

eNEWSLETTERS & DEDICATED eBLASTS

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 500,000 350,000	TAKEOVER \$35,150 open cost \$24,600 open cost
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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 300,000	TAKEOVER \$18,460 open cost
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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 70,000	TAKEOVER \$4,650 open cost
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DEPLOYS—Monthly

History

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

OPT-IN SUBSCRIBERS 140,000	TAKEOVER \$9,570
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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 130,000	TAKEOVER \$8,890
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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 150,000	TAKEOVER \$10,250
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DEPLOYS—Monthly

Dedicated Email Blast

OPT-IN SUBSCRIBERS 100,000 200,000	\$12,600 open cost \$25,200 open cost
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ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:

100% SOV which includes a native story placement and the following banner sizes: 600x155 and 600x340.

SPECS

ENEWSLETTERS AD UNITS

Banners	600x155, 30k max, .jpg or .gif 600x340, 30k max, .jpg or .gif
Native Ad	400x300 pixel image + Text: 90-100 characters maximum including spaces
Additional Requirements	<ul style="list-style-type: none"> Clickthrough URL for both ad units (<i>click command tag optional</i>) List of client emails who should receive the test and final email copy. (<i>List should identify who is responsible for final ad approval.</i>)
Notes	1x1 impression-tracking pixel optional

DEDICATED EBLASTS

Format	Fully code HTML
Width	600
File Size	100K (Max)
Subject	50 characters max (including spaces)
Body Text	No character limit
Font	<ul style="list-style-type: none"> Standard web fonts (e.g., <i>Arial, Helvetica, Verdana, Tahoma</i>); minimum 10 pts/px Audio & Video Not permitted
Additional Requirements	<ul style="list-style-type: none"> .doc or .txt file with back-up text Clickthrough URL(s) List of client emails who should receive the test and final email copy. (<i>List should identify who is responsible for final ad approval.</i>)
Notes	<ul style="list-style-type: none"> 1x1 impression-tracking pixel and clickthrough tracking - optional Please deliver assets as non-Zipped email attachments (<i>Zip files are blocked by our email provider</i>), Dropbox or WeTransfer.

Smithsonian Media is an IAB-compliant publisher and the Smithsonian Digital Network websites adhere to all IAB advertising guidelines. For any advertising specifications not listed above, please refer to the relevant to IAB guidelines (www.iab.net)