

## 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 <b>350,000</b>	DAILY TAKEOVER <b>\$20,500 open cost</b>
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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 <b>300,000</b>	DAILY TAKEOVER <b>\$18,460 open cost</b>
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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 <b>70,000</b>	DAILY TAKEOVER <b>\$4,650 open cost</b>
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DEPLOYS—Monthly

### History & Archaeology

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

OPT-IN SUBSCRIBERS <b>140,000</b>	DAILY TAKEOVER <b>\$9,570 open cost</b>
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DEPLOYS—Monthly

### Science & Innovation

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

OPT-IN SUBSCRIBERS <b>130,000</b>	DAILY TAKEOVER <b>\$8,890 open cost</b>
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Deploys—Monthly

### Travel & Culture

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

OPT-IN SUBSCRIBERS <b>110,000</b>	DAILY TAKEOVER <b>\$7,520 open cost</b>
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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.

