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2005

125TH
ANNIVERSARY



■ Big Advertising Opportunities — What's New for 2005

Editorial Features

With their series of 15 special editorial features, including our annual Breakthrough of the Year issue, *Science's* research and news teams focus on important life science topics in 2005. These features appear in italic type.

125th Anniversary of *Science*: 1 July 2005 Special Issue

SPECIAL
ISSUE

Includes a special editorial section, a related advertising section, as well as bonus distributions at major trade shows in 2005. Show your company's support for *Science's* 125 years of commitment to publishing the foremost global scientific research.

New Products

Each week this section features new product information highlighting the most promising new products. Go to www.sciencenewproductsinfo.org or ask your *Science* sales representative for more details about submitting new product information.

Science's GetInfo

NEW!

Science has partnered with industry leader LabVelocity to provide a new online reader service system that allows greater searching capabilities, a more user-friendly interface, and more opportunities for you to customize your message. Visit this site today at <http://science.labvelocity.com>.

18 Special Advertising Sections

In 2005, *Science* continues its coverage of products, techniques, and trends in the life sciences with 18 special ad sections that are more focused than ever, with four Genomics sections, four Proteomics sections, four Biochips sections, and more.

Sections:

- 2005 Editorial Calendar
- More is More
- Rate Card
- Mechanical Requirements & Digital Ad Files
- Other Policies
- Tip-On Sponsorships & Requirements
- Online Advertising

12 Harvey Research Surveys

6 MORE IN
2005

Each survey uses one-on-one interviews with 50 life scientists to provide your company specific quantitative data and verbatim comments about your ad. We've added six more surveys in 2005.

Expanded Bonus Distributions

In 2005, *Science* continues to partner with top organizations, companies, and associations that offer scientific conferences to expand the bonus distribution program to over 200 meetings, conferences, and world congresses. *Science* will send over 70,000 issues to meetings worldwide. This means that your advertising receives added exposure to tens of thousands of life scientists who need your products—and have the power to buy them.

• Keystone Symposia (KS):

Keystone Symposia is a nonprofit organization that has run molecular and cell biology conferences attended by top researchers since 1972. Overall attendance at all Keystone Symposia in 2004 totaled over 11,000. www.kestonesymposia.org

• Gordon Research Conferences (GRC):

Since 1931, the Gordon Research Conferences mission has been to bring together top-tier scientists working in the same subject area or interdisciplinary research for a week-long discussion and examination of their fields. www.grc.uri.edu

• IBC USA Conferences (IBC):

IBC USA Conferences organizes conferences in the life sciences, with a special focus in drug discovery and drug manufacturing. Drug Discovery Technology, Chips to Hits, and Tides 2005 have grown into premier events. www.ibcusa.com

• Cambridge Healthtech Institute (CHI):

Cambridge Healthtech Institute organizes approximately 50 worldwide conferences each year that focus on topics ranging from basic research to commercial applications in the biotech and pharmaceutical industries. www.healthtech.com

• Career Fairs:

ScienceCareers.org attends and hosts a number of life science career fairs throughout the year. www.sciencecareers.org

