

3-D Printing for the Visually Impaired



What We Learned from Mouse Utopias in the 1960s



GAME CHANGERS

FEBRUARY 26, 2015 2:07PM

Use Virtual Reality to Eliminate That Pain in Your Neck

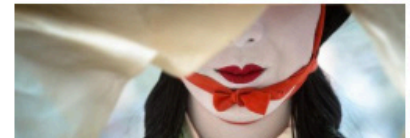
SMARTNEWS

Keeping you current

15 MINUTES AGO



PHOTO OF THE DAY



3.9 million
UNIQUE VISITORS

5,447,000
VISITS

15 million
PAGEVIEWS

Source: comScore Multi-Platform
September 2014; Ooyala September 2014

Smithsonian.com ranks #1:
"MOST INTERESTING"

Smithsonian.com ranks
in the top five for:
"MOST BELIEVABLE"
"MOST AUTHORITATIVE"
"MOST TRUSTED"

Source: Affinity's Spring 2011 semi-annual

SMITHSONIAN.COM celebrates the creators, innovators and idea-makers who drive us forward to the future. Furthering the Smithsonian mission "to increase and diffuse knowledge," Smithsonian.com reaches influentials across the web, engages them with what they want and need to know now, and gives them inspirational ideas, insights, and information to share.

2014/2015 ONLINE EDITORIAL CALENDAR

New Photo Contest Community Portal | October 2014 (*Photography*)

Anthropocene | October 2014 (*Science*)

American Ingenuity Awards | November 2014 (*Innovation*)

Holiday Gift Guides | November 2014 (*All Sections*)

Winter Getaway Guide | November/December 2014 (*Travel*)

Best of the Year Lists | December 2014 (*All Sections*)

What to See/Where to Travel in 2015 | January 2015 (*Travel/Arts & Culture*)

Evotourism | January 2015 (*Travel*)

Today in History | January 2015 (*History*)

Photo Contest Finalists | February 2015 (*Photography*)

Best Small Towns | May 2015 (*Travel*)

The Future is Here | May 2015 (*Innovation*)

Lincoln Assassination Commemoration | February/March 2015 (*History*)

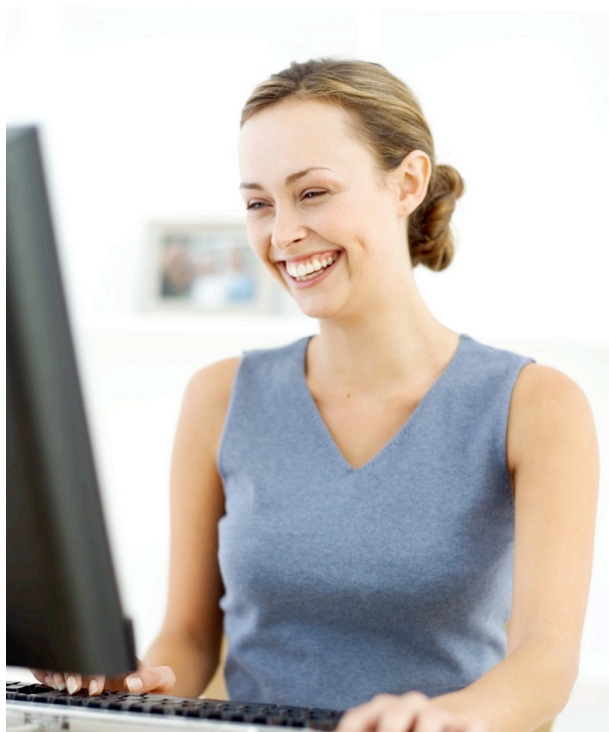
VE Day Commemoration (*Air & Space*) | May 2015 (*History*)

