

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
350,000	\$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.

