: Comscore, IAG (Nielsen), Icompass, Insight Express, Dimestore, Dynamic Logic, Factor TG, Vizu
Ad Implementation Lead-Time	5 Business Days		

Standard Ad Units

Ad Name	Dimensions		Max File Weight	Animation		Accepted File Types
	Width	Height		Max Length	Max Loops	
Top Leaderboard	728	90	40k	:15	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), third-party ad server tags
Medium Rectangle	300	250	40k	:15	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), third-party ad server tags
Bottom Leaderboard	728	90	40k	:15	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), third-party ad server tags
Micro Bar (Article Tools)	88	31	10k	:15	3	.jpg, .gif (static), .gif (animated), .swf (requires back-up .gif or .jpg), third-party ad server tags
Notes:	All .swf files must be compatible with Flash version 9 or earlier, must utilize clickTAG functionality, must contain an opaque background, and must be provided with a valid clickthrough URL.					

Rich Media Ad Units

Ad Name	Dimensions (unexpanded)		Max File Weight		Dimensions (max expanded)		Expansion		Animation		Accepted File Types
	Width	Height	Initial	Post-Download	Width	Height	Vertical	Horizontal	Max Length	Max Loops	
Top Leaderboard	728	90	40k	120k	728	270	Down	N/A	:15	3	third-party rich media tags
Medium Rectangle	300	250	40k	120k	500	500	Down	Left	:15	3	third-party rich media tags
Bottom Leaderboard	728	90	40k	120k	728	225	Up	N/A	:15	3	third-party rich media tags
Notes:	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 Ad Units

Ad Name	Dimensions		Max File Weight		Animation			Accepted File Types
	Width	Height	Initial	Post-Download	Max Length	Max Loops	FPS	
Pre-Roll	400	300	1.5MB	N/A	:15	1	12-18	.flv
In-Banner Video	Varies	Varies	40	1.6MB	:15	1	12-18	third-party ad server tags
Notes:	Flash version 9 or earlier; In-Banner Video requires Play, Pause, Rewind & Volume buttons. Audio must be user-initiated.							

Mobile Ad Units

Ad Name	Dimensions		Max File Weight	Animation		Accepted File Types
	Width	Height		Max Length	Max Loops	
Mobile Ad Banner	300	50	7.5k	:15	3	.jpg, .gif (static), .gif (animated), third-party ad server tags
Notes:	Third-party tags must return a .jpg or .gif (static or animated).					

Content eNewsletters Ad Units

(Smithsonian Insider, goSmithsonian NOW, Air & Space, History & Archaeology, Science & Wildlife and Travel & Culture)

	Spotlight Ad	Premium Ad
Image	140x140, 20k max, .jpg or .gif (static)	160 x 600, 30k max, .jpg or .gif (static)
Headline	50 characters max (including spaces)	300 x 250, 30k max, .jpg or .gif (static)
Body Text	250 characters max (including spaces)	N/A
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.)	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.	The Air & Space and goSmithsonian NOW eNewsletters have two premium ad slots: 160x600 & 300x250. All other eNewsletters have only one: 160x600. 1x1 impression-tracking pixel optional.

TRAVELwire eNewsletter Ad Units

	Spotlight Ad	Premium Ad
Image	140x140, 20k max, .jpg or .gif (static)	300 x 250, 30k max, .jpg or .gif (static)
Advertiser Logo	200 wide, flexible height (200 max), 20k max, .jpg, .gif (static) or .eps	200 wide, flexible height (200 max), 20k max, .jpg, .gif (static) or .eps
Headline	50 characters max (including spaces)	50 characters max (including spaces)
Body Text	250 characters max (including spaces)	250 characters max (including spaces)
Extended Travel Offer Text	400 characters max (including spaces)	400 characters max (including spaces)
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.)	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

Image	600 x 800, 60k max, .jpg or .gif (static)
Subject	50 characters max (including spaces)
Body Text	No character limit
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 to IAB guidelines (www.iab.net).

Specs valid as of:

8/5/14