*Editorial subject to change



AUDIENCE PROFILE

Total Visitors: 6,469,097



	% COMP
Men	50.9%
Women	49.1%

HOUSEHOLD INCOME

HHI \$75,000+	62.1%
HHI \$100,000+	45.8%
Median HHI	\$87,500

EDUCATION

College Educated +	71.5%
Grad Coll+	43.1%
Completed Grad School	10.5%

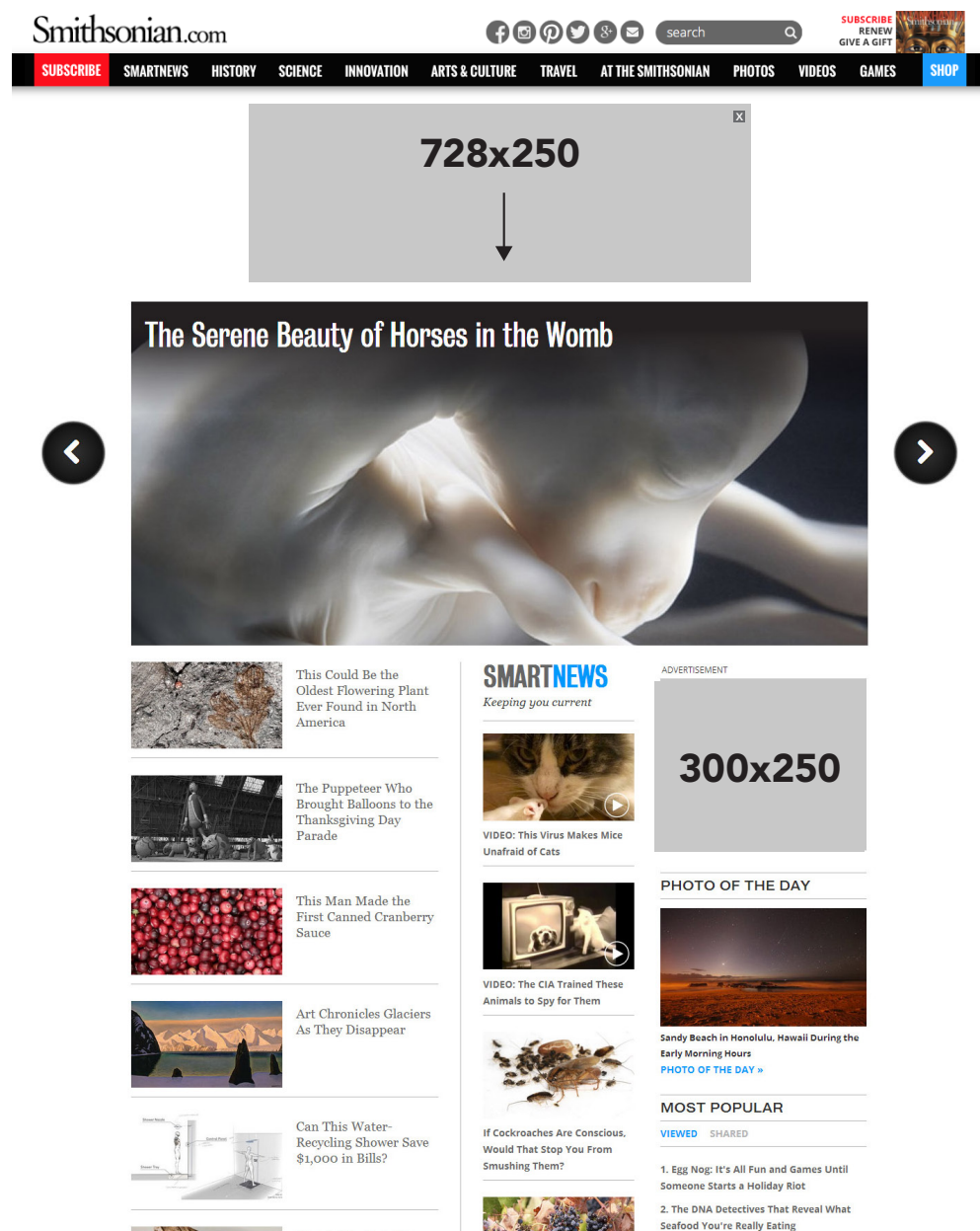
AGE

Age 25-34	19.7%
Age 25-49	50.1%
Age 25-54	57.1%
Age 35-49	30.4%
Age 35-54	37.4%
Median Age	43 years

Married/Partnered	53.1%
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DIGITAL AD UNITS

Smithsonian.com offers both standard and custom ad products to maximize brand impact with our audience of thought leaders and innovators. Ad units can be geo-targeted, or customized by content category. Video opportunities – from sponsored video to pre-roll with companion ads – exist in each vertical. Smithsonian.com also can support most of the new IAB ‘Rising Star’ units. Please contact us for more information about these and other beyond-the-banner opportunities.