2005 Editorial Calendar

| Issue/ Mail Date | Feature | Meeting Bonus Distribution | Harvey Readership Studies | Reserve Ad Space | File To Science |
|------------------------|--|--|---------------------------------|------------------------|-----------------------|
| JANUARY | | | | | |
| 7 | <i>Frontiers in Astrophysics</i> <i>Essay Series – Voices From Developing Nations</i> | American Astronomical Society, 9-13 January, San Diego, CA PepTalk 2005, 10-14 January, San Diego, CA (CHI) Mechanisms of DNA Replication and Recombination, 5-11 January, Keystone, CO (KS) Molecular Targets for Cancer Therapy, 6-11 January, Santa Fe, NM (KS) Diverse Roles of RNA in Gene Regulation, 8-14 January, Breckenridge, CO (KS) Innate Immunity to Pathogens, 8-13 January, Steamboat Springs, CO (KS) Translational Medicine in Autoimmunity, 8-13 January, Big Sky, MT (KS) Predictive ADME, 10-11 January, San Diego (CHI) Predictive Toxicology, 11-12 January, San Diego, CA (CHI) Central Nervous System Inflammation: Mechanisms, Consequences and Therapeutic Strategies, 11-15 January, Snowbird, UT (KS) Molecular Mechanisms of Transmissible Spongiform Encephalopathies (Prion Diseases), 11-15 January, Snowbird, UT (KS) Meeting the Challenges of Drug Discovery, 15-20 January, Vancouver, BC, Canada (KS) Mammalian DNA Repair, 16-21 January, Ventura, CA (GRC) New Frontiers in Cancer Detection & Diagnosis, 16-21 January, Buellton, CA (GRC) | | 10 Dec. | 13 Dec. |
| 14 | | High Content Analysis, 25-27 January, San Francisco, CA (CHI) Process Development for Executives, 24 January, San Francisco, CA (CHI) The Cellular Biology of Atherosclerosis, 22-27 January, Keystone, CO (KS) Cancer Genetics & Epigenetics, 23-28 January, Ventura, CA (GRC) Metals in Biology, 23-28 January, Ventura, CA (GRC) RNA Editing, 23-28 January, Ventura, CA (GRC) | | 17 Dec. | 20 Dec. |
| 21 | <i>Frontiers in Medicine</i> | Graduate Research Seminar: Bioinorganic Chemistry, 27-30 January, Ventura, CA (GRC) Diabetes Mellitus: Molecular Mechanisms, Genetics and New Therapies, 27 January-2 February, Keystone, CO (KS) Obesity: Molecular Physiology and Genetics of the Control of Body Weight, 27 January-2 February, Keystone, CO (KS) Frontiers of NMR in Molecular Biology IX, 29 January-4 February, Banff, AB, Canada (KS) Chemical & Biological Terrorism Defense, 30 January-4 February, Buellton, CA (GRC) Fibronectin, Integrins & Related Molecules, 30 January-4 February, Ventura, CA (GRC) Radiation Oncology, 30 January-4 February, Ventura, CA (GRC) Dendritic Cells at the Center of Innate and Adaptive Immunity: Eradication of Pathogens and Cancer and Control of Immunopathology, 1-7 February, Vancouver, BC, Canada (KS) Plant Cell Signaling: In Vivo and Omics Approaches, 1-6 February, Santa Fe, NM (KS) | USA | 30 Dec. | 3 Jan. |
| 28 | Lab Automation (Special Ad Section) | T Lab Automation 2005, 30 January-3 February, San Jose, CA Miami Nature Biotechnology Winter Symposia: Signal Transduction in Cancer, 5-9 February, Miami, FL German Cancer Conference, 26-27 February, Berlin, Germany Cancer and Development, 5-10 February, Banff, AB, Canada (KS) The Role of Microenvironment in Tumor Induction and Progression, 5-10 February, Banff, AB, Canada (KS) Signal Transduction Within the Nucleus, 6-11 February, Buellton, CA (GRC) Vascular Cell Biology, 6-11 February, Ventura, CA (GRC) Biomarker Validation and Translation, 7-9 February, San Francisco, CA (CHI) | | 7 Jan. | 10 Jan. |
| FEBRUARY | | | | | |
| 4 | Gordon Research Conferences 2005 Summer Program <i>Essay Series – Voices From Developing Nations</i> | USGEB/USSBE Meeting, 17-19 February, Fribourg, Switzerland Pharmaceutical Leaders Summit, 9-11 February, Lake Buena Vista, FL (CHI) Transmissible Spongiform Encephalopathies, 14-15 February, McLean, VA (CHI) Molecular Regulation of Stem Cells, 10-15 February, Banff, AB, Canada (KS) Cytokines, Disease and Therapeutic Intervention, 12-17 February, Santa Fe, NM (KS) Agricultural Science, 13-18 February, Ventura, CA (GRC) Advancing Library Design and Organic Synthesis, 14-17 February, San Diego, CA (CHI) | | 14 Jan. | 18 Jan. |
| 11 | <i>Frontiers in Physics</i> Genomics 1 (Special Ad Section) | T AAAS Annual Meeting, 17-21 February, Washington, DC Antibody-Based Therapeutics for Cancer, 17-22 February, Santa Fe, NM (KS) Cardiac Arrhythmia Mechanisms, 20-25 February, Buellton, CA (GRC) Gradient Sensing & Directed Cell Migration, 20-25 February, Ventura, CA (GRC) Quantitative Genetics and Genomics, 20-25 February, Ventura, CA (GRC) Hormonal Regulation of Tumorigenesis, 20-25 February, Monterey, CA (KS) Ubiquitin and Signaling, 22-27 February, Taos, NM (KS) | | 21 Jan. | 24 Jan. |
| 18 | | T Pittcon, 27 February - 4 March, Orlando, FL Insulin-Like Growth Factors in Physiology & Disease, 27 February-4 March, Ventura, CA (GRC) Inflammation and Cancer, 27 February -3 March, Breckenridge, CO (KS) Leukocyte Trafficking: Cellular and Molecular Mechanisms, 1-6 March, Taos, NM (KS) | | 28 Jan. | 31 Jan. |

Key to Editorial Calendar is located on the last page of the calendar.

