

eNEWSLETTERS

Smithsonian Daily

Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from Smithsonian magazine and exclusive features from Smithsonian.com.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
300,000	\$15,375 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 Smithsonian.com and stunning photography.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
275,000	\$14,095 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	\$3,875 open cost

DEPLOYS--1/6, 2/3, 3/3, 4/7, 5/5, 6/2, 7/7, 8/4, 9/1, 10/6, 11/3, 12/1

Air & Space

Coverage of aviation and aerospace news, bonus features from Air & Space magazine and exclusive features from AirSpaceMag.com.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
100,000	\$5,535 open cost

DEPLOYS--1/27, 2/24, 3/24, 4/28, 5/26, 6/23, 7/28, 8/25, 9/22, 10/27, 11/24, 12/22

History & Archaeology

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
150,000	\$8,295 open cost

DEPLOYS--1/20, 2/17, 3/17, 4/21, 5/19, 6/16, 7/21, 8/18, 9/15, 10/20, 11/17, 12/15

Science & Innovation

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
150,000	\$8,300 open cost

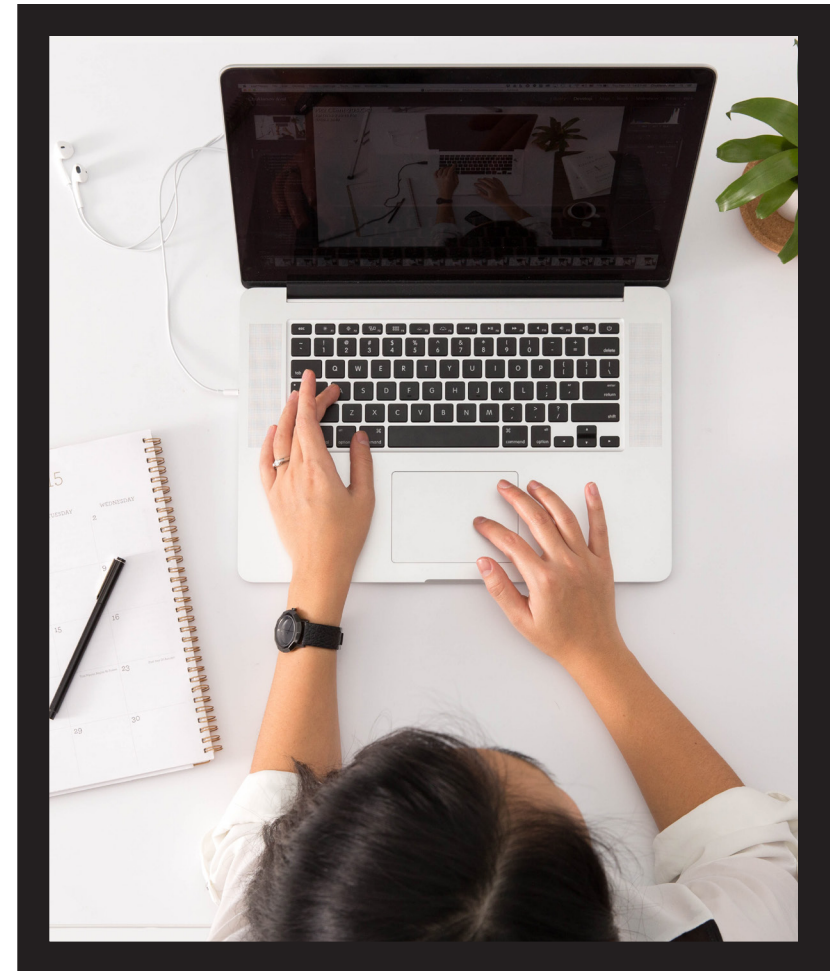
Deploys--1/13, 2/10, 3/10, 4/14, 5/12, 6/9, 7/14, 8/11, 9/8, 10/13, 11/10, 12/8

Travel & Culture

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
145,000	\$8,025 open cost

DEPLOYS--1/28, 2/25, 3/31, 4/29, 5/27, 6/30, 7/29, 8/26, 9/29, 10/28, 11/30, 12/29



ADVERTISING OPPORTUNITIES

DAILY NEWSLETTER TAKEOVER INCLUDES: 100% SOV, 300x250, 560x70, & native story placement

ALL OTHER NEWSLETTER TAKEOVERS INCLUDE: 100% SOV, 300x250, 160x600, & native story placement