HOMEPAGE BILLBOARD

728x90

Ad must expand to **728x250** for homepage eligibility.

HOMEPAGE 300x250

DIGITAL AD UNITS

728x90

ARTICLE PAGE
728x90

Ad can expand to:
782x250

SPECIAL REPORT

POWERING THE 21ST CENTURY



With free air cooling and 100 percent renewable electricity, does it make sense to outsource our data to Iceland? Above: A row of servers, housed in an Iceland data center. Image via Verne Global (Image via Verne Global)

ADVERTISEMENT

300x600

ARTICLE PAGE
300x600

Is the Future of the Internet in Iceland?

With free air cooling and 100 percent renewable electricity, does it make sense to outsource our data to Iceland?

By [Joseph Stromberg](#)
DECEMBER 3, 2013

When you clicked on the link to read this article, your computer, tablet or phone sent a request that traveled hundreds or perhaps thousands of miles at the speed of light. After leaving your house or office, likely via a fiber optic cable, it traversed the continent, crossing through a handful of Internet exchanges along the way. Ultimately, it reached a data center in Chicago where Smithsonian.com stores its data—the “cloud,” of course, isn’t really a cloud—and triggered a cascade of data to be sent back in the opposite direction, bringing the text, images, and links in this article

Watch This Air-Powered Lego Car Cruise Down A Street

A Lego-maniac builds a life-sized working car made from more than 500,000 plastic toy pieces

By [Tuan C. Nguyen](#)
SMITHSONIANMAG.COM
DECEMBER 20, 2013



It’s probably the one toy that’s proven, again and again, to be fun for all ages. Grown-up [Lego-maniacs](#), which include [artists](#), musicians and [engineers](#), can spend as much as 20 hours a week snapping together extravagant creations like [this 43-foot long X-Wing Fighter replica](#). Some clever AFOLs (Adult Fans of Legos), as they’ve been whimsically referred to, have even gone on to create more functional objects. Christina Stephens, an amputee, showed watchers on YouTube how she

ADVERTISEMENT

300x250

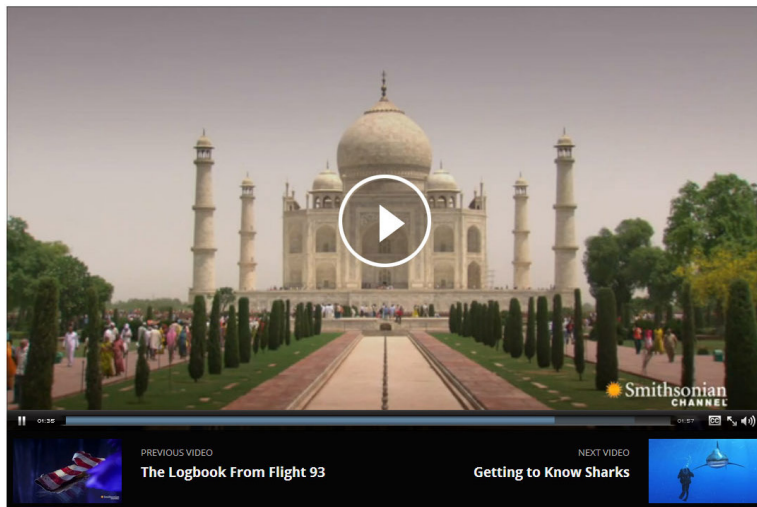
ARTICLE PAGE ‘Sticky’
300x250

Ad stays as you scroll
down the article

DIGITAL AD UNITS



728x90



Secrets of the Taj Mahal

In this clip from the Smithsonian Channel program, see the splendor of the ancient monument (3:46)

RELATED CONTENT



How to Save the Taj Mahal?