2005 Editorial Calendar

| Issue/ Mail Date | Feature | Meeting Bonus Distribution | Harvey Readership Studies | Reserve Ad Space | File To Science |
|-----------------------------|--|--|---------------------------------|------------------------|-----------------------|
| FEBRUARY (continued) | | | | | |
| 25 | | Cellular Senescence and Cell Death, 3-9 March, Keystone, CO (KS) Survival and Death in Immune Tolerance and Homeostasis, 3-9 March, Keystone, CO (KS) Cell Polarity and Asymmetric Cell Divisions, 4-8 March, Coeur d'Alene, ID (KS) Cytoskeletal Systems Interactions in Cellular Morphogenesis, 4-8 March, Coeur d'Alene, ID (KS) Antimicrobial Peptides, 6-11 March, Ventura, CA (GRC) Cell Biology of Megakaryocytes & Platelets, 6-11 March, Buellton, CA (GRC) Glycobiology, 6-11 March, Ventura, CA (GRC) | USA | 4 Feb. | 7 Feb. |
| MARCH | | | | | |
| 4 | Biochips 1 (Special Ad Section) <i>Essay Series – Voices From Developing Nations</i> | T American Chemical Society, 13-17 March, San Diego, CA I Drug Discovery Europe, 14-16 March, London, UK British Ecological Society Annual Symposium, 30 March-1 April, Manchester, UK Glial Biology: Functional Interactions Among Glia & Neurons, 13-18 March, Ventura, CA (GRC) Oxidative Stress and Disease, 13-18 March, Ventura, CA (GRC) Genome Instability and Repair, 15-20 March, Taos, NM (KS) | | 11 Feb. | 14 Feb. |
| 11 | | British Neuroscience Association, 3-6 April, Brighton, UK British Endocrine Societies, 4-7 April, Harrogate, UK Basic Aspects of Tumor Immunology, 19-24 March, Keystone, CO (KS) Alliance Management Congress, 21-22 March, Philadelphia, PA (CHI) RNAi for Pathway Analysis, 21-23 March, Boston, MA (CHI) Carbohydrates in Drug Development, 21-22 March, La Jolla, CA (CHI) Quantitative PCR, 21-22 March, La Jolla, CA (CHI) Protein Kinase Targets, 23-24 March, La Jolla, CA (CHI) | Europe | 18 Feb. | 22 Feb. |
| 18 | | European Congress of Clinical Microbiology & Infectious Disease (ECCMID), 2-5 April, Copenhagen, Denmark Materials Research Society, 28 March-1 April, San Francisco, CA British Society of Cell Biology & British Society of Developmental Biology, 6-9 April, Warwick, UK ScreenTech®: Smarter Screening Summit & TargetTalk: Kinases and GPCR Drug Targets, March 21-23, San Diego, CA B Cell Development, Function and Disease, 28 March-3 April, Steamboat Springs, CO (KS) Roles of TGF-beta in Disease Pathogenesis: Novel Therapeutic Strategies, 28 March-2 April, Keystone, CO (KS) Virtual Screening, 29-30 March, Boston, MA (CHI) Structure-Based Drug Design, 31 March-1 April, Boston, MA (CHI) | | 25 Feb. | 28 Feb. |
