

ScientificAmerican.com

MULTIMEDIA

Scientific American launched a dynamic interactive extension of selected feature print articles that combines text, video, animation and design to create a dynamic sponsorship showcase.

We're employing an innovative palette of online tools and functionalities to provide an engaging and enriching experience that expands upon the article content with informative videos, interviews and interactive charts.

Sponsorship benefits

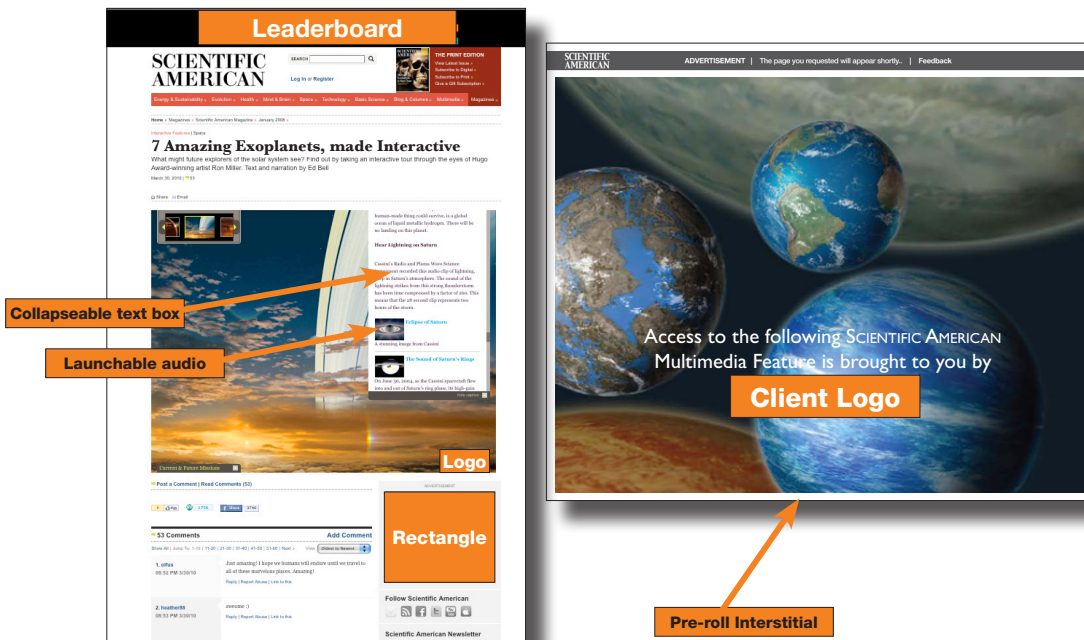
- 100% SOV
- Interstitial advertising before the multimedia feature launches
- Sponsor box on each multimedia "page" which can launch sponsor video, audio, interviews or other additional materials
- Since the enhanced article will be a print feature article that is normally behind the paywall, advertisers will receive "free-to-air" interstitial sponsorship as the article is loading as well as 100% SOV on all article pages. Virtually any upcoming article may be given this treatment:
- 3 million impression traffic-driving promotional campaign

Cost

Negotiated

Multimedia Page

<http://www.scientificamerican.com/section.cfm?id=interactive-features>



Collapseable text box

Launchable audio

Rectangle

Access to the following SCIENTIFIC AMERICAN Multimedia Feature is brought to you by

Client Logo

Pre-roll Interstitial