By Jeffrey Bartholet



Marvels of the Mughals

LATEST VIDEOS



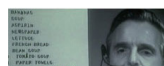
Smithsonian Ingenuity Awards - Saumil Bandyopadhyay (2:02)



Smithsonian Ingenuity Awards - Doug Aitken (1:55)



Smithsonian Ingenuity Awards - Dave Eggers and Mimi Lok (1:56)



ADVERTISEMENT

300x600

VIDEO PAGE

728x90

Ads can be 'companion' ads that run with the pre-roll

VIDEO PAGE

300x600



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	Ad Server Targeting Offerings	Geographic [state-level]
Ad Operations Contact	Name Michael Magette E-mail MagetteM@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
Ad Implementation Lead-Time	5 Business Days		Research: Comscore, IAG (Nielsen), Icompass, Insight Express, Dimestore, Dynamic Logic, Factor TG, Vizu

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
Tower Size	300	600	40k	: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 10.1 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
Tower Size	300	600	40k	120k	600	600	N/A	N/A	:15	3	third-party rich media tags
Billboard	970	250	40k	120k	N/A	N/A	N/A	N/A	:15	3	third-party rich media tags
Pushdown	970	90	40k	120k	970	418	Down	N/A	:15	3	third-party rich media tags
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 Ad Units

Ad Name	Width	Height	Initial	Post-Download	Max Length	Max Loops	FPS	Accepted File Types
Pre-Roll	400	300	1.5MB	N/A	:15	1	12-18	.flv, .mov, .mpeg
In-Banner Video	Varies	Varies	40	1.6MB	:15	1	12-18	third-party ad server tags
Notes:								

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
Medium Rectangle	300	250	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 Weekend Insider, Air & Space, History & Archaeology, Science & Wildlife and Travel & Culture)		
Premium Ad		
Image	160 x 600, 30k max, .jpg or .gif (static) Custom Content Unit- Total available size of 571x225, 30K Max,.jpg or .gif (static) 300 x 250, 30k max, .jpg or .gif (static)	
Body Text	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.)	
Notes:	Custom Content Unit can be image overlaid with text, or image and text) 1x1 impression-tracking pixel optional.	
TRAVELwire eNewsletter Ad Units		
Premium Ad		
Image	170x90, 30k max, .jpg or gif(static)	
	160x600 30k max, .jpg or gif(static)	
	300x250 30k max, .jpg or gif(static)	
Body Text	170x90 image + Text-150 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.)	
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:		4/2/12

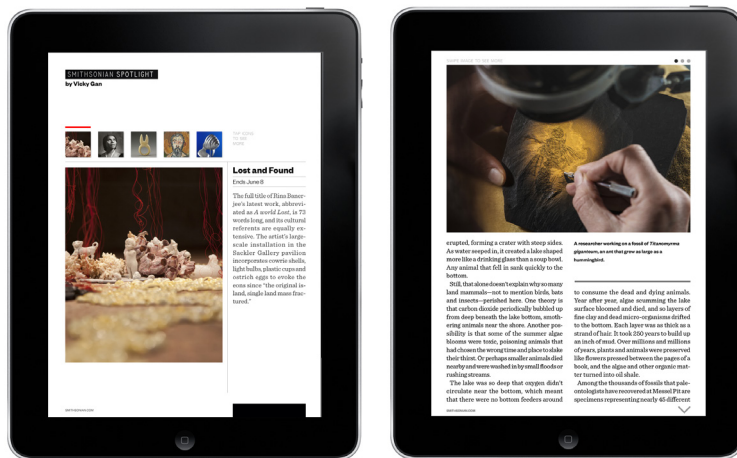
Smithsonian.com

SMITHSONIAN MULTI-PLATFORM



Smithsonian has doubled its online audience by reaching its readers where they are. With over 30% of our audience accessing our content from mobile devices, Smithsonian has a responsive design website, optimized for all screen sizes, as well as iPad apps and full magazine replicas on Kindle, Nook, and Google newsstand. Advertisers can reach our audience through in-app interactive ads, custom tablet ads, and media that reaches cross-platform or mobile-only. Standard units can be modified to support IAB Mobile 'Rising Stars.'

Please contact us to learn more about custom cross-platform solutions.



THE VISITORS GUIDE APP

Smithsonian editors offer a curated 'Greatest Hits' app for visitors to the museums of the Smithsonian Institution. Featuring a new tour every season, visitors can customize their own trip by age group or interest area.



THE SPACE SHUTTLE APP

Air & Space Smithsonian magazine presents a celebration of the 30-year history of the U.S. Space Shuttle, which launched more people into space than any other spacecraft. From custom videos to breathtaking photos, space history as only the Smithsonian can tell it.



