Smithsonian Daily eNewsletter
Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from Smithsonian magazine and exclusive features from Smithsonian.com.
Delivered to 150,000 opt-in subscribers
Daily takeover: $8,500 net
Weekly takeover: $41,200 net
DEPLOYS–weekdays

Smithsonian Weekend eNewsletter
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.
Delivered to 525,000 opt-in subscribers
Takeover: $30,900 net
DEPLOYS–Sundays

Air & Space eNewsletter
Coverage of aviation and aerospace news, bonus features from Air & Space magazine and exclusive features from AirSpaceMag.com.
Delivered to 300,000 opt-in subscribers
Takeover: $18,600 net
DEPLOYS–1/20, 2/17, 3/17, 4/21, 5/19, 6/23, 7/21, 8/18, 9/22, 10/20, 11/27, 12/22

At the Smithsonian eNewsletter
Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.
Delivered to 150,000 opt-in subscribers
Takeover: $9,300 net
DEPLOYS–1/4, 2/1, 3/1, 4/5, 5/3, 6/7, 7/5, 8/2, 9/6, 10/4, 11/1, 12/6

History & Archaeology eNewsletter
Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.
Delivered to 240,000 opt-in subscribers
Takeover: $14,500 net
DEPLOYS–1/11, 2/8, 3/8, 4/12, 5/10, 6/14, 7/12, 8/9, 9/13, 10/11, 11/8, 12/13

Science & Innovation eNewsletter
Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.
Delivered to 220,000 opt-in subscribers
Takeover: $13,400 net

Travel & Culture eNewsletter
Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.
Delivered to 220,000 opt-in subscribers
Takeover: $13,400 net

ADVERTISING OPPORTUNITIES:
DAILY NEWSLETTER TAKEOVER INCLUDES: 100% SOV, 300x250, 560x70, and native story placement
ALL OTHER NEWSLETTER TAKEOVERS INCLUDE: 100% SOV, 300x250, 160x600, and native story placement
UNIQUE OPEN RATE: 21% (Industry Avg.: 16%)

*Source: Silverpop 2015 Email Marketing Metrics Benchmark Study