

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 300,000	DAILY TAKEOVER \$15,375 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 Smithsonian.com and stunning photography.

OPT-IN SUBSCRIBERS 275,000	DAILY TAKEOVER \$14,095 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	DAILY TAKEOVER \$3,875 open cost
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DEPLOYS—1/1, 2/5, 3/4, 4/1, 5/6, 6/3, 7/1, 8/5, 9/2, 10/7, 11/4, 12/2

Air & Space

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

OPT-IN SUBSCRIBERS 100,000	DAILY TAKEOVER \$5,535 open cost
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DEPLOYS—1/22, 2/26, 3/25, 4/22, 5/27, 6/24, 7/22, 8/26, 9/23, 10/21, 11/25, 12/23

History & Archaeology

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

OPT-IN SUBSCRIBERS 150,000	DAILY TAKEOVER \$8,295 open cost
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DEPLOYS—1/15, 2/19, 3/18, 4/15, 5/20, 6/17, 7/15, 8/19, 9/16, 10/21, 11/18, 12/16

Science & Innovation

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

OPT-IN SUBSCRIBERS 150,000	DAILY TAKEOVER \$8,300 open cost
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Deploys—1/8, 2/12, 3/11, 4/8, 5/13, 6/10, 7/8, 8/12, 9/9, 10/7, 11/11, 12/9

Travel & Culture

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

OPT-IN SUBSCRIBERS 145,000	DAILY TAKEOVER \$8,025 open cost
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DEPLOYS—1/31, 2/28, 3/27, 4/29, 5/29, 6/26, 7/31, 8/28, 9/30, 10/30, 11/27, 12/30



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