

# CONTENT MARKETING

Engage with our **Science** community while elevating the influence of your brand.

Collaborate with *Science* to create effective sponsored content marketing that will elevate your brand. Put information in front of our receptive audience to encourage engagement, sharing, consideration and purchase evaluation.

When you sponsor *Science* content that is relevant to your target audience, you do more than increase the reach of your brand. You will contribute to the scientific community that is constantly seeking knowledge and, at the same time, enhance your market position. *Science* content is:

- Premium and impactful
- Educational and in demand
- Engaging and credible
- Well respected

Here are just a few of our top-rated custom publishing solutions that are **creative and can be customized for you!**

## SPONSORED COLLECTIONS

Sponsored Collections (print, digital, or both) are customized, collaborative, and produced to align with content relevant to your market focus. Whether we select content from the *Science* family, or we work with you to curate your content, each collection is customized to your needs. Additionally, we work with you to design a marketing plan that reaches individuals most likely to engage with your brand... and generate leads.

## ADVERTORIALS

A blend of advertisement and editorial, your brand message comes to life in an authoritative style. This might be a single page or multi-page piece that will be published within the journal *Science*. Advertorials are quite versatile in implementation; add a digital component to extend your reach, for example. At *Science*, we offer you more than one option to consider – provide your own content or we can consult with you on the topic and help you develop original content. Let's explore together to find the right approach to showcase your brand in this unique manner.



Note: Advertorials must be clearly labeled. Guidelines will be provided upon request.

See other side for more ideas »

Science | AAAS

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

### AMERICAS

+1 202 326-6209 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

### JAPAN

+81 (0)3-6459-4174 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

### GREATER CHINA, KOREA, SINGAPORE, THAILAND

+86 10 6871-1722 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

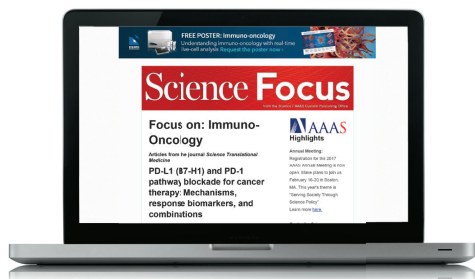
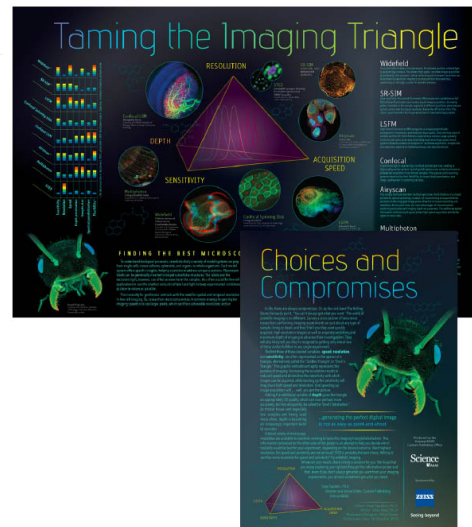
### EUROPE, INDIA, AUSTRALIA, NEW ZEALAND, REST OF WORLD

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# CONTENT MARKETING

## EDUCATIONAL POSTERS & INFOGRAPHICS

Educational posters and infographics are designed to highlight research topics in which your products or technologies are key. You'll collaborate with *Science's* Custom Publishing Office to create a visually engaging design that delivers scientific value to the research community. The original content will inform and educate the naturally-curious scientist intent on staying abreast of advances in their field of work while sitting alongside your advertising message and logo to clearly recognize your sponsorship. Distribution plans will be designed to match your needs and budget and could include: insertion in an issue of the journal *Science*, trade show distribution, and online viewing. For more impactful viewing and online engagement, we can make your poster or infographic user-interactive.



## CUSTOM NEWSLETTERS

One of our specialized newsletters — *Science Focus* — allows you to sponsor research content within your market focus and put it in the hands of those with interest. In this focused approach, you identify keywords/terms; we locate the most up-to-date content from our active database; and you select the top three pieces that will be highlighted. The newsletter is designed to include supporting content from AAAS (*Science* and *Science Careers*) with your sponsorship clearly noted through banner at the top and 'supported by' message and link to your site. This is your opportunity to support your topic with your message that will deliver to a receptive *Science* audience.

Custom publishing "Solutions from *Science*" go beyond the traditional scope of advertising to elevate your brand and show your support for science education. In today's landscape, where scientists and research professionals consider that "content is king," but at the same time experience information overload, they need reassurance that their sources are trusted. So when you collaborate with *Science* to make relevant and important information available to the community, you are seen as a contributor — *advancing science in service to society*.

Together we will play a role in creating content that informs, educates, persuades, and ultimately solicits a response. When you think about how best to connect and engage with the scientific community, think *Science*. We're here to explore, collaborate and make it happen.

**For more samples visit**  
**[www.sciencemag.org/custom-publishing](http://www.sciencemag.org/custom-publishing)**