

## eNEWSLETTERS

### Smithsonian Daily

Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from *Smithsonian* magazine and exclusive features from Smithsonianmag.com.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
<b>300,000</b>	<b>\$18,450 open cost</b>

DEPLOYS—weekdays

### Smithsonian Weekend

Our best stories of the week: Coverage of cultural and scientific news, extended features from *Smithsonian* magazine, exclusive features from Smithsonianmag.com and stunning photography.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
<b>275,000</b>	<b>\$16,915 open cost</b>

DEPLOYS—Sundays

### At the Smithsonian

Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
<b>70,000</b>	<b>\$4,650 open cost</b>

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

### History & Archaeology

Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
<b>150,000</b>	<b>\$10,245 open cost</b>

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

### Science

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
<b>150,000</b>	<b>\$10,245 open cost</b>

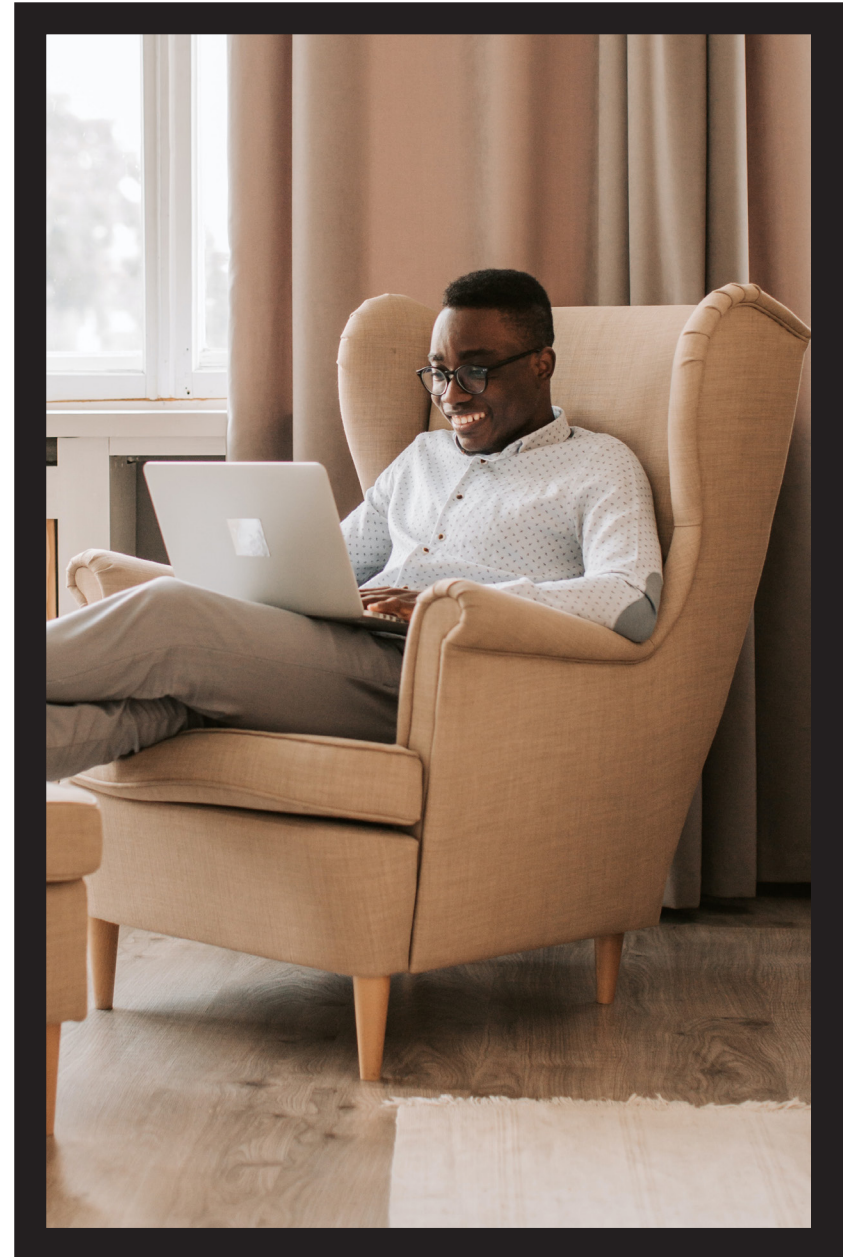
Deploys—1/12, 2/9, 3/9, 4/13, 5/11, 6/8, 7/13, 8/10, 9/14, 10/12, 11/9, 12/1

### Travel & Culture

Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
<b>145,000</b>	<b>\$10,245 open cost</b>

DEPLOYS—1/26, 2/23, 3/23, 4/27, 5/25, 6/22, 7/27, 8/24, 9/28, 10/26, 11/30, 12/28



## ADVERTISING OPPORTUNITIES

### NEWSLETTER TAKEOVER INCLUDES:

100% SOV, 300x250, 600x70, & native story placement