

2018
MEDIA KIT

Science

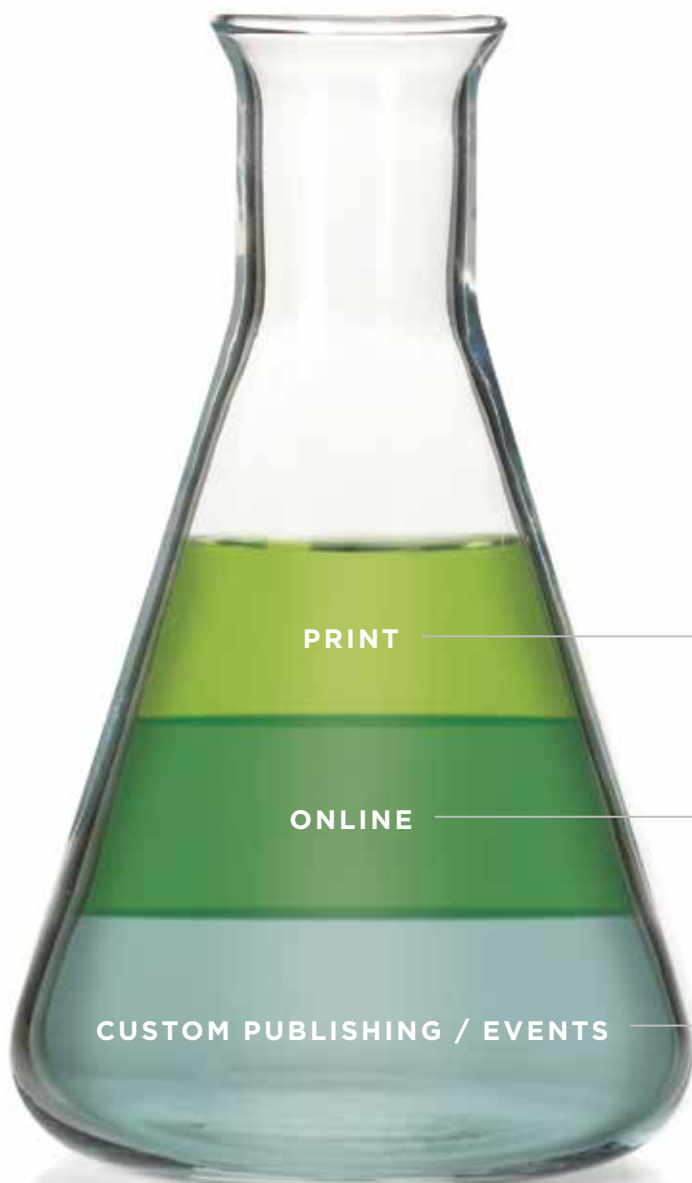
Careers

FOR RECRUITMENT IN SCIENCE, THERE'S ONLY ONE **Science**

How can your organization continue to flourish in a highly competitive landscape? The answer is simple... hire the best scientists. How can you find these scientists? Partner with *Science*. Our readers are some of the brightest thinkers, researchers, and students in the world. From Boston to Brussels to Beijing, *Science* and *Science Careers* can help maximize your recruiting efforts by connecting you with a global audience of engaged and qualified scientists.

With a worldwide weekly average print circulation of 129,562* and web content that draws millions of monthly visitors, *Science* and *Science Careers* offer varied recruiting and branding solutions to fit every budget. Whether you want to attract future employees, increase applicants for awards and fellowships, reach delegates to attend your meetings, or inform students of your graduate programs, *Science* offers customized solutions to meet your goals.

Read on to learn more about how we can help you.



Weekly Publication
400,000 readers**

Display Ads
Line Ads

Science Site-Wide
14.5 million page impressions***
5.2 million unique browsers***

ScienceCareers.org
1.4 million page impressions***
503,472 unique browsers***
(Monthly statistics)

Job Postings
Employer Profiles
Banners
Email Marketing
Sponsored E-Alerts
Sponsored Newsletters

Inserts, Outserts, and Cover Tips
Collection Booklets
Posters
Webinars
Virtual Career Fairs

COVER KEY:

- S** *Cladina Rangiferina* (reindeer moss)
- C** 18 gauge copper wire
- I** Frozen distilled H₂O
- E** 5% sheep's blood agar with bacterial culture
- N** Mold on organic rye
- C** *Apis Mellifera* (three banded Italian honey bee)
- E** 3D video card

**COVER IMAGE AND MACRO PHOTOGRAPHY
BY JAIME DEMARCO**

"*Science Careers* gives us the opportunity to brand our company to a highly skilled set of talent. It is a channel that we have used for some years for employer branding purposes and that we plan on continue using."

RICARDO CARVALHO

Head of Global Attraction R & D
Novo Nordisk

TABLE OF CONTENTS

WHY SCIENCE CAREERS?	2
There's Only One <i>Science</i>	2
Print Readership	4
Online Readership	5
PRINT ADVERTISING - RATES, UPGRADES AND SPECIFICATIONS	6
PRINT ADVERTISING - EDITORIAL CALENDAR	8
ONLINE ADVERTISING - JOB BOARD	10
ONLINE ADVERTISING - OPTIONS, RATES, UPGRADES AND SPECIFICATIONS	11
CUSTOM SOLUTIONS	15

194,740 ACTIVE USERS VISITED
THE SCIENCE CAREERS JOB BOARD
IN JANUARY 2017**

* *Science* June 2017 BPA Statement ** Publisher's Own Data
*** *Science* March 2017 ABC Interactive Audit

