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.

"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

---

**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
- **A** *Apis Mellifera* (three banded Italian honey bee)
- **V** 3D video card

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

**Print Readership**

- **400,000** print readers each week
- **129,562** qualified weekly circulation
- **80%** of readers surveyed said they read *Science* more often than any other journal***
- **79%** of readers read 3 to 4 issues of *Science* per month***

**Print Circulation & CPM Comparison**

- **Science**
  - 129,562 readers
  - $73 CPM
- **Nature**
  - 53,270 readers
  - $228 CPM

**Professional Segment Breakdown**

- College/University – 61%
- Industry – 11%
- Government – 6%
- Healthcare – 5%
- Nonprofit – 5%
- Other – 12%

**Global Readership**

- North America – 88%
- Europe – 6%
- Asia – 5%
- Rest of World – 1%

**Academic Degree Breakdown**

- Ph.D./M.D./Ph.D.-M.D. – 56%
- M.A./M.S./M.Sc. – 19%
- B.A./B.S./B.Sc. – 20%
- Other – 5%

**Readers’ Areas of Interest**

- Biology – 56%
- Molecular Biology – 48%
- Cell Biology – 44%
- Biochemistry – 42%
- Genetics – 41%
- Medicine – 36%
- Cancer Biology – 32%
- Microbiology – 31%
- Biotechnology – 31%
- Bioinformatics – 30%
- Cell Signaling – 29%
- Immunology – 28%
- Neuroscience – 28%
- Developmental Biology – 23%
- Drug Discovery – 23%
- Translational Medicine – 23%
- Stem Cell Research – 15%
- Biophysics – 13%
- Chemistry – 11%
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

- **7.3 MILLION** monthly visits*
- **5.2 MILLION** monthly unique browsers*

SCIENCE CAREERS TOP 10 VISITORS BY COUNTRY**

1. UNITED STATES
2. INDIA
3. UNITED KINGDOM
4. CANADA
5. GERMANY
6. AUSTRALIA
7. FRANCE
8. CHINA
9. BRAZIL
10. ITALY

SCIENCE CAREERS USERS’ GEOGRAPHIC BREAKDOWN**

- United States – 48%
- Asia – 27%
- Europe – 21%
- Canada – 4%

SCIENCE CAREERS USERS’ ORGANIZATION TYPE**

- University/Academia – 50%
- Biotech/Pharmaceutical Firm – 19%
- Government – 8%
- Hospital/Health Care – 10%
- Nonprofit – 5%
- Other – 8%

SCIENCE CAREERS USERS’ ACADEMIC DEGREE BREAKDOWN**

- M.D./Ph.D. – 72%
- M.A./M.S./M.Sc. – 18%
- B.A./B.S./B.Sc. – 9%
- Other – 1%

SCIENCE CAREERS ONLINE

- **1.4 MILLION** monthly page Impressions on Science Careers*
- **668,060** monthly visits to Science Careers*
- **503,472** monthly unique browsers to Science Careers*
- **357,312** Science Careers registered users**

* 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

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.

$53 per line: 10-line minimum ($530, noncommissionable).
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: $300.

LINE ADS
• Colored box (blue, green, or red) and URL (or email address) in blue: $250 for line ads.
• 4-color logo and bold text lines in the body copy: $250.
• Combo of options 1 and 2: $400.

PREMIUM POSITIONS
• First right-hand full page in classified section — $500 additional charge. 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) — $500 additional charge. 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.

BLACK AND WHITE DISPLAY RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$9,485</td>
<td>$8,918</td>
<td>$8,728</td>
<td>$8,419</td>
</tr>
<tr>
<td>7/8 Page</td>
<td>$7,940</td>
<td>$7,466</td>
<td>$7,306</td>
<td>$7,049</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,813</td>
<td>$5,463</td>
<td>$5,349</td>
<td>$5,159</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>$4,299</td>
<td>$4,041</td>
<td>$3,959</td>
<td>$3,820</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,299</td>
<td>$4,041</td>
<td>$3,959</td>
<td>$3,820</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,418</td>
<td>$3,217</td>
<td>$3,150</td>
<td>$3,042</td>
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<tr>
<td>1/6 Page</td>
<td>$2,867</td>
<td>$2,697</td>
<td>$2,646</td>
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</table>

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.

COLOR DISPLAY RATES

All color charges are in addition to black and white space rates.
Individual process colors (Cyan, Magenta, Yellow): $850 each
PMS matched colors: $1,200 each
4-color process (full-color): $1,900
DPS color: $2,900

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
• $250 per 8-week period. Includes logo in the body of the ad.

PREMIUM ONLINE JOB POSTING WITH PRINT
• $460 per 8-week period. Includes logo in the body of the ad, and in search result listings.

HEADLINE JOB UPGRADE WITH PRINT
• Add $225 to your posting fee.

PREMIUM + HEADLINE COMBO WITH PRINT
• $620 per 8 week period.