| 25 | <i>Frontiers in Biology and Medicine</i> Proteomics 1 (Special Ad Section) | T Experimental Biology 2005 [Sponsoring Societies: The American Association of Immunologists (AAI); American Society for Biochemistry and Molecular Biology (ASBMB); American Association of Anatomists (AAA); The American Physiological Society (APS); American Society for Investigative Pathology (ASIP); American Society for Nutritional Sciences (ASNS); American Society for Pharmacology and Experimental Therapeutics (ASPET)], 2-6 April, San Diego, CA Bioanalytica, 5-7 April, Munich, Germany Society for General Microbiology, 6-9 April, Edinburgh, UK Axonal Connections: Molecular Cues for Development and Regeneration, 31 March-4 April, Breckenridge, CO (KS) Chromatin Modification Pathways, 31 March-5 April, Snowbird, UT (KS) Tuberculosis: Integrating Host and Pathogen Biology, 2-7 April, Whistler, BC, Canada (KS) Molecular Biology of Cardiac Diseases and Regeneration, 3-8 April, Steamboat Springs, CO (KS) | | 4 Mar. | 7 Mar. |
| APRIL | | | | | |
| 1 | <i>Essay Series – Voices From Developing Nations</i> | Proteomics and Bioinformatics, 8-13 April, Keystone, CO (KS) Systems and Biology, 8-13 April, Keystone, CO (KS) Cell Migration and Adhesion, 9-14 April, Snowbird, UT (KS) HIV Pathogenesis, 9-15 April, Banff, AB, Canada (KS) HIV Vaccines: Current Challenges and Future Prospects, 9-15 April, Banff, AB, Canada (KS) Bioactive Lipids, Lipidomics and Their Targets, 12-17 April, Whistler, BC, Canada (KS) PPAR/LXR, 12-17 April, Whistler, BC, Canada (KS) | USA | 11 Mar. | 14 Mar. |
| 8 | Cancer Research (Special Ad Section) | T American Association for Cancer Research, 16-20 April, Anaheim, CA HUGO, 18-21 April, Kyoto, Japan Molecular Medicine Tri-Conference, 19-22 April, San Francisco, CA (CHI) Autophagy in Stress, Development and Disease, 24-29 April, Barga, Italy (GRC) | | 18 Mar. | 21 Mar. |
| 15 | | European Geosciences Union, 25-29 April, Vienna, Austria | | 25 Mar. | 28 Mar. |
| 22 | | World Federation of NeuroOncology, 5-8 May, Edinburgh, UK MipTec, 9-12 May, Basel, Switzerland NSTI Nanotech 2005, 8-12 May, Anaheim, CA Laser Capture Microdissection, 2-3 May, Boston, MA (CHI) Tissue Technology, 2-3 May, Boston, MA (CHI) Genomic and Proteomic Sample Preparation, 4-5 May, Boston, MA (CHI) Molecular Pharmacology, 8-13 May, Barga, Italy (GRC) | Europe | 1 Apr. | 4 Apr. |
| 29 | Proteomics 2 (Special Ad Section) | PharmaDiscovery, 10-12 May, Washington, DC European Human Genetics, 7-10 May, Prague, Czech Republic Viruses & Cells, 15-20 May, Barga, Italy (GRC) | | 8 Apr. | 11 Apr. |