CONTACT US

SALES

AMERICAS

+1 202 326-6577
+1 202 326-6578
advertise@sciencecareers.org

EUROPE, INDIA, AUSTRALIA, NEW ZEALAND, REST OF WORLD

+44 (0) 1223 326527
advertise@sciencecareers.org

CHINA, KOREA, SINGAPORE, TAIWAN, THAILAND

+86 131 4114 0012
advertise@sciencecareers.org

JAPAN

+81 3-6459-4174
advertise@sciencecareers.org

CUSTOMER SERVICE

AMERICAS

+202 326-6577

REST OF WORLD

+44 (0) 1223 326528

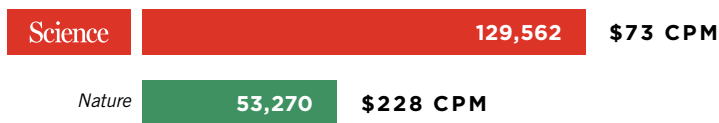
advertise@sciencecareers.org



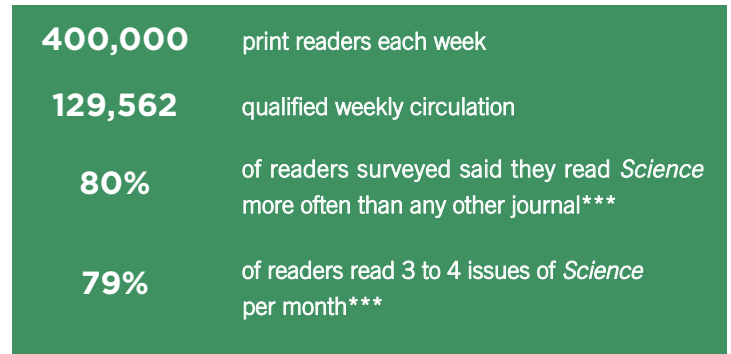
PRINT READERSHIP



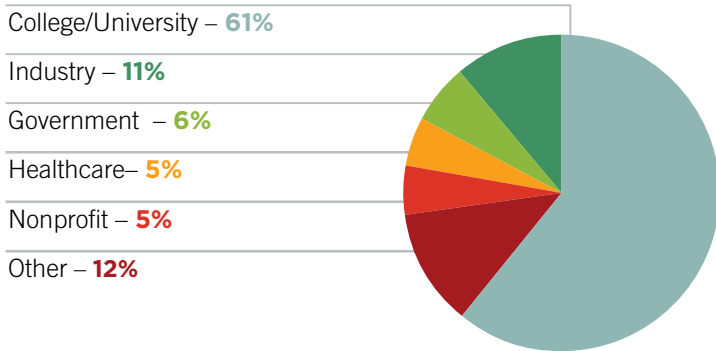
2016 PRINT CIRCULATION & CPM COMPARISON*



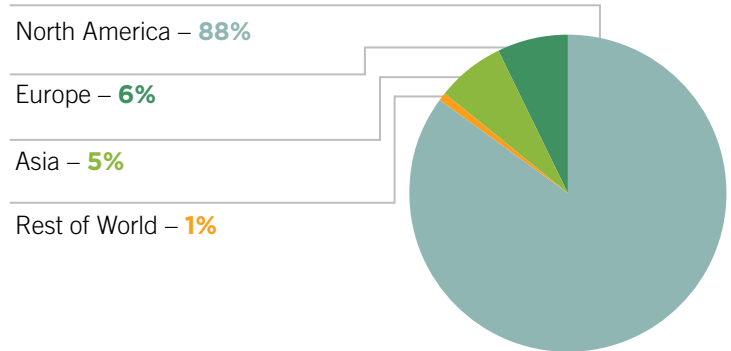
Science is both a leading scientific print journal and a high-traffic, award-winning website. Your recruitment advertising belongs in this widely read, enormously respected journal. The numbers speak for themselves.



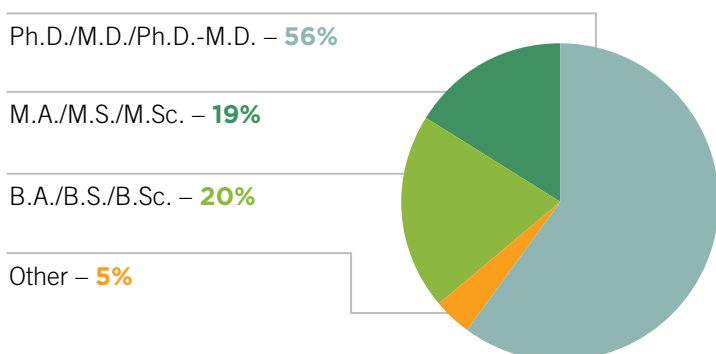
PROFESSIONAL SEGMENT BREAKDOWN**



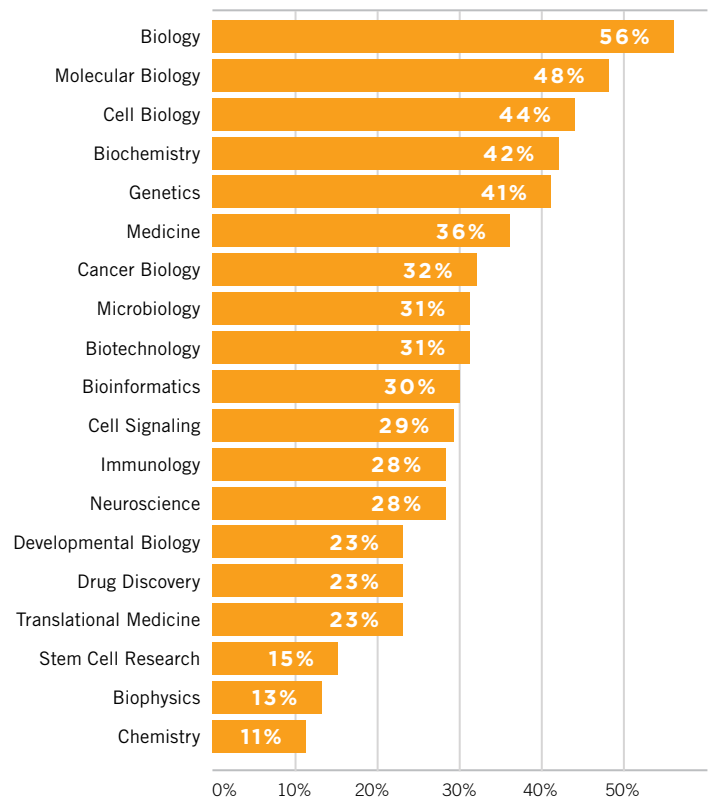
GLOBAL READERSHIP**



ACADEMIC DEGREE BREAKDOWN**



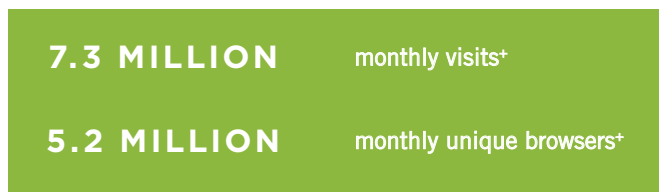
READERS' AREAS OF INTEREST***



ONLINE READERSHIP

Science's online audience comprises AAAS members, institutional users, and individuals who register for free access to select content. Each day, via memberships and more than 3,700 organizational subscriptions, *Science* online serves as a resource for millions of students, educators, and researchers at universities, corporations, and government agencies around the world.

