






AD SIZES	IMPERIAL		METRIC	
	PAGE UNIT	WIDTH	DEPTH	DEPTH
<b>RUN OF BOOK AND CAREERS</b>				
Full Page	7"	10"	254 mm	177 mm
<sup>2</sup> / <sub>3</sub> Page	4 <sup>9</sup> / <sub>16</sub> "	10"	254 mm	115 mm
<sup>1</sup> / <sub>2</sub> Horizontal	7"	4 <sup>3</sup> / <sub>4</sub> "	120 mm	177 mm
<sup>1</sup> / <sub>2</sub> Vertical	3 <sup>3</sup> / <sub>8</sub> "	10"	254 mm	85 mm
<sup>1</sup> / <sub>3</sub> Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"	254 mm	55 mm
<b>CAREERS ONLY</b>				
<sup>1</sup> / <sub>3</sub> Square	4 <sup>9</sup> / <sub>16</sub> "	4 <sup>3</sup> / <sub>4</sub> "	120 mm	115 mm
<sup>1</sup> / <sub>4</sub> Page	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "	120 mm	85 mm
<sup>1</sup> / <sub>6</sub> Page	2 <sup>3</sup> / <sub>16</sub> "	4 <sup>3</sup> / <sub>4</sub> "	120 mm	55 mm





BLEED AD SIZES	IMPERIAL		METRIC	
	PAGE UNIT	WIDTH	DEPTH	DEPTH
Full Page	8 1/2"	10 3/4"	273 mm	216 mm
<sup>2</sup> / <sub>3</sub> Page	5 1/4"	10 3/4"	273 mm	134 mm
<sup>1</sup> / <sub>2</sub> Horizontal	8 1/2"	5 1/4"	134 mm	216 mm
<sup>1</sup> / <sub>2</sub> Vertical	4 1/4"	10 3/4"	273 mm	109 mm
<sup>1</sup> / <sub>3</sub> Vertical	3"	10 3/4"	273 mm	77 mm
Spread	16 3/4"	10 3/4"	273 mm	425 mm

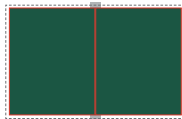
## FULL-PAGE BLEED REQUIREMENTS

-  Bleed size: 8 1/2" x 10 3/4"
-  Trim size: 8 1/4" x 10 1/2"
-  Live area: 7 3/4" x 10"



## TWO-PAGE BLEED REQUIREMENTS

-  Bleed size: 16 3/4" x 10 3/4"
-  Trim size: 16 1/2" x 10 1/2"
-  Live area: 7 3/4" x 10" each page.
-  Gutter size: 1/2"



## BLEED AD NOTES

- For full page, keep "live matter" at least 1/4" (6.3 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: 7 1/2" 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 accepted.
- All files from advertisers will be held for one year.

## Inserts

Approved preprinted inserts must arrive at the printer nine calendar days prior to publication date. Advertisers must supply three sample copies to *Science* by the space reservation deadline.

- Trim size: 8 1/4" x 10 1/2" (Depth: 266 mm x Width: 209 mm).
- Head trim: 1/8" (3.1 mm).
- Foot trim: 1/8" (3.1 mm) minimum, 5/8" (15 mm) maximum.
- Side trim: 1/8" (3.1 mm) minimum, 1/2" (12 mm) maximum.
- Allow 1/8" for "scuff off" on the spine.
- Keep "live matter" at least 1/4" from trim.
- 2-Page Insert: 8 3/8" x 10 3/4" (Depth: 273 mm x Width: 215 mm); 10 3/4" (273 mm) minimum vertical size for untrimmed signature; 11 1/4" (285 mm) maximum. Ship flat.

Please contact us for rates.

## Outserts

Approved preprinted outserts must arrive at the printer nine calendar days prior to publication date. Advertisers must supply a sample copy to *Science* by the space reservation deadline.

Please contact us for a quotation and availability.

## AD DELIVERY METHODS

### Run-of-Book Ads

E-mail: [digitalads@aaaas.org](mailto:digitalads@aaaas.org)

### Science Careers Ads

Email: [recruitads@aaaas.org](mailto:recruitads@aaaas.org)