

ScientificAmerican.com

FREE-TO-AIR SPONSORSHIPS

SCIENTIFIC AMERICAN currently keeps its feature print articles behind a paywall.

Advertisers may sponsor articles and make them free-to-air for all SA users. Advertisers may choose Free-to-Air sponsorship of edit on topics that complement their message and get:

- targeting to an audience actively seeking information in **your** sector
- an engaging environment that gives your message resonance

Or, advertisers can maintain an ongoing presence through monthly sponsorship of SA Cover features or IT/Biotech/Energy & Sustainability/Policy articles.

Reach

- 3 million impression co-branded promotional campaign*

Benefits

- Exclusivity
- 100% SOV
- Leaderboard, Rectangle and Sponsorship Button advertising
- Attention-grabbing interstitials
- Choose a subject complementary to your sales message
- Flight duration - 1 month

Cost

negotiated



*Guaranteed impressions are for the promotional campaign. Impressions delivered by Free-to-Air sponsorships vary and cannot be predicted