

## 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; Closes when clicked.
- Pushdown/Retractable: 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 (limit loops to 6), or JPG not to exceed 100K.
- Please provide the URL to which the banner ad will link.
- Pushdown/Retractable ads require third-party tags. Billboard ads require third-party tags, unless submitted as GIF, JPG, or PNG.
- Submit third-party tags for all Rich media and HTML5 ads. Approved third-party vendors include Sizmek and Doubleclick.

### EMPLOYER PROFILES

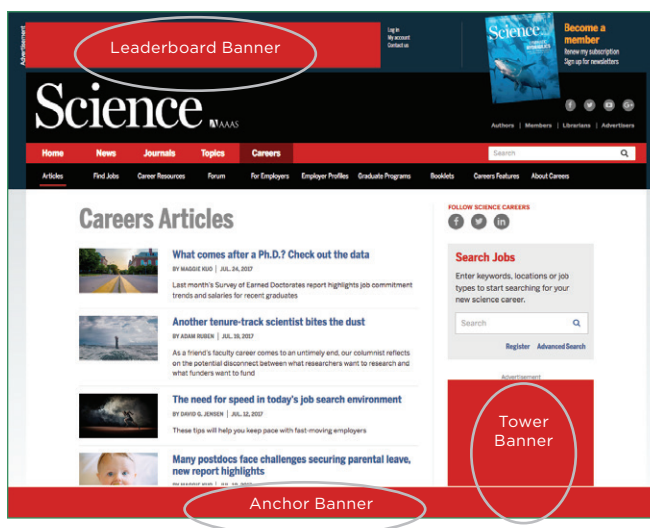
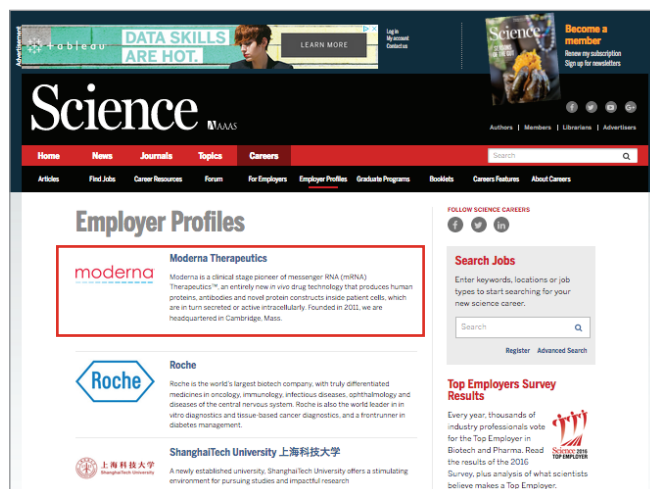
Employer profiles will post three days after submission of materials. Please supply the following items:

- 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.



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### 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.
- HTML file should be created using inline CSS instead of using CSS classes for style attributes. CSS classes are not supported by all email browsers.
- Images must be hosted by client using absolute URLs. Images should also include alt tags and target="\_blank" attributes.
- Use HTML tables for layout. CSS layout will not work on all email browsers.
- Do not use Microsoft Office to create your HTML file. Our email software will not convert Office formatting into HTML code which will cause design issues.
- Do not use javascript in you HTML file.

### 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 100K; GIF format (no flash or rotating GIFS).
- Provide URL for link.
- Text/logo ad: 150 characters (approximately 25 words). Logo should be no larger than 468 px wide × 60 px deep.
- Text only ad: 300 characters (approximately 50 words).
- 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 1<sup>st</sup> and the 12<sup>th</sup> 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](http://sciencecareers.org/for_employers/advertising_policies)