

PODCAST ADVERTISING

Take advantage of a weekly captive audience checking out science stories.

Our *Science* Podcasts series is one of the most popular and engaging pieces available to the scientific community on the *Science* web site. Every Thursday, host Sarah Crespi delves into the latest scientific discoveries with researchers and news writers from around the globe. Touching on curated topics on everything from how researchers are battling stinkbugs using samurai wasps to the way DNA might be used to predict how a suspected criminal might look.

AD SPOTS AVAILABLE

- 2 Pre-roll ads: 20 seconds in length, appear before the show's intro music
- 2 Mid-roll ads: 60 seconds in length, appear between the first and second interview
- 2 Post-roll ads: 20 seconds in length, appear after the final interview, before the end music and credits.

Minimum purchase is a single spot over four episodes. Sponsors may also take over all ad spots with an exclusive package. Contact us for more information.

CUSTOM SEGMENT OPPORTUNITY

- 10-minute custom, single-person interview format
- Introduced at the start of the show by the podcast host
- Sponsor recognized at beginning and end of custom segment
- Recognition on podcast episode page with link to sponsor website
- Custom segment will be posted to *Science* Custom Content pages.

Listen to *Science* podcasts at sciencemag.org/podcasts



30,000+

Downloads per month

85%

Have researched a product heard about on a podcast

75%

Have visited a website heard about on a podcast

62%

Of podcast listeners work/study in STEM fields.

66%

Of listeners in STEM fields were involved in purchasing products and services.

*Science Podcasts Audience Survey 2020

Science | AAAS

advertising.sciencemag.org

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