SCIENCE SITE-WIDE STATISTICS



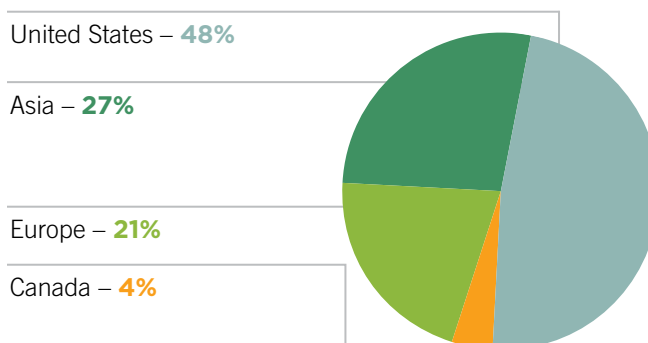
SCIENCE CAREERS TOP 10 VISITORS BY COUNTRY**



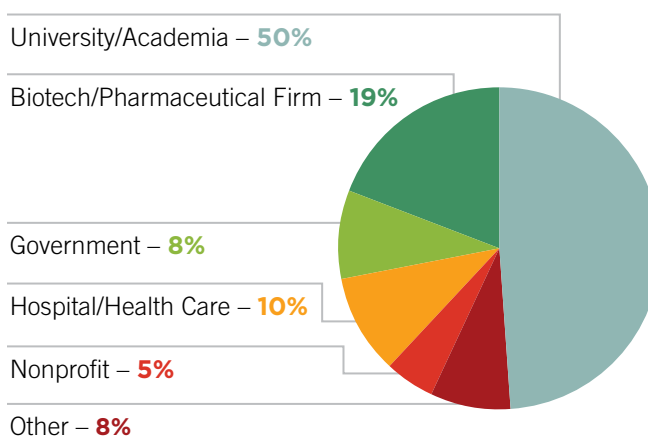
SCIENCE CAREERS ONLINE



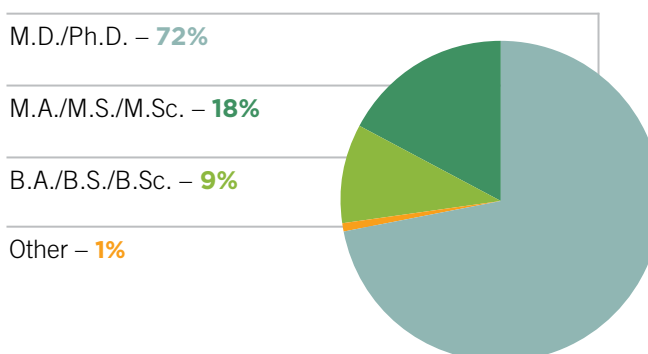
SCIENCE CAREERS USERS' GEOGRAPHIC BREAKDOWN**



SCIENCE CAREERS USERS' ORGANIZATION TYPE**



SCIENCE CAREERS USERS' ACADEMIC DEGREE BREAKDOWN**



* June 2017 BPA Statements ** Publisher's Own Data *** 2016 Cell Associates Life Scientists *Science* Reader Survey
⁺ *Science* March 2017 ABC Interactive Audit ^{**} Adobe Analytics 2017

PRINT ADVERTISING - RATES AND UPGRADES

BLACK AND WHITE DISPLAY RATES

SIZE	1X	6X	12X	18X
Full Page				
2/3 Page				
1/2 Page Horizontal				
1/2 Page Vertical	<i>Please contact your sales rep for space rates for display and line ads</i>			
1/3 Page Vertical				
1/3 Page Square				
1/4 Page				
1/6 Page				

Sequential liability clauses will not be accepted.

All rates are per insertion. Frequency discounts apply to one calendar year.

AGENCY DISCOUNT: 15% agency commission: Applicable to display ads only when paid within 60 days of invoice date.

ESTIMATING THE COST OF YOUR LINE AD

Science will provide an approximate cost estimate for line ads. All classified line ads are estimated at six words or 49 characters per line (including spaces and punctuation marks). For the most accurate estimate, please email your ad to *Science*. Purchase orders must allow for variation between estimated lines and actual typeset lines as well as the resulting final cost.

Line ads only run every other issue. Please contact your sales rep for schedule.

ADDITIONAL COLOR OPTIONS

Make your print ad stand out within the pages in *Science*. We offer upgrade options that include:

DISPLAY ADS

- Colored box (blue, green, or red) and URL (or email address) in blue

LINE ADS

- Colored box (blue, green, or red) and URL (or email address) in blue.
- 4-color logo and bold text lines in the body copy.
- Combo of options 1 and 2.

PREMIUM POSITIONS

- First right-hand full page in classified section
- Available on a first-come, first-served basis. Page can include a special banner, labeled to draw attention to your ad. Choose from Featured Employer, Meeting/Conference, Prize, Award, etc.
- Cover 3 (inside back cover) Your ad sits opposite "Working Life" — our weekly career article. Available on a first-come, first-served basis. Art due 11 days prior to the issue date.
- *Please contact your sales rep for rates*

COLOR DISPLAY RATES

All color charges are in addition to black and white space rates. Individual process colors (Cyan, Magenta, Yellow)
PMS matched colors
4-color process (full-color)
DPS color

POSTING PRINT ADS ONLINE

By posting your ad online, you automatically receive an eight-week posting and inclusion in the Job Alerts service

(Online postings purchased in combination with a line ad are noncommissionable to ad agencies.)