| Issue/ Mail Date | Feature | Meeting Bonus Distribution | Harvey Readership Studies | Reserve Ad Space | File To Science |
|------------------------|--|--|---------------------------------|------------------------|-----------------------|
| MAY | | | | | |
| 6 | <i>Frontiers in Technology</i> Biochips 2 (Special Ad Section) <i>Essay Series – Voices From Developing Nations</i> | T BioIT World Conference and Expo, 17-19 May, Boston, MA Difficult to Express Proteins, 16-17 May, Cambridge, MA (CHI) Recombinant Antibodies, 18-19 May, Cambridge, MA (CHI) Monoclonal Antibodies, 20 May, Cambridge, MA (CHI) Nitric Oxide, 22-27 May, Barga, Italy (GRC) | | 15 Apr. | 18 Apr. |
| 13 | | World Pharmaceutical Congress, 24-26 May, Philadelphia, PA (CHI) Epithelial Differentiation & Keratinization, 29 May-3 June, Barga, Italy (GRC) | USA | 22 Apr. | 25 Apr. |
| 20 | | 8th International Mutation Detection Workshop, 31 May-4 June, Santorini, Greece European Neurological Society 15th Annual Meeting, 18-22 June, Vienna, Austria | | 29 Apr. | 2 May |
| 27 | Proteomics 3 (Special Ad Section) | T American Society for Microbiology, 5-9 June, Atlanta, GA Adverse Drug Reactions, 5-10 June, New London, CT (GRC) Mechanisms of Membrane Transport, 5-10 June, Tilton, NH (GRC) Nucleic Acids, 5-10 June, Newport, RI (GRC) Chemistry of Polysaccharides, 5-10 June, Hong Kong, China (GRC) Toxicogenomics, 5-10 June, New London, NH (GRC) | | 6 May | 9 May |
| JUNE | | | | | |
| 3 | <i>Essay Series – Voices From Developing Nations</i> | Beyond Genome, 13-16 June, San Francisco, CA (CHI) Bioorganic Chemistry, 12-17 June, Andover, NH (GRC) Mechanisms of Cell Signalling, 12-17 June, Hong Kong, China (GRC) Phagocytes, 12-17 June, New London, CT (GRC) Polyamines, 12-17 June, New London, CT (GRC) Protein Transport Across Cell Membranes, 12-17 June, New London, NH (GRC) Red Cells, 12-17 June, Tilton, NH (GRC) Second Messengers & Protein Phosphorylation, 12-17 June, Meriden, NH (GRC) Chemistry of Supramolecules & Assemblies, 12-17 June, Waterville, ME (GRC) Three Dimensional Electron Microscopy, 12-17 June, New London, NH (GRC) | | 13 May | 16 May |
| 10 | <i>Frontiers in Health Genomics 2</i> (Special Ad Section) | T BIO 2005, 19-22 June, Philadelphia, PA 17th Annual Meeting of the Brazilian Society of Medical Genetics, 21-24 June, Parana, Brazil Society for Experimental Biology Annual Congress, 11-15 July, Barcelona, Spain Atherosclerosis, 19-24 June, Meriden, NH (GRC) Carbohydrates, 19-24 June, Tilton, NH (GRC) Clearance of Dying Cells By Phagocytes: Mechanisms & Consequences, 19-24 June, New London, CT (GRC) Developmental Biology, 19-24 June, Andover, NH (GRC) Neurotrophic Factors, 19-24 June, Newport, RI (GRC) Proteins, 19-24 June, Plymouth, NH (GRC) Structural, Functional & Evolutionary Genomics, 19-24 June, Lewiston, ME (GRC) Tissue Repair & Regeneration, 19-24 June, New London, NH (GRC) | | 20 May | 23 May |
| 17 | | 19th Meeting of the European Association for Cancer Research, 1-4 July, Budapest, Hungary 30th FEBS Congress & 9th IUBMB Conference, 2-7 July, Budapest, Hungary Cell Contact & Adhesion, 26 June-1 July, Andover, NH (GRC) Molecular & Genetic Basis of Cell Proliferation, 26 June-1 July, New London, NH (GRC) Molecular & Cellular Bioenergetics, 26 June-1 July, Meriden, NH (GRC) Nucleosides, Nucleotides & Oligonucleotides, 26 June-1 July, Newport, RI (GRC) Thin Film & Crystal Growth Mechanisms, 26 June-1 July, South Hadley, MA (GRC) | | 27 May | 31 May |
| 24 | | Physiological Society Summer Meeting, 20-22 July, Bristol, UK Cell Biology of Metals, 3-8 July, Lewiston, ME (GRC) Inhibition in the CNS, 3-8 July, New London, NH (GRC) Muscle: Contractile Proteins, 3-8 July, New London, NH (GRC) Photosynthesis, 3-8 July, Smithfield, RI (GRC) Tuberculosis Drug Development, 3-8 July, Meriden, NH (GRC) Visualization in Science & Education, 3-9 July, Oxford, UK (GRC) | Europe | 3 June | 6 June |
| JULY | | | | | |
| 1 | 125th Anniversary Issue Milestones in Science (Special Ad Section) <i>Essay Series – Voices From Developing Nations</i> | 13th General Meeting of the European Physical Society, 11-15 July, Bern, Switzerland Bonus Distributions to: NIH Research Fest, Biotechnica, Human Genome, Neuroscience, Cell Bio Drug Metabolism, 10-15 July, Plymouth, NH (GRC) Hormone Action in Development & Cancer 10-15 July, South Hadley, MA (GRC) Molecular Membrane Biology, 10-15 July, Andover, NH (GRC) Motile & Contractile Systems, 10-15 July, New London, NH (GRC) | | 10 June | 13 June |
| 8 | | BioChemical Society Meeting, 17-21 July, Glasgow, UK Angiotensin, 17-22 July, Oxford, UK (GRC) Combinatorial Chemistry, 17-22 July, Tilton, NH (GRC) Enzymes, Coenzymes & Metabolic Pathways, 17-22 July, Meriden, NH (GRC) Fertilization & Activation of Development, 17-22 July, Plymouth, NH (GRC) Molecular Therapeutics of Cancer, 17-22 July, New London, NH (GRC) Stress Proteins in Growth, Development & Disease, 17-22 July, Newport, RI (GRC) | | 17 June | 20 June |

