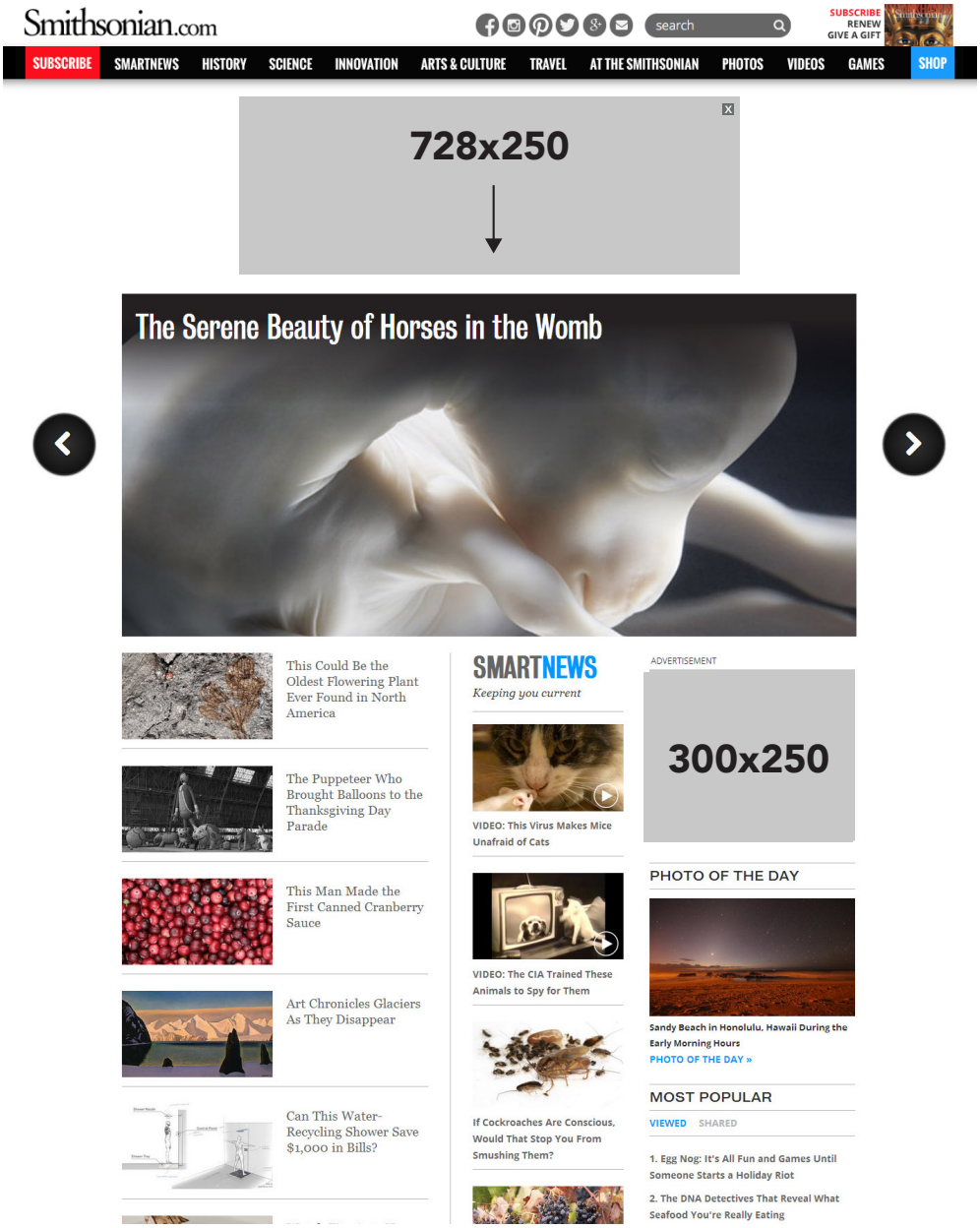
Smithsonian.com

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 eligiblity.

