

ScientificAmerican.com

MOBILE

Connect with highly qualified audience of early adopters anywhere, anytime, in an interactive, uncluttered environment with SA Mobile.

SCIENTIFIC AMERICAN will place Smartphone click tags in print ads. When a reader snaps a photo of the tag, the app will open a custom destination on their phone.

Leverage the excitement of being FIRST

The app transforms the printed page into a high-impact mobile experience that places your message into the hands of our most plugged-in readers. Users will be able to get sponsor content as well as SA content, watch video, listen to an interview, download photos, get more information, even participate in an interactive poll. AND they'll be able to impress their friends with **"how cool is this"** technology.

The SA Mobile Package

- 1/3 page print ads in SA featuring a click tag
- 3 million impression traffic-building promotional campaign
- Mobile interface

Monthly Cost

- \$10,800 net

Minimum print/online monthly advertising commitment of \$20,000 gross.

Coming Soon

- Mobile subscribers will soon be able to download SA.com articles
- We're partnering with Blackberry® to make our podcasts available on their Science & Health channel to the 32 million Blackberry users around the world
- iPad app