SPONSORED KEYWORD UPGRADE WITH PRINT
• Add $130 to your posting fee.

TOP JOB UPGRADE WITH PRINT
• Add $300 per discipline to your posting fee.

JOB OF THE WEEK
• Add $175 to your posting fee and contact your sales representative.

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" × 10"
254 mm × 177 mm

1/2 PAGE
4.5625" × 10"
254 mm × 115 mm

1/4 HORIZONTAL
7" × 4.75"
120 mm × 177 mm

1/4 VERTICAL
3.375" × 10"
254 mm × 85 mm

1/4 SQUARE
4.5625" × 4.75"
120 mm × 115 mm

1/3 PAGE
3.375" × 4.75"
120 mm × 85 mm

1/3 VERTICAL
2.1875" × 10"
254 mm × 55 mm

1/6 PAGE
2.1875" × 4.75"
120 mm × 55 mm

FULL-PAGE BLEED REQUIREMENTS
☐ Bleed size: 8½" × 10¼" (216 mm × 273 mm)
☐ Trim size: 8¼" × 10½" (209 mm × 266 mm)
☐ Live area: 7¾" × 10¼" (197 mm × 254 mm)

TWO-PAGE BLEED REQUIREMENTS
☐ Bleed size: 16½" × 10½" (425 mm × 266 mm)
☐ Trim size: 16¼" × 10¾" (418 mm × 266 mm)
☐ Live area: 7½" × 10" (254 mm × 197 mm) each page
☐ Gutter size: ¼" (12 mm)

BLEED AD NOTES
• For full page, keep “live matter” at least ¼" (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: ¾" (19 mm)
  Live area: 7½" × 10" (190 mm × 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.
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.

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>FEATURE</th>
<th>MEETING FOR BONUS DISTRIBUTIONS</th>
<th>RESERVE SPACE</th>
<th>ISSUE CLOSE</th>
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<tr>
<td>5</td>
<td>General Lab Equipment</td>
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<td>Dec. 21</td>
<td>Dec. 29</td>
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<td>Dec. 28</td>
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<td>19</td>
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<td>Society for Lab Automation Screening, 3–7 February, San Diego, CA</td>
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<td>26</td>
<td>Career Feature: Postdocs</td>
<td>AAAS Annual Meeting, 15–19 February, Austin, TX</td>
<td>Jan. 11</td>
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<td>FEBRUARY</td>
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<td>2</td>
<td>Tissues/Cell Culture</td>
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<td>Jan. 18</td>
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<td>Job Focus: Chemistry</td>
<td>American Chemical Society Spring, 18–22 March, New Orleans, LA Materials Research Society Spring Meeting, 2–6 April, Phoenix, AZ</td>
<td>Feb. 15</td>
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<td>DNA/RNA Analysis</td>
<td>National Postdoc Association Meeting, 6–8 April, Cleveland, OH</td>
<td>Feb. 22</td>
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<td>Biotechnology</td>
<td>Analytica, 10–13 April, Munich, Germany</td>
<td>Mar. 1</td>
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<td>Immunotherapy Career Feature: Cancer Research</td>
<td>American Association for Cancer Research, 14–18 April, Chicago, IL American Association for Cancer Research Career Fair, 14 April, Chicago, IL American Physical Society April Meeting, 14–17 April, Columbus, OH</td>
<td>Mar. 8</td>
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<td>Microscopy Job Focus: Biology</td>
<td>Experimental Biology, 21–25 April, San Diego, CA</td>
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<td>Job Focus: Immunology</td>
<td>American Association of Immunologists, 4–8 May, Austin, TX</td>
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<td>Apr. 6</td>
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<td>Sample Prep/Handling</td>
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<td>Molecular Biology Job Focus: Biotechnology</td>
<td>Biotechnology Industry Organization International Convention, 4–7 June, Boston, MA Biotechnology Industry Organization International Convention Career Fair, TBD, Boston, MA</td>
<td>Apr. 26</td>
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<td>18</td>
<td>Job Focus: Microbiology Frontiers in Microbiology</td>
<td>American Society for Microbiology, 7–11 June, Atlanta, GA</td>
<td>May 3</td>
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<td>Federation of Clinical Immunology Societies (FOCIS) Annual Meeting, 20–23 June, San Francisco, CA</td>
<td>May 10</td>
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<td>JUNE</td>
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<td>1</td>
<td>Protein Analysis</td>
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<td>22</td>
<td>Focus on HIV</td>
<td>International AIDS Conference (AIDS 2018), 23–27 July, Amsterdam, Netherlands</td>
<td>Jun. 7</td>
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<td>JULY</td>
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<td>General Lab Equipment</td>
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<td>American Chemical Society Fall, 19–23 August, Boston, MA</td>
<td>Jul. 12</td>
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<td>AUGUST</td>
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<td>Jul. 19</td>
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<td>Tissue/Cell Culture</td>
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<td>Jul. 26</td>
<td>Aug. 3</td>
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<td>European Cancer Congress, 7–9 September, Vienna, Austria</td>
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<td>24</td>
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<td>Career Feature: Faculty</td>
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<td>Gene Regulation</td>
<td>American Society of Human Genetics, 16–20 October, San Diego, CA</td>
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<td>Society for Neuroscience, 3–7 November, San Diego, CA</td>
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<td>Microscopy/Imaging</td>
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<td>Oct. 25</td>
<td>Nov. 2</td>
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<tr>
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<td>Metabolism</td>
<td>American Society for Cell Biology/European Molecular Biology, 8–12 December, San Diego, CA</td>
<td>Nov. 1</td>
<td>Nov. 9</td>
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<td>Breakthrough of the Year</td>
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<td>Dec. 6</td>
<td>Dec. 14</td>
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</table>

