

## ONLINE RATES & SPECIFICATIONS

The rates provided below are tiered according to your annual advertising spend with *Science*.

### BANNER ADS

ANNUAL SPEND	<\$20,000	≥\$20,000	≥\$50,000	≥\$100,000	MINIMUM NUMBER OF IMPRESSIONS PER ORDER
Run-of-site					100,000
Targeted (site, discipline, page, geographic)	<b>For Pricing, please contact your <i>Science</i> Sales Representative.</b>				50,000

All rates are net.

Specifications:

File size should not exceed 30KB. File type can be a GIF or Animated GIF or certain acceptable rich media (please refer to your *Science* Sales Representative for more information on file types). Must have URL/web address where your ad is to be linked.

#### LEADERBOARD BANNER

- Desktop & Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

#### TOWER BANNER

- Desktop & Tablet: 300 × 600 pixels
- Mobile: 320 × 100 pixels

#### MEDIUM RECTANGLE BANNER

- Desktop & Tablet: 300 × 250 pixels
- Mobile: 320 × 100 pixels

#### ANCHOR BANNER

- Desktop: 1280 × 60 pixels
- Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

#### BILLBOARD BANNER\*

- Desktop:
  - Initial: 1280 × 250 pixels
  - Max. Expand: Varies

#### PUSH-DOWN BANNER\*

- Desktop & Tablet:
  - Initial: 1280 × 90 pixels
  - Max. Expand: 1280 × 427 pixels

\* Due to the expandable feature of these spots, please check with reps for specific instructions.

## GENERAL ADVERTISING POLICIES

All Advertising Terms & Conditions apply. Please see: [www.ScienceMag.org/help/advertisers/terms.dtl](http://www.ScienceMag.org/help/advertisers/terms.dtl)

Payment terms are net 30 days from receipt of invoice with established credit. Credit approval must be completed prior to online posting, or prepayment will be required.

All materials from advertisers will be posted online for the specified period and then removed from the *Science* server unless otherwise instructed in writing.

### SUBMITTING AN AD FOR SCIENCE ONLINE

Submit information via email for all online advertising.  
Email: [digitalads@aaas.org](mailto:digitalads@aaas.org)

### TECHNICAL QUESTIONS FOR ONLINE ADVERTISING

In house advertisement developers please use AppNexus guidelines outlined here: <https://github.com/appnexus/appnexus-html5-lib>. If you are not developing your advertisement in-house please use an approved 3rd party vendor:

- Doubleclick
- Sizmek

Please send your advertisement at least one week advanced notice for internal testing.

Technical questions concerning electronic files, formatting, and other online advertisement issues should be directed to our trafficking department.

Phone: 202 326-7072.

Please contact us for more information.

### WEEKLY EMAIL ALERTS AND MONTHLY EMAILS

#### SCIENCE TABLE OF CONTENTS (TOC)

SPEND	<\$20,000	≥\$20,000	≥\$50,000	≥\$100,000
RATE	<b>For Pricing, please contact your <i>Science</i> Sales Representative.</b>			

#### OTHER ALERTS AND NEWSLETTERS

SPEND	<\$20,000	≥\$20,000	≥\$50,000	≥\$100,000
RATE	<b>For Pricing, please contact your <i>Science</i> Sales Representative.</b>			

The above CPM rates apply to current distribution numbers. Minimum charges and flat rates apply to some alerts and newsletters, please contact your representative for further information. For a full list/description of each, please visit [advertising.sciencemag.org](http://advertising.sciencemag.org).

All rates are net.

### THIRD-PARTY EMAILS

**For Pricing, please contact your *Science* Sales Representative.**

All rates are net.

Contact us for current distribution numbers.

