

# THIRD-PARTY EMAILS

**Target by area of research, discipline  
or geography to reach a specific  
audience with your product message**

Third-party emails are created by your company and sent by *Science* to a targeted audience of your choice utilizing specific science-related selects and/or geographic demographics.

Our opt-in program ensures that your messages reach scientists with a genuine interest in your product area. We'll help tailor your list selects to reach the most targeted individuals possible. Selection criteria can be found on page 2.

Email marketing campaigns with *Science* enhance your relationships, encourage customer loyalty, and generate leads. When you work with our trusted brand, you increase the likelihood of your marketing email being opened and read by the scientific community.

**CHARACTER LIMIT:** None

**TOTAL FILE SIZE:** Under 500k for HTML and images

**SUBJECT LINE:** 50 characters or less

**MAXIMUM WIDTH:** Set the maximum width of your email to 600 pixels or less to prevent horizontal scrolling

**FILE FORMATS:** HTML (.html, .htm) for the HTML version of the e-mail.  
Plain text (.txt) files for the text version

**RESTRICTIONS:** Images should be hosted by the advertiser  
Do not use Flash, Java Script, Forms or Video  
Do not use Microsoft Word to create your HTML file because excess code is included that is not compatible with our software

## 25%

**Average Open Rate**  
for Third-Party Emails\*

## 8% - 78%

**Open Rate Range**  
for Third-Party Emails\*

## 17%

**Average Click-to-Open  
Rate** for Third-Party Emails\*

## 4% - 38%

**Click-to-Open Range** for  
Third-Party Emails\*

## 95%

of readers took action after  
reading a third-party email.\*\*

\*Salesforce Marketing Cloud Reports 2020  
\*\* Cell Associates Science Reader Survey 2020

Science | AAAS

[advertising.sciencemag.org](http://advertising.sciencemag.org)

#### AMERICAS

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#### GREATER CHINA, KOREA, SINGAPORE, THAILAND

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#### JAPAN

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#### EUROPE, INDIA, AUSTRALIA, NEW ZEALAND, REST OF WORLD

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# THIRD-PARTY EMAILS

## Selection Criteria

### DISCIPLINES/EXPERIENCE

#### Chemistry

Analytical Chemistry  
Biochemistry  
Chemistry  
Inorganic Chemistry  
Materials Science  
Medical/Pharmaceutical Chem  
Nanotechnology  
Organic Chemistry  
Physical Chemistry  
Polymer Science  
Synthetic and Computational

#### Earth Sciences

Atmospheric Science  
Climate Change  
Environmental Science  
Geology/Soil Sci/Geography  
Marine Science  
Oceanography

#### Engineering

Biomedical Engineering  
Chemical Engineering  
Electrical/Electronic Engineering  
Mechanical Engineering  
Nanotechnology

#### Health Sciences

ADME-TOX  
AIDS/HIV  
Cancer Research  
Cardiovascular  
Clinical Medicine  
Clinical Research  
Diagnostics  
Drug Development  
Drug Discovery  
Endocrinology  
Gerontology/Aging  
Healthcare  
Medicine  
Nutrition  
Oncology  
Pathology  
Personalized Medicine  
Preclinical Development  
Psychiatry/Psychology  
Public Health  
Regenerative Medicine  
Toxicology  
Translational Research  
Vaccine Research  
Veterinary Medicine

#### Life Sciences

Agricultural Science  
Anatomy  
Bioinformatics  
Biology  
Biomedical Sciences  
Biotechnology  
Botany/Plant Science  
Cell Biology  
Computational Biology  
Developmental Biology  
Ecology  
Epigenetics  
Evolutionary Biology  
Genetics  
Genomics  
Immunology  
Marine Biology  
Microbiology  
Molecular Biology  
Neuroscience  
Organismal Biology  
Pharmacokinetics/  
Pharmacodynamics  
Pharmacology  
Proteomics  
Physiology  
Signal Transduction  
Stem Cells  
Structural Biology  
Virology  
Zoology

#### Mathematics & Computer Science

Computer Sciences  
Informatics  
Information Technology  
Mathematics  
Statistics

#### Physics & Astronomy

Astronomy/Astrophysics  
Biophysics  
Condensed Matter  
Optics & Laser Physics  
Particle Physics

#### Social & Behavioral Science

Anthropology/Sociology  
Economics/Political Science  
Education  
History & Philosophy of Science  
Science Policy

#### Other

Legal/Regulatory Affairs  
Manufacturing/QA/QC  
Renewable

### PRODUCTS/TECHNOLOGIES

ADME-TOX  
Animal Models  
Antibody-Based Protein Detection  
Atomic Force Microscopy  
Bioinformatics  
Biomarkers  
Cell Signaling Assays  
Cell/Tissue Culture  
Chromatography  
Cloning  
CombiChem  
Computational Chemistry  
Cryogenic Systems  
Crystallography/Crystallization

Data Mining  
Detectors for Electromagnetic  
Radiation  
DNA Isolation and Purification  
Drug Discovery  
Electrophoresis  
Flow Cytometry  
Gene Expression Analysis  
Genotyping/SNP Analysis  
High Content Screening  
High-Throughput Screening  
Image Capture and Analysis  
Lasers  
Mass Spectrometry  
Microarray Analysis

Microfluidics  
Microprobe Spectrometers  
Microscopy  
Mutagenesis  
Next Gen Sequencing  
NMR Spectroscopy  
Other Microscopes  
Other Optical Equipment PCR/  
RT-PCR/Real-time PCR  
Peptides  
Power Supplies  
Protein Isolation and  
Purification Protein Sequence  
Analysis Recombinant Protein  
Expression  
RNAi

Robotics and Automation  
Satellites or Spacecraft Scanning  
Probe Microscopes Scanning  
Tunneling Microscopy Software  
Spectrometry  
Stem Cells  
Supercomputers  
Surface Plasma Resonance  
Synchrotrons  
Transfection/Transduction/Gene  
Transfer Transmission Electron  
Microscopy Vacuum Systems  
Vector Design  
Viral Vectors