

Smithsonian.com

Connect with the Smithsonian Media Community through our eNewsletters

Smithsonian Media Digital Network gives advertisers a variety of ways to reach the inboxes of our audience with their advertising message.

From Travel & Culture to Air & Space, each eNewsletter speaks to a different enthusiast, allowing advertisers the ability to target their brand exposure.

Smithsonian Insider

- Provides coverage of cultural and scientific news, extended features from *Smithsonian* magazine and exclusive features from Smithsonian.com with engaging trivia, opinion polls, destination updates, stunning photography, and more.
- Monthly deployment
- Delivered to our highly qualified opt-in audience of more than 300,000 subscribers

Air & Space eNewsletter

- Provides coverage of aviation and aerospace news, bonus features from *Air & Space* magazine and exclusive features from AirSpaceMag.com
- Monthly Deployment
- Delivered to 100,000 recipients

goSmithsonian NOW

- This monthly eNewsletter highlights timely openings/closings, new exhibits, and rotating museum features, giving recipients the inside track to Washington, D.C.
- Monthly Deployment
- Delivered to 45,000 opt-in subscribers

Advertising Opportunities:

Standard Ad Placement

- 160x600 or 300x250, 30K maximum, no 3rd party serving
- **Value:** \$20 CPM

Spotlight Listing

- 140x140 static image (.jpg or .gif), 20K maximum, no 3rd party serving
- Headline, 50 characters including spaces
- Body text, 250 characters including spaces
- **Value:** \$10 CPM

 Smithsonian Media

Energize your mind



The screenshot shows the top portion of the Smithsonian Insider eNewsletter. At the top, it features the Smithsonian.com logo and navigation links for Home, The Issue, and Subscribe. The main headline is "Why Are Finland's Schools Successful?" with a sub-headline "The country's achievements in education have other nations questioning their framework." Below this is a photo of a young boy in a classroom. A call-to-action button says "Find out what they are doing right".

Below the main article are several smaller article teasers with images and "Read More" links:

- "The Hawks in Your Backyard" with a photo of a hawk.
- "Building the Martin Luther King, Jr. National Memorial" with a photo of the memorial.
- "Before Steve Jobs: 5 Corporate Innovators who Shaped Our World" with a photo of Steve Jobs.

On the right side, there is a large yellow box with the text "160 X 600".

Below the teasers is a "FROM THE LATEST ISSUE OF SMITHSONIAN" section with three small article teasers:

- "Samuel Morse's Reveal of Pictures" with a photo of Morse.
- "The Struggle Within Islam" with a photo of a mosque.
- "A Musical Tour Along the Crooked Road" with a photo of a musician.

Below this is a "BLOGS" section with a "FAST ANSWERS" quiz titled "George East: The Man Who Almost Killed Hitler" and a "Surprising Science" article titled "14 Fun Facts About Chickens".

At the bottom, there are several advertisement spots, each with a "140 X 140" label and a brief description of the offer, such as "Stay at The Brown Palace, 3rd Floor with your friends" and "Go RVing".

For more information

Contact your Smithsonian representative, or Jennifer Hicks, Group Publisher, at (212) 916-1338 today.

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Science & Wildlife eNewsletter

This monthly eNewsletter highlights science and wildlife articles that are available on Smithsonian.com and mirror what is going on in our world today.

History & Archaeology eNewsletter

Coverage of the latest archaeological discoveries, historically significant events, and ideas are included in this monthly eNewsletter with features and bonuses from Smithsonian.com.

Travel & Culture eNewsletter

Provides Smithsonian readers with monthly access to travel and culture highlights from Smithsonian.com. It contains everything from exotic travel stories to hometown highlights. Travel & Culture indulges the ultimate traveler with interesting and thoughtful news while providing inspiration for their future endeavors.

All Content eNewsletters offer

- Monthly Deployment
- Delivery to 100,000 opt-in subscribers
- Links to Smithsonian.com's blogs, popular articles and games

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