2005 Editorial Calendar


| Issue/ Mail Date | Feature | Meeting Bonus Distribution | Harvey Readership Studies | Reserve Ad Space | File To Science |
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| JULY (continued) | | | | | |
| 15 | | Applied & Environmental Microbiology, 24-29 July, New London, CT (GRC) Biological Molecules in the Gas Phase, 24-29 July, Lewiston, ME (GRC) CAG Triplet Repeat Disorders, 24-29 July, South Hadley, MA (GRC) Calcium Signalling, 24-29 July, Oxford, UK (GRC) Cancer Models & Mechanisms, 24-29 July, Smithfield, RI (GRC) Catecholamines, 24-29 July, Andover, NH (GRC) Collagen, 24-29 July, New London, NH (GRC) Human Genetics & Genomics, 24-29 July, Newport, RI (GRC) Molecular & Cellular Biology of Lipids, 24-29 July, Meriden, NH (GRC) Chemistry & Physics of Liquids, 24-29 July, Plymouth, NH (GRC) Natural Products, 24-29 July, Tilton, NH (GRC) | USA | 24 June | 27 June |
| 22 | | Society for Developmental Biology, 27-31 July, San Francisco, CA 10th Congress for Evolutionary Biology, 15-20 August, Krakow, Poland Biomaterials: Biocompatibility/Tissue Engineering, 31 July-5 August, Plymouth, NH (GRC) Clusters, Nanocrystals & Nanostructures, 31 July-5 August, New London, CT (GRC) Computer-Aided Drug Design, 31 July-5 August, Tilton, NH (GRC) Elastin & Elastic Fibers, 31 July-5 August, Meriden, NH (GRC) Evolutionary & Ecological Functional Genomics, 31 July-5 August, Oxford, UK (GRC) Genetic Toxicology, 31 July-5 August, New London, NH (GRC) Plasmid & Chromosome Dynamics, 31 July-5 August, New London, NH (GRC) | | 1 July | 5 July |
| 29 | <i>Industrial Research</i> Genomics 3 (Special Ad Section) | Drug Discovery Technology®, 7-12 August, Boston, MA Barrier Function of Mammalian Skin, 7-12 August, South Hadley, MA (GRC) Bioinformatics: from Predictive Models to Inference, 7-12 August, Waterville, ME (GRC) Cellular Osmoregulation: Sensors, Transducers and Regulators, 7-12 August, Newport, RI (GRC) Cellulases & Cellulosomes, 7-12 August, Andover, NH (GRC) Epigenetics, 7-12 August, Plymouth, NH (GRC) Immunochemistry & Immunobiology, 7-12 August, Oxford, UK (GRC) Medicinal Chemistry, 7-12 August, New London, NH (GRC) Molecular Mechanisms of Microbial Adhesion, 7-12 August, Newport, RI (GRC) Neuroethology: Behavior, Evolution & Neurobiology, 7-12 August, Oxford, UK (GRC) | | 8 July | 11 July |
| AUGUST | | | | | |
| 5 | <i>Essay Series – Voices From Developing Nations</i> | European Congress of Endocrinology, 3-7 September, Göteborg, Sweden Angiogenesis & Microcirculation, 14-19 August, Newport, RI (GRC) | USA | 15 July | 18 July |
| 12 | <i>Science and Society</i> | 12th European Congress on Biotechnology, 21-24 August, Copenhagen, Denmark British Society of Human Genetics, 12-14 September, York, UK British Ecological Society Annual Conference, 5-7 September, St. Albans, UK BA Festival of Science, 5-9 September, Dublin, Ireland Human Proteome Organization, 28 August-1 September, Munich, Germany Malaria, 21-26 August, Oxford, UK (GRC) Physics & Chemistry of Microfluidics, 21-26 August, Oxford, UK (GRC) Staphylococcal Diseases, 21-26 August, Newport, RI (GRC) | | 22 July | 25 July |
| 19 | Biochips 3 (Special Ad Section) | American Chemical Society, 28 August-1 September, Washington, DC Chemical Sensors & Interfacial Design, 28 August-2 September, Oxford, UK (GRC) Detecting Illicit Substances: Explosives & Drugs, 28 August-2 September, Les Diablerets, Switzerland (GRC) Matrix Metalloproteinases, 28 August-2 September, Big Sky, MT (GRC) Multi-Drug Efflux Systems, 28 August-2 September, Oxford, UK (GRC) | | 29 July | 1 Aug. |
| 26 | | ELSO (European Life Science Organisation), 3-7 September, Dresden, Germany 37th Annual Division of Planetary Sciences (DPS) Meeting, 4-9 September, Cambridge, UK Society for General Microbiology, 12-16 September, Keele, UK European Federation of Neurological Societies (EFNS), 17-21 September, Athens, Greece Excitatory Amino Acids & Brain Function, 4-9 September, Aussois, France (GRC) Global Aspects of Technology Transfer: Biotechnology, 4-9 September, Oxford, UK (GRC) | | 5 Aug. | 8 Aug. |

