

## 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—Monthly

### 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>\$10,250 open cost</b>

DEPLOYS—Monthly

### 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>\$10,250 open cost</b>

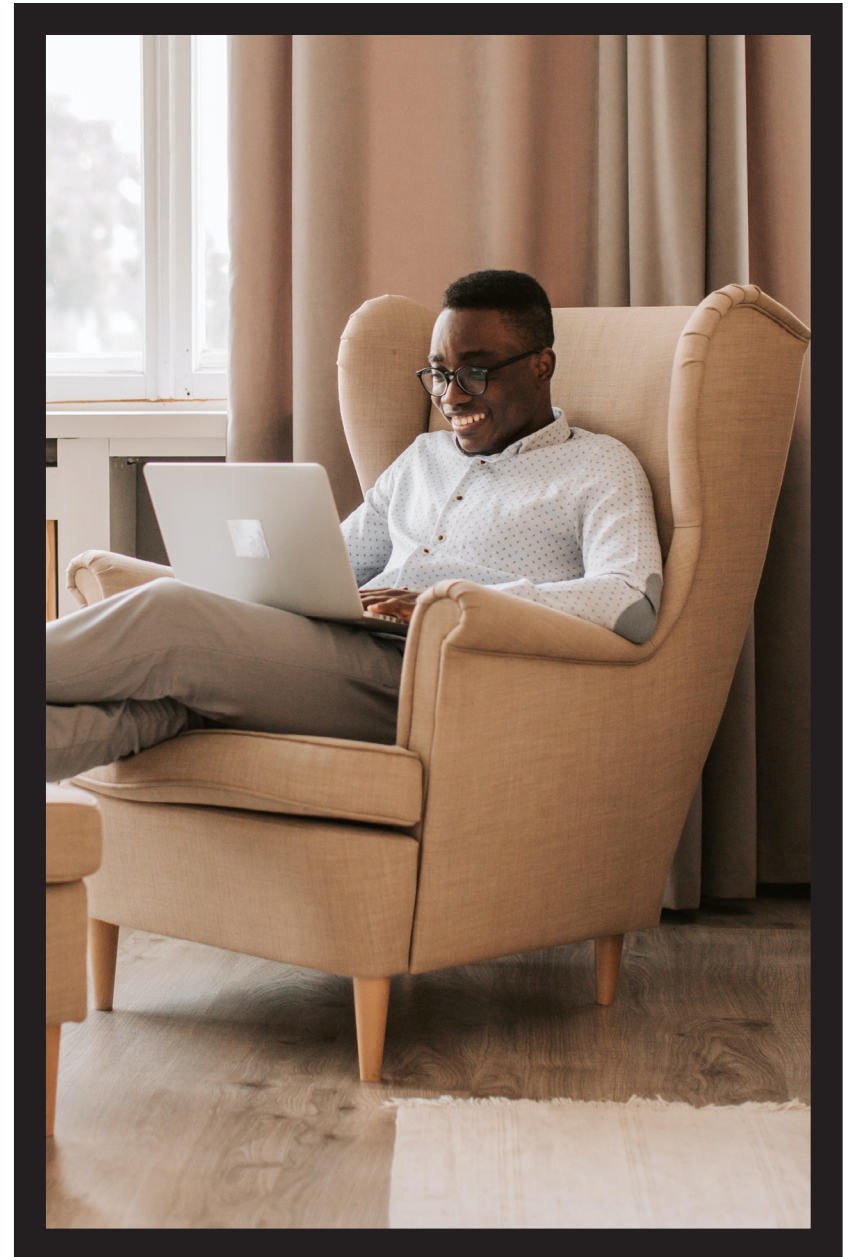
Deploys—Monthly

### 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>\$10,250 open cost</b>

DEPLOYS—Monthly



## ADVERTISING OPPORTUNITIES

### NEWSLETTER TAKEOVER INCLUDES:

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