STANDARD ONLINE JOB POSTING WITH PRINT

- 8-week period. Includes logo in the body of the ad.
Please contact your sales rep for rates

PREMIUM ONLINE JOB POSTING WITH PRINT

- 8-week period. Includes logo in the body of the ad, and in search result listings. *Please contact your sales rep for rates*

HEADLINE JOB UPGRADE WITH PRINT

Please contact your sales rep for rates

PREMIUM + HEADLINE COMBO WITH PRINT

Please contact your sales rep for rates

SPONSORED KEYWORD UPGRADE WITH PRINT

Please contact your sales rep for rates

TOP JOB UPGRADE WITH PRINT

Please contact your sales rep for rates

JOB OF THE WEEK

- Contact your sales representative for rates.

See page 10 for information about posting jobs online only.

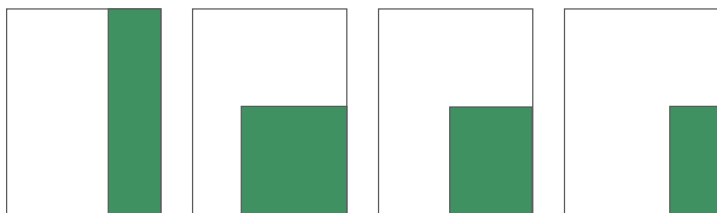
PRINT ADVERTISING - SPECIFICATIONS

DISPLAY ADS

(Represents size only, not placement on page)



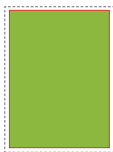
FULL PAGE 7" x 10" 254 mm x 177 mm	2/3 PAGE 4.5625" x 10" 254 mm x 115 mm	1/2 HORIZONTAL 7" x 4.75" 120 mm x 177 mm	1/2 VERTICAL 3.375" x 10" 254 mm x 85 mm
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1/3 VERTICAL 2.1875" x 10" 254 mm x 55 mm	1/3 SQUARE 4.5625" x 4.75" 120 mm x 115 mm	1/4 PAGE 3.375" x 4.75" 120 mm x 85 mm	1/6 PAGE 2.1875" x 4.75" 120 mm x 55 mm
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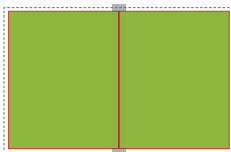
FULL-PAGE BLEED REQUIREMENTS

- Bleed size: 8¹/₂" x 10³/₄" (273 mm x 216 mm)
- Trim size: 8¹/₄" x 10¹/₂" (266 mm x 209 mm)
- Live area: 7³/₄" x 10" (254 mm x 197 mm)



TWO-PAGE BLEED REQUIREMENTS

- Bleed size: 16³/₄" x 10³/₄" (273 mm x 425 mm)
- Trim size: 16¹/₂" x 10¹/₂" (266 mm x 418 mm)
- Live area: 7³/₄" x 10" (197 mm x 254 mm) each page
- Gutter size: 1/2" (12 mm)



BLEED AD NOTES

- For full page, keep "live matter" at least 1/4" (4.763 mm) from trim
- When using a great deal of text, we recommend enlarging the gutter area and decreasing the live area width:
Gutter: 3/4" (19 mm)
Live area: 7¹/₂" x 10" (190 mm x 247 mm)

PAPER STOCK & PRINTING PROCESS

- Covers: 100 lb. (270.8 gsm).
- Text: 38 lb. (56.2 gsm) gloss finish.
- Covers & Text: Web offset.

DIGITAL FILE REQUIREMENTS

PDF/X 1a files are the preferred digital format. If you cannot submit a file to these specifications please submit a PDF file with all high resolution images and fonts embedded in the files. All required image trapping must be included in the file. Images must be CMYK or grayscale and 300 dpi. Include 1/8" bleed with trim/bleed marks outside bleed area. No application files are accepted.

INSERTS/OUTSERTS

Please contact us for rates and specs.

DELIVERY METHODS

- CD/DVD
- Email: recruitads@aaas.org
- FTP: sciads.aaas.org
User: sciads
Password: @ddrop

HOW TO SUBMIT A LINE AD

Send your ad text to: advertise@sciencecareers.org. Do not boldface or italicize any words. *Science* will edit and typeset ads according to *Science's* style. *Science's* style guidelines do not allow abbreviations. *Science* cannot provide proofs of typeset line ads. All recruitment line ads will appear under a Positions Open banner. *Science* makes every effort to group similar ads together but cannot guarantee positioning of any ad.

PRINT ADVERTISING - EDITORIAL CALENDAR

In 1880, Thomas Edison helped found *Science* with the goal of disseminating the latest advances in science and engineering. His legacy lives on as we continue to publish groundbreaking news and research that shapes the world we live in. While compelling content fills every issue of *Science*, we also offer more focused opportunities throughout the year. Please contact your sales representative for details, rates, and ideas.

