



## ONLINE BANNER ADS

### Leaderboard banner

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

### Anchor banner

- Desktop:
  - *Science & Science Careers*: 1280 × 60 pixels
  - Job Board: 1180 × 60 pixels
- Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

### Tower banner

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

### Billboard banner

- Desktop: Initial: 1280 × 250 or IAB 4:1 ratio up to 1000 × 250 pixels
- \*Max. expand varies

### Medium Rectangle banner

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

### Push-down banner

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

## EMAIL ALERTS & NEWSLETTER SPONSORSHIPS

### WEEKLY EMAIL ALERTS

- 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 or JPG 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.

### 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.

### MONTHLY NEWSLETTERS

#### *Science Roundup & Science Roundup China*

- Choice of banner ad, OR text/logo ad.
- Banner art: 468 px wide × 60 px deep; file size 100K; GIF or JPG 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.
- Art due by the 15th of the month.

#### *Career Path (2x per month)*

- Banner ad size: 600 px wide × 74 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.

## 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.

## 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.*

## HOW TO SUBMIT ART

We have a variety of banner sizes available on our website.

- File type can be an HTML5, GIF, Animated GIF (limit loops to 6), or JPG not to exceed 100K.
- Must have URL/web address where your ad is to be linked.
- 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.
- Provide instructions on where to place macros when submitting third-party ad tags.
- Please send ads at least one week in advance.
- Submit information via email for all online advertising. Email: [digitalads@aaas.org](mailto:digitalads@aaas.org)

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.*

## GENERAL ADVERTISING POLICIES

All Advertising Terms & Conditions apply. Please see: <https://www.sciencemag.org/careers/advertising-policies>

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