**EDITORIAL CALENDAR KEY**
- **Bold Purple Text**: Career Feature
- **Italic Purple Text**: Job Focus Feature
- **Bold Red Text**: Technology Feature
- **Bold Gold Text**: Science will have a booth at the meeting
- **Bold Blue Text**: New Product Focus
- **Bold Green Text**: Editorial Theme
- **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.

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).

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.
• + $150 per keyword.

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.
• + $350 per discipline.

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.
• $175 for one week posting.

AUTOPOST
ALL your jobs are automatically posted on ScienceCareers.org — ensuring a dominant presence on Science's job board.
• $26,775 for 1 year.

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.
• $200 for 8 weeks; $1,000 for 1 year.

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.
• $3,750 per template for 1 year.

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): $1,500 for 1 year.
• Dynamic Profile (As above, plus videos, photos, and 360° tours): $5,000 for 1 year.
• Mini-site (Includes your branded job details, application pages, and content pages with tailored SEO opportunities and a unique URL): $7,500 for 1 year.

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

<table>
<thead>
<tr>
<th>OPEN</th>
<th>≥ $20,000</th>
<th>≥ $50,000</th>
<th>≥ $100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>$26/M</td>
<td>$25/M</td>
<td>$24/M</td>
<td>$22/M</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>OPEN</th>
<th>≥ $20,000</th>
<th>≥ $50,000</th>
<th>≥ $100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>$45/M</td>
<td>$44/M</td>
<td>$41/M</td>
<td>$39/M</td>
</tr>
</tbody>
</table>

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 representative for pricing.

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.

Rate: $500 per thousand (rate is commissionable).

28% Average Open Rate**
19% Average CTR**
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: $425.

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.

### WEEKLY E-ALERTS

<table>
<thead>
<tr>
<th></th>
<th>OPEN</th>
<th>≥$20,000</th>
<th>≥$50,000</th>
<th>≥$100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science Roundup</td>
<td>$8,470</td>
<td>$8000</td>
<td>$7647</td>
<td>$7117</td>
</tr>
</tbody>
</table>

Daily News & Headlines
Daily highlights of important news and topics in the community.
Flat Rate: $5294 (5-day buy)

Science Immunology Table of Contents
The latest research articles that report critical advances in all areas of immunological research.
Flat Rate: $588

Japan Highlights
Japanese version of the Science, STM, and Signaling TOCs.
Flat Rate: $588

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.
Flat Rate: $1176

Science Roundup China
Chinese version of updates of top research appearing in Science sent to AAAS members.
Flat Rate: $588

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

To calculate sponsorship, apply the CPM rate to the current distribution numbers unless otherwise noted. For example if the E-Alert or Newsletter is sent to 60,000 recipients, the sponsorship cost will be $29 x 60 = $1,740.
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 × 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 × 90 px deep.
• Tower: 300 px wide × 600 px deep.
• Medium rectangle: 300 px wide × 250 px deep.
• Anchor for desktop:
  • Science Careers and Science homepage: 1280 px wide × 60 px deep.
  • jobs.sciencecareers.org: 1180 px wide × 60 px deep.
• Anchor for tablet: 728 px wide × 90 px deep.
• Billboard: Initial: 1280 px wide x 250 px deep; Closes when clicked.
• Pushdown/Retractable: Initial: 1280 px wide × 90 px deep; Expanded: 1280 px wide x 427 px deep.

Mobile
• Leaderboard: 320 px wide × 50 px deep.
• Tower: 320 px wide × 100 px deep.
• Medium rectangle: 320 px wide × 100 px deep.
• Anchor: 320 px wide × 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.
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.
- 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 your 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 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
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.

Sci/VE 360 VIDEOS – *Science* Virtual Environments (Sci/VE) 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 Headquarters
1200 New York Avenue, NW
Washington, DC 20005 USA

AAAS Science International
Clarendon House
Clarendon Road
Cambridge
CB2 8FH
United Kingdom

Science China
B9005, No.100 Xisanhuan North Road
Beijing 100048
People’s Republic of China