ISSUE DATE	FEATURE	MEETING FOR BONUS DISTRIBUTIONS	RESERVE SPACE	ISSUE CLOSE
JANUARY				
5	General Lab Equipment		Dec. 21	Dec. 29
12			Dec. 28	Jan. 5
19		Society for Lab Automation Screening, 3–7 February, San Diego, CA	Jan. 4	Jan. 11
26	Career Feature: Postdocs	AAAS Annual Meeting, 15–19 February, Austin, TX	Jan. 11	Jan. 19
FEBRUARY				
2	Tissues/Cell Culture		Jan. 18	Jan. 26
9			Jan. 25	Feb. 2
16		American Physical Society March Meeting, 5–9 March, Los Angeles, CA	Feb. 1	Feb. 9
23			Feb. 8	Feb. 15
MARCH				
2	Job Focus: Chemistry	American Chemical Society Spring, 18–22 March, New Orleans, LA Materials Research Society Spring Meeting, 2–6 April, Phoenix, AZ	Feb. 15	Feb. 23
9	DNA/RNA Analysis	National Postdoc Association Meeting, 6–8 April, Cleveland, OH	Feb. 22	Mar. 2
16	Biotechnology	Analytica, 10–13 April, Munich, German	Mar. 1	Mar. 9
23	Immunotherapy Career Feature: Cancer Research <small>AD STUDY</small>	American Association for Cancer Research, 14–18 April, Chicago, IL American Association for Cancer Research Career Fair, 14 April, Chicago, IL	Mar. 8	Mar. 16
30	Microscopy Job Focus: Biology	Experimental Biology, 21–25 April, San Diego, CA	Mar. 15	Mar. 23
APRIL				
6			Mar. 22	Mar. 29
13	Job Focus: Immunology	American Association of Immunologists, 4–8 May, Austin, TX	Mar. 29	Apr. 6
20	Microscopy/Imaging		Apr. 5	Apr. 13
27			Apr. 12	Apr. 20
MAY				
4	Sample Prep/Handling		Apr. 19	Apr. 27
11	Molecular Biology Job Focus: Biotechnology	Biotechnology Industry Organization International Convention, 4–7 June, Boston, MA Biotechnology Industry Organization International Convention Career Fair, TBD, Boston, MA	Apr. 26	May 4
18	Job Focus: Microbiology Frontiers in Microbiology	American Society for Microbiology, 7–11 June, Atlanta, GA	May 3	May 11
25		Federation of Clinical Immunology Societies (FOCiS) Annual Meeting, 20–23 June, San Francisco, CA	May 10	May 18
JUNE				
1	Protein Analysis		May 17	May 24
8			May 24	Jun. 1
15	Proteomics	FENS Neuroscience, 7–11 July, Berlin, Germany EuroScience Open Forum, 9–14 July, Toulouse, France	May 31	Jun. 8
22	Focus on HIV	International AIDS Conference (AIDS 2018), 23–27 July, Amsterdam, Netherlands	Jun. 7	Jun. 15
29			Jun. 14	Jun. 22

ISSUE DATE	FEATURE	MEETING FOR BONUS DISTRIBUTIONS	RESERVE SPACE	ISSUE CLOSE
JULY				
6	General Lab Equipment		Jun. 21	Jun. 29
13			Jun. 28	Jul. 6
20			Jul. 5	Jul. 13
27	<i>Job Focus: Chemistry</i> Computation AD STUDY	American Chemical Society Fall, 19–23 August, Boston, MA	Jul. 12	Jul. 20
AUGUST				
3			Jul. 19	Jul. 27
10	Tissue/Cell Culture		Jul. 26	Aug. 3
17		European Cancer Congress, 7–9 September, Vienna, Austria	Aug. 2	Aug. 10
24			Aug. 9	Aug. 17
31	Revolutionary Technologies Career Feature: Postdocs		Aug. 16	Aug. 24
SEPTEMBER				
7	DNA/RNA Analysis		Aug. 23	Aug. 30
14	Career Feature: Faculty		Aug. 30	Sep. 7
21			Sep. 6	Sep. 14
28	Gene Regulation Genomics <i>Job Focus: Genetics</i>	American Society of Human Genetics, 16–20 October, San Diego, CA	Sep. 13	Sep. 21
OCTOBER				
5	Career Feature: Faculty		Sep. 20	Sep. 28
12	Neuroscience Animal Models <i>Job Focus: Neuroscience</i>	Society for Neuroscience, 3–7 November, San Diego, CA	Sep. 27	Oct. 4
19	Protein Analysis		Oct. 4	Oct. 12
26	Career Feature: Top Employers Survey		Oct. 11	Oct. 19
NOVEMBER				
2	Frontiers in Material Science	Materials Research Society Fall, 25–30 November, Boston, MA	Oct. 18	Oct. 26
9	Microscopy/Imaging		Oct. 25	Nov. 2
16	Metabolism Tissue/Cell Culture <i>Job Focus: Cell Biology</i>	American Society for Cell Biology/European Molecular Biology, 8–12 December, San Diego, CA	Nov. 1	Nov. 9
23		American Geophysical Union Fall Meeting, 10–14 December, Washington, D.C.	Nov. 8	Nov. 15
30			Nov. 15	Nov. 21
DECEMBER				
7	DNA/RNA		Nov. 21	Nov. 30
14	Automation		Nov. 29	Dec. 7
21	Breakthrough of the Year		Dec. 6	Dec. 14

EDITORIAL CALENDAR KEY	Bold Purple Text: Career Feature	Bold Red Text: Technology Feature	Bold Blue Text: New Product Focus
	<i>Italic Purple Text:</i> Job Focus Feature	Bold Gold Text: Science will have a booth at the meeting	Bold Green Text: Editorial Theme
		Grey Highlight: denotes an online banner study month	AD STUDY denotes a readership ad study. Get feedback on what readers think about your ad – and your competitors' ads

ONLINE ADVERTISING - JOB BOARD

SELF-SERVE RECRUITING

Create an account in the *Science* Careers Employer Portal and start posting your jobs and taking advantage of the great upgrades and bundling options available. Visit employers.sciencecareers.org

STANDARD ONLINE JOB POSTING

Our self-serve posting system is simple. Your jobs include your logo in the body of the ad and in the search result listings and stay posted for eight weeks. Additionally, jobs will be served alongside contextually relevant content throughout the family of *Science* journal websites.

- \$599 per 8-week period.

PREMIUM JOB POSTING

Includes logo in the body of the ad, and in search result listings. When your job matches a structured search, *Science* pulls the job title, a short description, and the logo into a premium ad position on the search results page. Additionally, jobs will be served alongside contextually relevant content throughout the family of *Science* journal websites.

- \$849 per 8-week period.

ADDITIONAL UPGRADES & BRANDING

Increase the visibility of your jobs or your company branding. Contact your rep for help with these options.

SPONSORED KEYWORD UPGRADE

Your jobs appears at the top of relevant keyword searches. Jobs will also be highlighted with an enhanced background color and border. Job stays at the top of the search results for the duration of the posting.

- *Please contact your sales rep for rates*

TOP JOB UPGRADE

Jobs sit atop the search results list when the job seeker selects a relevant discipline from the given 'sector' list. Limited to only three "Top Jobs" per discipline, your job will be labeled as a 'Top Job' and highlighted with an enhanced background color and border.