| Issue/ Mail Date | Feature | Meeting Bonus Distribution | Harvey Readership Studies | Reserve Ad Space | File To Science |
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| SEPTEMBER | | | | | |
| 2 | <i>Frontiers in Molecular Biology</i> <i>Essay Series – Voices From Developing Nations</i> Biochips 4 (Special Ad Section) | Chips to Hits® 2005, September 12-15, Boston, MA 21st Annual Conference of Alzheimer's Disease, 28 September-1 October, Istanbul, Turkey Small Integrin-Binding Proteins, 11-16 September, Big Sky, MT (GRC) | | 12 Aug. | 15 Aug. |
| 9 | | Vitamin B12 & Corphins, 18-23 September, Oxford, UK (GRC) Tissue-Selective Nuclear Receptors, 18-22 September, Breckenridge, CO (KS) | Europe | 19 Aug. | 22 Aug. |
| 16 | | | | 26 Aug. | 29 Aug. |
| 23 | <i>Science Visualization Challenge</i> Proteomics 4 (Special Ad Section) | NIH Research Festival, Date TBA, Bethesda, MD 18th European College of Neuropsychopharmacology, 22-26 October, Amsterdam, The Netherlands | | 2 Sept. | 6 Sept. |
| 30 | | | | 9 Sept. | 12 Sept. |
| OCTOBER | | | | | |
| 7 | <i>Cell Signaling/Connections Map in conjunction with Science's STKE</i> <i>Essay Series – Voices From Developing Nations</i> | Biotechnica, 18-20 October, Hannover, Germany | | 16 Sept. | 19 Sept. |
| 14 | Gordon Research Conferences 2006 Winter Program Genomics 4 (Special Ad Section) | American Society for Human Genetics, 25-29 October, Salt Lake City, UT | | 23 Sept. | 26 Sept. |
| 21 | | ECCO 13 European Cancer Conference, 30 October-3 November, Paris, France | USA | 29 Sept. | 3 Oct. |
| 28 | Nanobiotechnology (Special Ad Section) | NanoTech 2005, 15-17 November, Montreux, Switzerland American Association of Pharmaceutical Scientists, 6-10 November, Nashville, TN | | 7 Oct. | 11 Oct. |
| NOVEMBER | | | | | |
| 4 | <i>Frontiers in Neuroscience</i> Neuroscience (Special Ad Section) <i>Essay Series – Voices From Developing Nations</i> | Neuroscience, 12-16 November, Washington, DC | | 14 Oct. | 17 Oct. |
| 11 | | 12th Annual Congress of British Society of Immunology, 6-9 December, Harrogate, UK | | 21 Oct. | 24 Oct. |
| 18 | <i>Frontiers in Materials Science</i> | Materials Research Society, 28 November-2 December, Boston, MA | | 28 Oct. | 31 Oct. |
| 25 | Gordon Research Conferences 2006 Summer Program | American Geophysical Union, 5-9 December, San Francisco, CA | USA | 4 Nov. | 7 Nov. |
| DECEMBER | | | | | |
| 2 | <i>Frontiers in Cell Biology</i> Cell Biology (Special Ad Section) <i>Essay Series – Voices From Developing Nations</i> | American Society for Cell Biology, 10-14 December, San Francisco, CA | | 11 Nov. | 14 Nov. |
| 9 | | | | 18 Nov. | 21 Nov. |
| 16 | | | | 21 Nov. | 23 Nov. |

KEY: EDITORIAL CALENDAR

(CHI) Cambridge Healthtech Institute (GRC) Gordon Research Conferences (IBC) IBC USA Conferences (KS) Keystone Symposia

Red bold type for meeting listings denotes larger conferences or major meetings. *Italic type denotes special editorial themed issue.*

 Denotes special ad section. All ad sections are also posted online, including advertiser index. **T** Indicates a tip-on sponsorship available for that distribution.