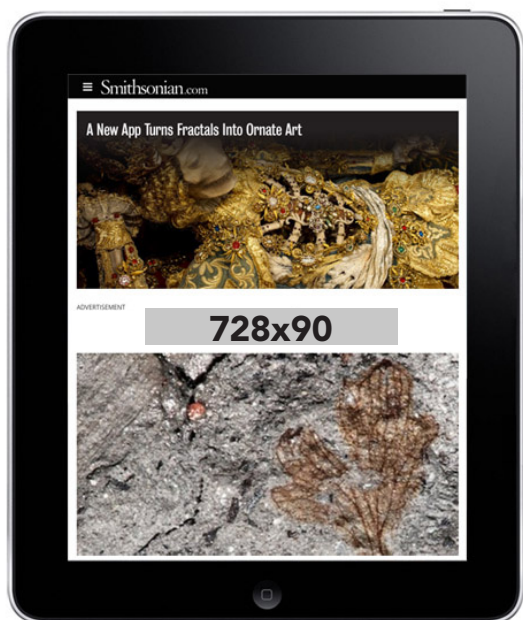
THE SPACE SHUTTLE APP WAS A WEBBY AWARD HONOREE

Smithsonian
MEDIA

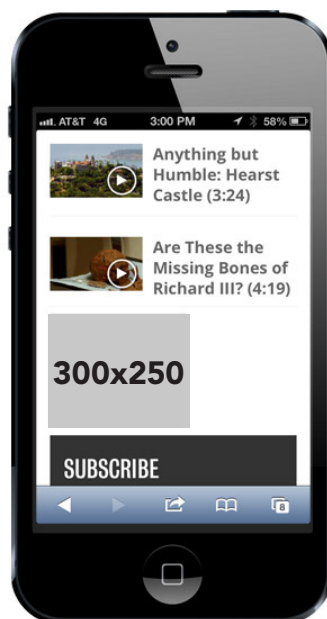
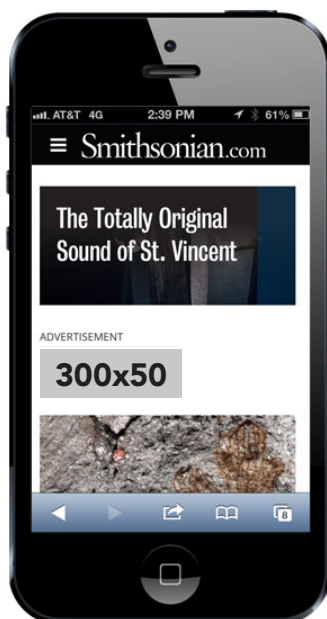
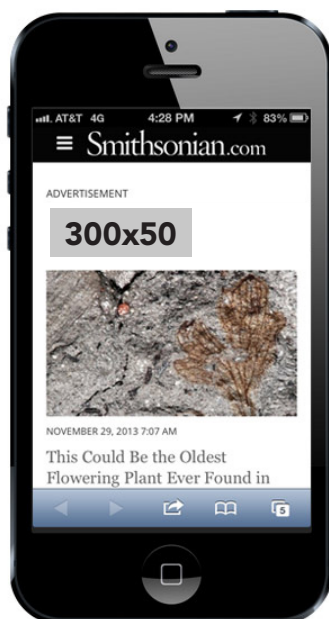
inspiring TOMORROW

Smithsonian.com

AD SPECIFICATIONS



TABLET
728x90



MOBILE
300x50
300x250

Connect with the Smithsonian Media Community through our monthly eNewsletters

Smithsonian Media Digital Network gives advertisers a variety of ways to reach the inboxes of our audience with their advertising message.

Each eNewsletter speaks to a different enthusiast, allowing advertisers the ability to target their brand exposure.

Smithsonian Weekend eNewsletter

Coverage of cultural and scientific news, extended features from *Smithsonian* magazine and exclusive features from Smithsonian.com with engaging trivia, opinion polls, destination updates, stunning photography, and more.

- Delivered to 575,000 opt-in subscribers

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 445,000 opt-in subscribers

Deploys—January: 1/23, February: 2/20, March: 3/20, April: 4/24, May: 5/22, June: 6/19, July: 7/17, August: 8/21, September: 9/18, October: 10/22, November: 11/20, December: 12/18

At the Smithsonian eNewsletter

Highlights timely openings/closings, new exhibits, and rotating museum features, giving recipients the inside track to Washington, D.C.