- *Please contact your sales rep for rates*

JOB OF THE WEEK

Your job displays prominently for one week in the upper right corner on the *Science* Careers job seeker homepage. Job posting sold on a first-come, first-served basis.

- *Please contact your sales rep for rates*

AUTOPOST

ALL your jobs are automatically posted on ScienceCareers.org — ensuring a dominant presence on *Science's* job board.

- *Please contact your sales rep for rates*

HEADLINE JOB UPGRADE

Ads rotate in a special bannered section on the job seeker homepage of ScienceCareers.org and the *Science* Careers homepage. Additionally, jobs will be served alongside contextually relevant content throughout the family of *Science* journal websites.

- \$250 added to your standard or premium job posting fee.

RESUME/CV DATABASE

Access thousands of resumes to find exact matches for open positions and only pay for the ones you want.

- \$25 per resume/CV (minimum buy is package of 5 resumes).

FEATURED EMPLOYER

Your company logo on the homepage of the *Science* Careers job board. The logo links to your company's job postings on ScienceCareers.org as long as you have live job postings.

- *Please contact your sales rep for rates*

CUSTOM JOB TEMPLATE

We create a unique branded job template which includes a company "banner." Template can be customized your corporate color(s): apply button, job title, job header, hyperlinks.

- *Please contact your sales rep for rates*

EMPLOYER PROFILES

Build your brand and drive traffic to your website with an online profile hosted by *Science* Careers.

- Basic Profile (Organization description and logo)
- Dynamic Profile (As above, plus videos, photos, and 360° tours)
- Mini-site (Includes your branded job details, application pages, and content pages with tailored SEO opportunities and a unique URL)
- *Please contact your sales rep for rates*

Posting packages are available. Contact your sales representative for more information.

ONLINE ADVERTISING - OPTIONS AND RATES

BANNER ADS

Banners are a high visibility option reaching *Science*'s extensive online audience.

69% of readers took action after viewing a banner ad*

RUN-OF-SITE CAMPAIGNS

OPEN ≥\$20,000 ≥\$50,000 ≥\$100,000

Please contact your sales rep for rates

All rates are gross, minimum impressions per insertion = 100,000

Run-of-Site banners are served in rotation on *Science* (includes *Science News*) and *Science Careers*.

Banner types: Leaderboard, Tower, Medium Rectangle

TARGETED BANNER CAMPAIGNS

OPEN ≥\$20,000 ≥\$50,000 ≥\$100,000

Please contact your sales rep for rates

All rates are gross, minimum impressions per insertion = 50,000

Target your banner campaign to match relevant site content or segments of our online audience. As well as targeting by site or general subject areas on *Science*, you can now contextually match your ad to keywords in all content across the complete *Science* family of online journals

- *Science Careers* (geography or page or contextual).
- *Science* (geography, page, subject, or behavior or contextual).
- *Science News* (site, page, geography or contextual).
- *Science Signaling* (site or geography or contextual).
- *Science Translational Medicine* (site or geography or contextual).
- *Science Advances* (site or geography or contextual).
- *Science Immunology* (site or geography or contextual).
- *Science Robotics* (site or geography or contextual).

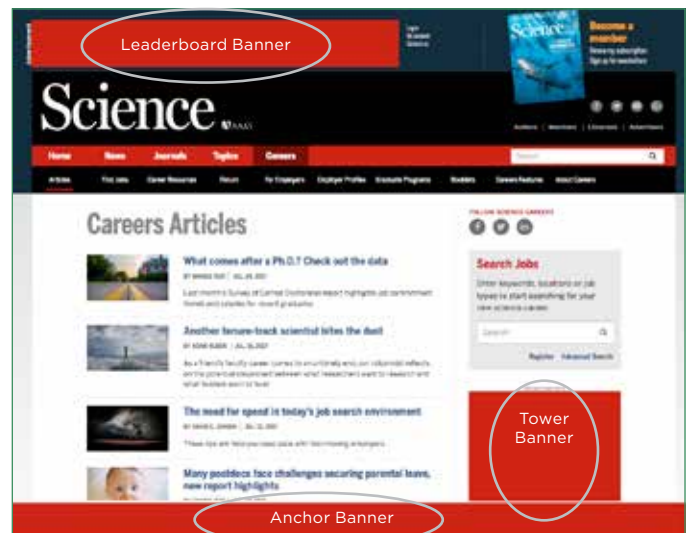
Banner Types: Leaderboard, Tower, Medium Rectangle

SPECIAL SPONSORED BANNERS

Target various *Science* homepages with an exclusive message.

- Anchor banner available on:
 - jobs.sciencecareers.org homepage.
 - *Science Careers* homepage and its affiliated pages: Articles, For Employers, Graduate Programs, and Career Resources.
 - *Science* homepage.
- Medium Rectangle banner available on:
 - jobs.sciencecareers.org homepage.
- Billboard banner available on:
 - *Science* homepage.
- Pushdown banner available on:
 - *Science* homepage.

Please contact your sales rep for rates



THIRD-PARTY EMAILS

Utilize this targeted solution to recruit or to promote an event, award, or prize. Emails are created by you and sent by *Science* to a targeted audience of your choice. Through our opt-in program, we work with our audience to ensure the emails they receive are relevant and anticipated. We then work with our advertisers to send to the most targeted lists possible.

- Select email recipients from among registered users of *Science Careers* and/or *Science* in categories including education level, primary discipline, and geography.
- Measurable results include emails sent, emails delivered, emails opened, and click-throughs.

Please contact your sales rep for rates

28% Average Open Rate**

19% Average CTO**

80% of readers took action after reading a third-party email*

"We are very satisfied with the advertising opportunities available via Science. Their 3rd party email campaigns are especially useful given that EMBL gets maximum visibility within its targeted audience. We also appreciate their professional and friendly customer service."

MATIJA GRGURINOVIC

Senior Administrative Officer,
EMBL International PhD Programme

* 2016 Cell Associates Life Scientists *Science* Reader Survey

** Marketing Cloud Reporting, June 2017

ONLINE ADVERTISING - OPTIONS AND RATES

GRADUATE PROGRAMS

Raise the profile of your degree program with a listing in our online index of graduate programs. Contact your sales representative for details, stats, and availability.

