

ONLINE BANNERS

Connect with your audience through our Science-branded websites

Science accepts a wide variety of IAB display ad units so that you can effectively reach your prospects and customers while at work or on-the-go. Our responsive design means your banners will be viewed in the framework of the users' device (desktop or mobile) for a more engaging experience. Talk with your Science sales manager to explore ROS and targeted options that connect with and engage our viewers.

BEHAVIORAL SEGMENT TARGETING

Reach users that have interacted with at least three articles on pre-determined subjects or frequently viewed a certain journal. Use cases include readers of articles tagged "cell biology" or regular readers of *Science Immunology*. For a full list of available segments, contact your Sales Representative.

CONTEXTUAL TARGETING

Expand your messaging with content targeting from Science. Your ads will display across the Science family of journals so no need to select specific pages. We'll do it for you. Give us your criteria and we'll find your prime targets among our online readers.

HIGH-IMPACT POSITIONS

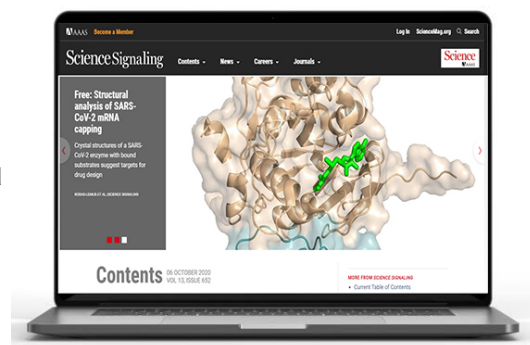
- Anchor (1280 x 60 pixels & 320 x 50 pixels)
- Billboard (Ask Sales Manager for details)
- Push Down (Ask Sales Manager for details)

REGULAR BANNER POSITIONS

- Leaderboard (728 x 90 pixels & 320 x 50 pixels)
- Tower (300 x 600 pixels & 320 x 100 pixels)
- Medium Rectangle (300 x 250 pixels & 320 x 100 pixels)

Providing both sizes allows for seamless transition from desktop to mobile devices. File size should not exceed 30KB. File type can be a JPEG, GIF, Animated GIF or certain acceptable rich media. Must provide URL/web address for your ad.

More details and images of banner options and sizes can be found on our Advertiser Portal: <http://advertising.sciencemag.org/products-services/online/#onlinespecifications>



9,395,521

Monthly Visits
(All Science-Branded Sites)*

16,14,060

Monthly Page Impressions
(All Science-Branded Sites)*

96%

of visitors spend more than
5 min. per visit on the Science website**

89%

of readers took action after viewing
a banner ad**

*October 2020 ABC Audit
**2020 Cell Associates Science Reader Survey

Science | AAAS

advertising.sciencemag.org

AMERICAS

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