- Delivered to 160,000 opt-in subscribers

Deploys—January: 12/31, February: 2/4, March: 3/4, April: 4/1, May: 4/29, June: 5/27, July: 7/1, August: 7/29, September: 9/2, October: 9/30, November: 10/28, December: 12/2

Science & Wildlife eNewsletter

Highlights science and wildlife articles that are available on Smithsonian.com and mirror what is going on in our world today.

- Delivered to 280,000 opt-in subscribers

Deploys—January: 1/14, February: 2/18, March: 3/18, April: 4/15, May: 5/13, June: 6/17, July: 7/15, August: 8/12, September: 9/16, October: 10/14, November: 11/11, December: 12/16

History & Archaeology eNewsletter

Coverage of the latest archaeological discoveries, historically significant events, and ideas from Smithsonian.com.

- Delivered to 340,000 opt-in subscribers

Deploys—January: 1/7, February: 2/11, March: 3/11, April: 4/8, May: 5/6, June: 6/10, July: 7/8, August: 8/5, September: 9/9, October: 10/7, November: 11/4, December: 12/9

Travel & Culture eNewsletter

Coverage of exotic travel stories, hometown highlights, interesting and thoughtful news and inspiration for future travel endeavors.

- Delivered to 280,000 opt-in subscribers

Deploys—January: 1/21, February: 2/25, March: 3/25, April: 4/22, May: 5/20, June: 6/24, July: 7/22, August: 8/19, September: 9/23, October: 10/21, November: 11/18, December: 12/23

ADVERTISING OPPORTUNITIES:
Premium Ad Placement
160x600, 300x250
no 3rd party serving
• **Value:** \$20 CPM

Smithsonian.com Weekender NOVEMBER 2014

What "The Legend of Sleepy Hollow" Tells Us About Contagion, Fear and Epidemics
[Read More »](#)

Watch Some of the Most Important Moments of Nelson Mandela's Life
[Read More »](#)

Scientists Just Sequenced the DNA From A 400,000-Year-Old Early Human
[Read More »](#)

Cats Recognize Their Owner's Voice But Chose to Ignore It
[Read More »](#)

This Awesome Atmospheric Anomaly Filled the Grand Canyon With Fog
[Read More »](#)

The Art and Science of Growing Snowflakes in a Lab
[Read More »](#)

Step Inside Yayoi Kusama's Dazzling "Infinity Rooms"
[Read More »](#)

Neanderthals May Have Practiced the Ancient Art of Interior Design
[Read More »](#)

The Toxins That Affected Your Great-Grandparents Could Be In Your Genes
[Read More »](#)

Your Online Dating Profile Picture Should Be With Other People
[Read More »](#)

Predators May Use a Bit of the Old Razzle Dazzle to Snag Prey
[Read More »](#)

160 X 600 AD

300 X 250 AD

CUSTOM CONTENT MODULE

SUBSCRIBE NOW!

TravelWire

Share your travel opportunities year-round in Smithsonian.com's monthly travel e-alert.

TravelWire features promotions and special offers designed to appeal to the active and passionate traveler.

Smithsonian.com's dynamic travel edit engages our audience through enriched coverage

- International and domestic travel stories
- Blogs
- Photo galleries / video
- Dedicated travel section and departments

Deployment: Monthly
Delivered to 45,000 opt-in subscribers

Deploys—January: 1/2, February: 2/6, March: 3/6, April: 4/3, May: 5/1, June: 6/5, July: 7/3, August: 7/31, September: 9/4, October: 10/2, November: 11/6, December: 12/4