ONLINE INDEX

- 1-year listing with logo.
- *Please contact your sales rep for rates*

EMAIL ALERTS AND NEWSLETTER SPONSORSHIPS

Reach hundreds of thousands of opt-in readers with your branding message or job openings. As the exclusive sponsor, your banner or text/logo ad will be placed within the email.

All E-Alerts and Newsletter Sponsorship rates are tiered based on annual spend except where noted as a flat rate.

OPEN	≥\$20,000	≥\$50,000	≥\$100,000
<i>Please contact your sales rep for rates</i>			

WEEKLY E-ALERTS

Science Table of Contents

OPEN	≥\$20,000	≥\$50,000	≥\$100,000
<i>Please contact your sales rep for rates</i>			

Daily News & Headlines

Daily highlights of important news and topics in the community.
(5-day buy)

Science Immunology Table of Contents

The latest research articles that report critical advances in all areas of immunological research.

Japan Highlights

Japanese version of the *Science*, *STM*, and *Signaling* TOCs.

Science Advances Table of Contents

Significant, innovative original research that advances the frontiers of science and extends the standards of excellence established by *Science*.

Science Robotics Table of Contents

A forum for the latest technological advances and for the critical social, ethical and policy issues surrounding robotics.

Science Signaling Table of Contents

Electronic journal on cellular signaling.

Science Translational Medicine Table of Contents

Electronic journal on translational medicine.

Science First Release

Research articles posted online before print publication.

Science Weekly News

Brief summaries of the journal's news content.

This Week in Science

Highlights of the most compelling research articles in the current issue.

News from Science: (Weekly Headlines)

Short summaries of the latest news in *Science*.

Editors' Choice

Highlights of recent content from other journals chosen by the Editors of *Science*.

MONTHLY NEWSLETTERS

Science Roundup

Updates of top research appearing in *Science* sent to AAAS members.

Science Roundup China

Chinese version of updates of top research appearing in *Science* sent to AAAS members.

Career Path

Job openings, career trends, and advice sent bi-monthly to *Science* Careers registrants.

Please contact your sales rep for rates

ONLINE ADVERTISING - SPECIFICATIONS

ONLINE JOB POSTINGS

Simply log in and use the easy-to-follow instructions to post your jobs at your own pace, on your own time. Jobs stay active for eight weeks and are posted within one business day. Logos should be submitted as JPG files not to exceed 50K. Size is 360 px wide x 180 px deep.

AUTOPOST

- XML feed or scrape of your job board acceptable.
- Postings are pulled every day.

Contact your sales representative to get started.

ONLINE BANNER ADS

Science websites are responsively designed so in order to optimize your ad, please supply two sizes — one for desktops/tablets and one for mobile. See sizes below.

Desktop & Tablet

- Leaderboard: 728 px wide x 90 px deep.
- Tower: 300 px wide x 600 px deep.
- Medium rectangle: 300 px wide x 250 px deep.
- Anchor for desktop:
 - Science Careers and Science homepage: 1280 px wide x 60 px deep.
 - jobs.sciencecareers.org: 1180 px wide x 60 px deep.
- Anchor for tablet: 728 px wide x 90 px deep.
- Billboard: Initial: 1280 px wide x 250 px deep; Expanded: max varies.
- Push-Down: Initial: 1280 px wide x 90 px deep; Expanded: 1280 px wide x 427 px deep.

Mobile

- Leaderboard: 320 px wide x 50 px deep.
- Tower: 320 px wide x 100 px deep.
- Medium rectangle: 320 px wide x 100 px deep.
- Anchor: 320 px wide x 50 px deep.

How to Submit Art

- Ads should be submitted as an HTML5 file, GIF, animated GIF, or JPG not to exceed 100K.
- For HTML5 files, please use AppNexus guidelines available at <https://github.com/appnexus/appnexus-html5-lib>
- Please provide the URL to which the banner ad will link.
- For billboard ads, the content has to be hosted by a third party.

EMPLOYER PROFILES

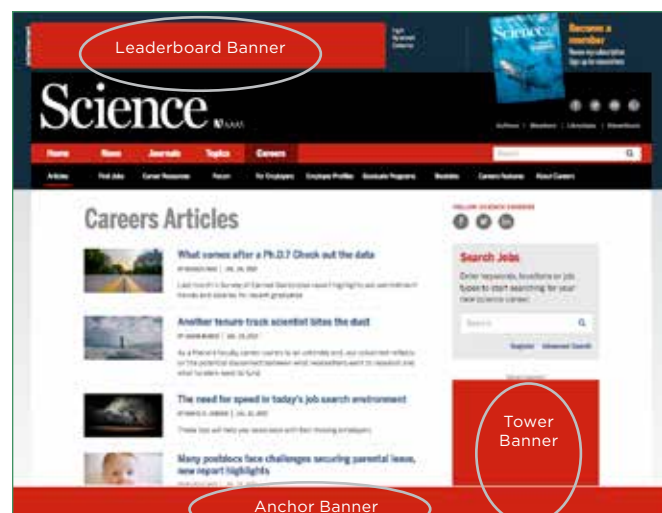
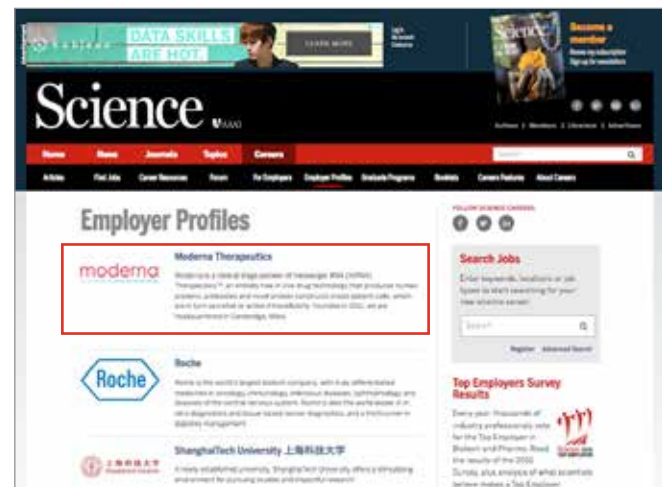
Employer profiles will post three days after submission of materials. Please supply the following items:

- Company logo (JPG, PNG at 1280 px wide x 720 px deep).
- Company description (up to 1,000 words).
- URL links where required (maximum of 3 links).
- Photos (for dynamic profiles only) – JPG.
- Video (for dynamic profiles only) – MP4 or DVD (no wmd or rm).