HOMEPAGE

300x250

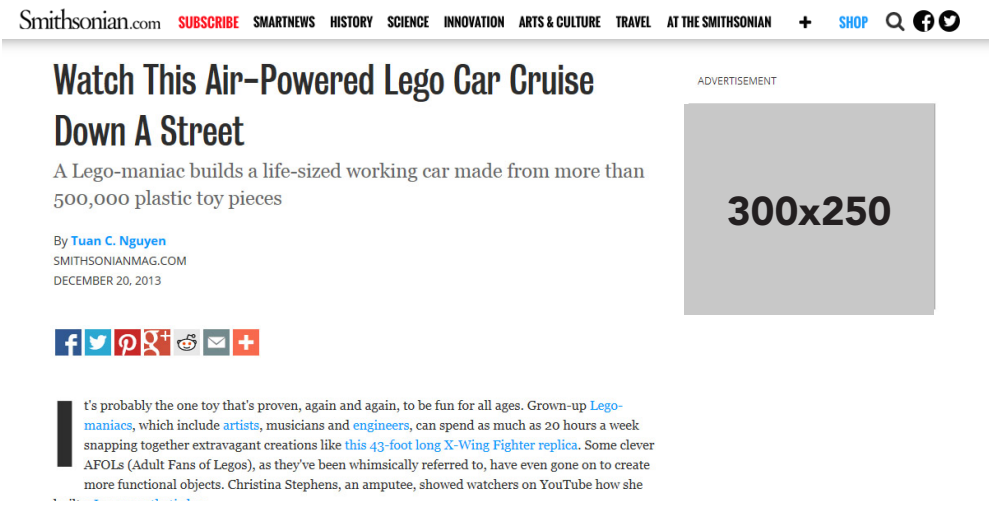
Smithsonian.com

DIGITAL AD UNITS

ARTICLE PAGE
728x90

Ad can expand to:
782x250

ARTICLE PAGE
300x600

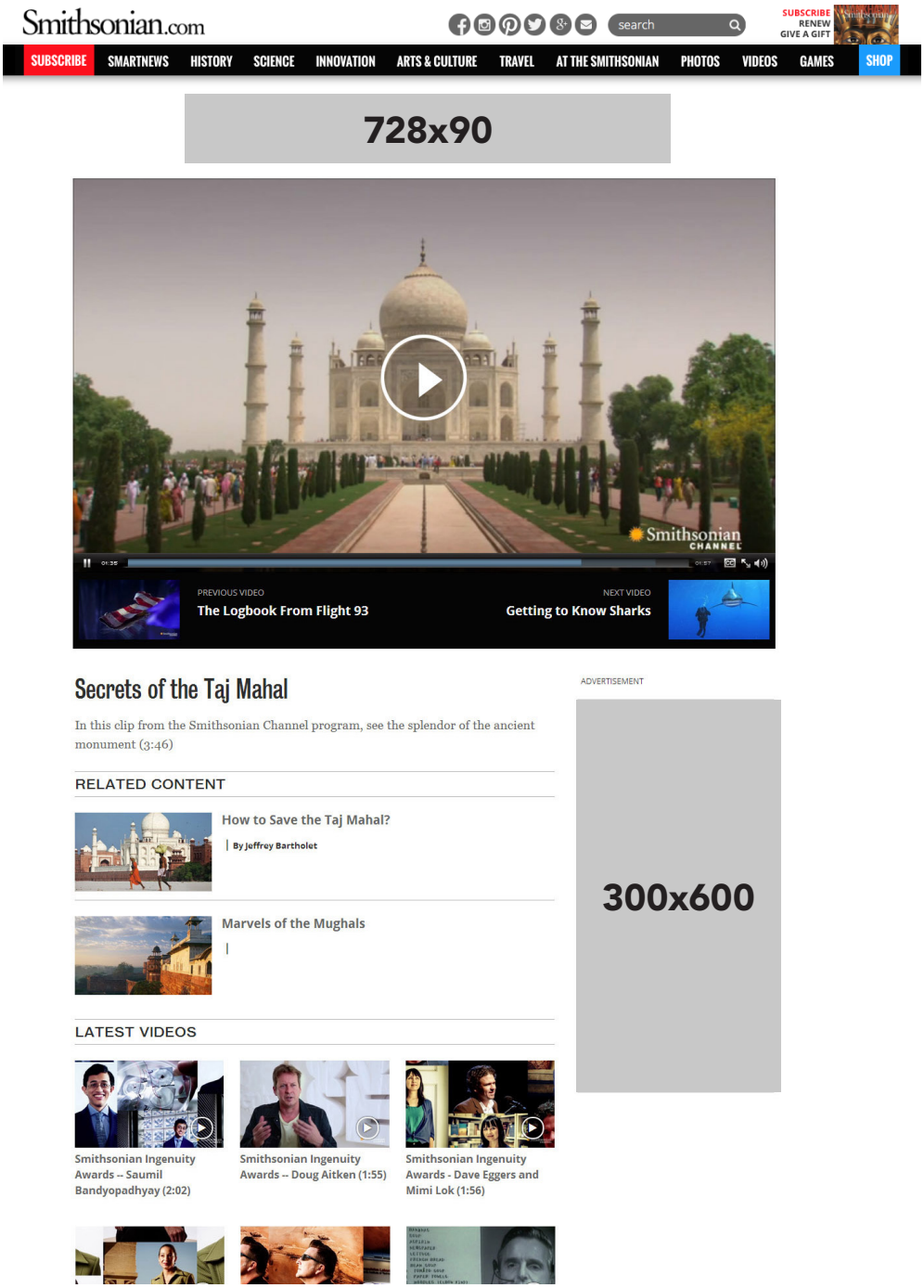


ARTICLE PAGE 'Sticky'
300x250

Ad stays as you scroll down the article

Smithsonian.com

DIGITAL AD UNITS



VIDEO PAGE

728x90

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

VIDEO PAGE

300x600