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
--- | ---
320,000 | $20,500 open cost

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
--- | ---
300,000 | $18,460 open cost

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
--- | ---
70,000 | $4,650 open cost

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
--- | ---
140,000 | $9,570 open cost

DEPLOYS—Monthly

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

OPT-IN SUBSCRIBERS | DAILY TAKEOVER
--- | ---
130,000 | $8,890 open cost

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
--- | ---
110,000 | $7,520 open cost

DEPLOYS—Monthly

---

**ADVERTISING OPPORTUNITIES**

**NEWSLETTER TAKEOVER INCLUDES:**
100% SOV which includes a native story placement and TWO of the following banner sizes 300x250, 970x250, 970x550.