For mini-sites, please also include the following:

- Header image 960 px wide x 200 px deep.
- Home page image min size 500 px wide x 200 px deep.
- Title and body text for home page, no max.
- List of supplemental pages/tabs needed.
- Color/branding scheme, need at least 2 colors, please provide HEX values.

Employer Profiles containing specific job advertisements are not permitted. Submitted material is subject to Publisher's approval.



ONLINE ADVERTISING - SPECIFICATIONS

THIRD-PARTY EMAILS

- Supply both html (.html, .htm) and text (.txt) versions of email.
- Materials due one week prior to send date.
- File size not to exceed 500k.
- Subject line not to exceed 50 characters.
- Images must be hosted by client.

WEEKLY SCIENCE EMAIL SPONSORSHIPS

- Includes space at the top AND bottom of email.
- Choice of banner ad, OR text/logo ad.
- Banner art: 468 px wide × 60 px deep; file size 15K; GIF format (no flash or rotating GIFS).
- Text/logo ad at top: 700 characters (10 lines of 70 characters each; includes spaces). If including logo, it must fit within the space allowed for the 700 characters. Logo should be no larger than 120 px wide × 60 px deep.
- Text/logo ad at bottom: 1,400 characters (20 lines of 70 characters each; includes spaces). If including logo, it must fit within the space allowed for the 1,400 characters. Logo should be no larger than 120 px wide × 60 px deep.
- Art due one week prior to send date.

MONTHLY AAAS/SCIENCE NEWSLETTER SPONSORSHIPS

SCIENCE ROUNDUP & SCIENCE ROUNDUP CHINA

- Choice of banner ad or text/logo ad.
- Banner art: 468 px wide × 60 px deep; file size 15K; GIF format (no flash or rotating GIFS).
- Text/logo ads: 600 characters (10 lines of 60 characters each; includes spaces). If including logo, it must fit within the space allowed for the 600 characters. Logo should be no larger than 120 px wide × 60 px deep.
- Art due by the 15th of the month.

CAREER PATH (2X PER MONTH)

- Banner ad size: 728 px wide × 90 px deep — file size 30K; JPG or GIF format (no flash or rotating GIFS).
- Art due by the 1st and the 12th of each month.

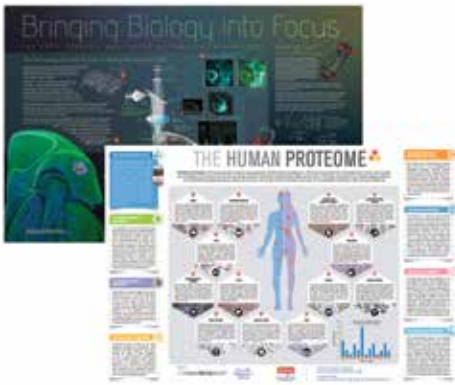
GRADUATE PROGRAMS

- Logo size: 1280 px wide × 720 px deep; JPG or PNG.

ADVERTISING POLICIES

See full advertising policies, terms, and conditions at: http://sciencecareers.org/for_employers/advertising_policies

CUSTOM SOLUTIONS



POSTERS - Boost your brand and get daily exposure to thousands of current and potential customers with a customized, educational *Science* poster, polybagged or inserted in the journal.

COLLECTION BOOKLETS - Build mindshare by associating your brand with some of the most important papers ever published in *Science*. Your company content can also be included. Used as a reference guide by readers, collection booklets offer sustained ROI over long periods of time.

INFOGRAPHICS - Create an infographic to highlight research or your company in a dynamic, artistic way to communicate with our audience.

SciVE 360 VIDEOS - *Science* Virtual Environments (SciVE) is a unique way to bring our audience into close contact with your laboratory or company.

INSERTS, OUTSERTS, AND COVER TIPS - Inserts generate reader interest with prominent placement inside the journal. Outserts and cover tips deliver maximum impact, ensuring your advertising or marketing piece is the first thing readers see when they receive their copy of *Science*. Target the recipients of your promotion via our subscriber demographic data or by timing your ad for distribution at specific trade shows.

WEBINARS - Engage with potential employees and showcase your organization's research by sponsoring a customized webinar. Align your organization with *Science*'s prestigious panel of experts in a topic area of your choice. As the sponsor, your company can participate in the panel, and brand itself as an innovative leader in that field.

NATIVE ADVERTISING - NEW! Whether you wish to showcase your employer brand, or promote an award, prize or meeting, native advertising with *Science* Careers allows your organization to partner with us to create useful career information. You'll work with our Custom Publishing Editors to create a Sponsored Feature that blends career content with your commercial message, in a format that is both engaging, accessible, and valuable. Sponsored Features will be highlighted on the homepages of both sciencecareers.org and jobs.sciencecareers.org. If you also wish to publish in print, then your Sponsored Feature will head up the *Science* Career section of the journal.

AWARDS AND PRIZES - Demonstrate your company's commitment to nurturing the developing research going on in many fields in the scientific community. By sponsoring a prize/award your company becomes a champion for the cause you so deeply support.

CAREER FAIRS - *Science* Careers offers two types of career fairs – virtual events and live events. Live events typically include one or two career fairs throughout the year in key recruiting markets. Purchase an exhibit booth at these events to recruit and brand your organization. Virtual events allow you to create customized recruiting events for your organization or have a booth at a global online networking event to meet candidates virtually from the comfort of your own desk. Events are created with branding guidelines from your company.

Please contact your sales representative for further information on all of our custom solutions.

FOR RECRUITMENT IN SCIENCE, THERE'S ONLY ONE **Science**

Science Headquarters

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Washington, DC 20005 USA

AAAS Science International

Clarendon House
Clarendon Road
Cambridge
CB2 8FH
United Kingdom

Science China

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