Advertising Opportunity

Premium Ads

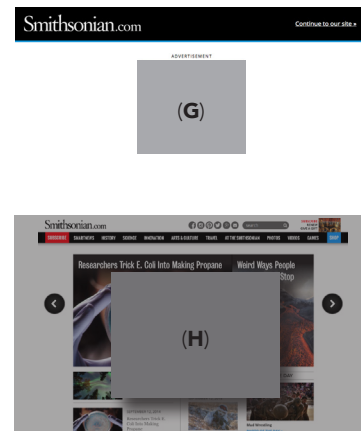
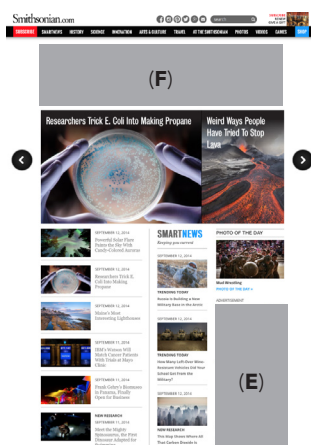
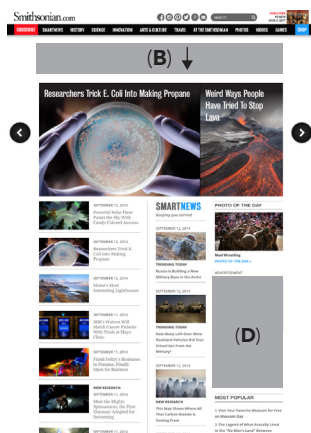
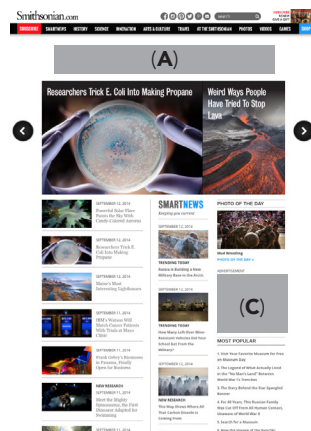
- 170x90
- 160x600
- 300x250

Value: \$20 CPM

The screenshot shows the layout of a Smithsonian.com TravelWire email newsletter for December 2014. The header includes the Smithsonian.com logo, the word "TravelWire", and the date "DECEMBER 2014". The main content area features a large article titled "Christmas Markets Might Be the Best Reason to Spend the Holidays in Europe" with a "Read More >>" link. Below this is a "FEATURED ARTICLES" section with three items: "Shop for the World Traveler in your life with Smithsonian.com's Holiday Gift Guides" (with a "View More >>" link), "Traditional Holiday Markets from Germany to France: No single supplement for solo travelers!" (with a "Book Now >>" link), and "Meditative Buddha Garden Sculpture: \$47.99 (List Price: \$69.09)" (with a "Buy Now >>" link). There is also a promotion for "81 Percent Off Smithsonian Magazine" (with a "Buy Now >>" link) and an "Official Guide to the Smithsonian: \$9.68 (List Price: \$13.99)" (with a "Buy Now >>" link). The footer contains contact information, a "Send This Email To a Friend" link, and a "Privacy Policy" link. Social media icons for Facebook, Twitter, and Google+ are also present. A large grey box on the right side of the newsletter indicates a 160x600 advertisement space. A smaller grey box in the middle indicates a 300x250 advertisement space.

SMITHSONIAN DIGITAL NETWORK 2015 RATES (NET)

WEB:	CPM (NET)
ROS Leaderboard: 728 x 90 (A)	\$34
ROS Pushdown: 970 x 90 (B)	\$34
ROS Box: 300 x 250 (C)	\$34
ROS Large Rectangle: 300 x 600 (D)	\$40
ROS Portrait: 300 x 1050 (E)	\$42
ROS Digital Billboard: 970 x 250 (F)	\$42
Homepage Takeover (100% SOV)	\$52
Prestitial (G)	\$80
Pop-up Interstitial (H)	\$80
Pre-Roll (I)	\$52
Social Share: 300 x 250 (J)	\$38
Dedicated Email Blast	\$85
Content e-Newsletter: 160 x 600 or 300 x 250	\$22



SMITHSONIAN DIGITAL NETWORK 2015 RATES (NET)

MOBILE:

	CPM (NET)
ROS Banner: 300 x 50 (A)	\$25
ROS Box: 300 x 250 (B)	\$34
ROS Banner: 320 x 50 (C)	\$34
Pop-up interstitial (D)	\$50



TABLET:

	CPM (NET)
ROS Box: 300 x 250 (A)	\$34
ROS Large Rectangle: 300 x 600 (B)	\$40
ROS Portrait: 300 x 1050 (C)	\$42
Pop-up interstitial (D)	\$80

*Supports all IAB ad units



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