■ 2005 Rate Card

Full-Run Display Pages

| Size | 1X | 3X | 6X | 12X | 18X | 24X | 30X |
|------|---------|---------|---------|---------|---------|---------|---------|
| Full | \$8,227 | \$7,980 | \$7,733 | \$7,567 | \$7,297 | \$7,033 | \$6,766 |
| 2/3 | \$6,880 | \$6,674 | \$6,467 | \$6,330 | \$6,102 | \$5,882 | \$5,660 |
| 1/2 | \$5,025 | \$4,873 | \$4,723 | \$4,621 | \$4,456 | \$4,295 | \$4,132 |
| 1/3 | \$3,705 | \$3,593 | \$3,482 | \$3,409 | \$3,285 | \$3,167 | \$3,048 |
| 1/4 | \$2,937 | \$2,849 | \$2,761 | \$2,704 | \$2,605 | \$2,510 | \$2,415 |
| 1/6 | \$2,505 | \$2,431 | \$2,355 | \$2,304 | \$2,223 | \$2,142 | \$2,060 |

| Size | 36X | 42X | 48X | 60X | 78X | 96X | 114X |
|------|---------|---------|---------|---------|---------|---------|---------|
| Full | \$6,497 | \$6,363 | \$6,226 | \$5,880 | \$5,759 | \$5,553 | \$5,430 |
| 2/3 | \$5,436 | \$5,321 | \$5,209 | \$4,919 | \$4,816 | \$4,644 | \$4,541 |
| 1/2 | \$3,969 | \$3,885 | \$3,804 | \$3,592 | \$3,517 | \$3,392 | \$3,316 |
| 1/3 | \$2,927 | \$2,866 | \$2,804 | \$2,649 | \$2,593 | \$2,501 | \$2,445 |
| 1/4 | \$2,321 | \$2,273 | \$2,224 | \$2,101 | \$2,056 | \$1,982 | \$1,938 |
| 1/6 | \$1,979 | \$1,937 | \$1,897 | \$1,790 | \$1,754 | \$1,691 | \$1,653 |

Marketplace/Computer Marketplace

| Size | 1X | 6X | 12X | 24X | 36X | 48X |
|------|-------|-------|-------|-------|-------|-------|
| Inch | \$649 | \$630 | \$597 | \$565 | \$558 | \$552 |

1 inch minimum; sold in 1/2-inch increments thereafter. 3-inch maximum length.

Marketplace frequency may be used in combination with display full page and fractional page frequencies as follows:

Four Marketplace ads = 1 insertion; 24 ads = 6 insertions; 48 ads = 12 insertions.

Europe-Only Display Pages:

| Size | 1X | 3X | 6X | 12X | 18X | 24X | 30X |
|------|---------|---------|---------|---------|---------|---------|---------|
| Full | \$5,178 | \$5,020 | \$4,865 | \$4,763 | \$4,591 | \$4,426 | \$4,257 |
| 2/3 | \$4,335 | \$4,204 | \$4,076 | \$3,988 | \$3,844 | \$3,707 | \$3,565 |
| 1/2 | \$3,165 | \$3,070 | \$2,975 | \$2,912 | \$2,807 | \$2,707 | \$2,602 |

| Size | 36X | 42X | 48X | 60X | 78X | 96X | 114X |
|------|---------|---------|---------|---------|---------|---------|---------|
| Full | \$4,089 | \$4,005 | \$3,919 | \$3,702 | \$3,624 | \$3,494 | \$3,417 |
| 2/3 | \$3,425 | \$3,352 | \$3,281 | \$3,099 | \$3,035 | \$2,926 | \$2,861 |
| 1/2 | \$2,500 | \$2,448 | \$2,395 | \$2,262 | \$2,215 | \$2,136 | \$2,089 |

Color

All color charges are in addition to black and white space rate.

- Process colors (cyan, magenta, yellow): \$675 each.
- PMS or matched colors: \$1,035 each.
- 4-color process: \$1,650.

Additional Charges for Covers and Preferred Positions

| | | | | | |
|--------------------------|--------------|------------------------------|--------------|----------------------------|--------------|
| Cover 2 | \$ 1,275 | 1st Spread Position | \$ 900 | Perspectives 1 | \$ 600 |
| Page 1 | \$ 1,275 | — per page | | Perspectives 2 | \$ 600 |
| TOC 1 | \$ 1,325 | Opposite Netwatch | \$ 1,025 | Brevia | \$ 600 |
| TOC 2 | \$ 1,325 | Opposite Masthead | \$ 985 | Opposite Special Editorial | \$ 900 |
| TOC 3 | \$ 1,025 | 2nd Spread Position | \$ 900 | Feature (as available) | |
| TOC 4 | \$ 1,025 | — per page | | Lead Article | \$ 700 |
| Opposite TWIS 1 | \$ 1,025 | Opposite Science Scope | \$ 1,035 | New Products | \$ 675 |
| Opposite TWIS 2 | \$ 1,025 | News of the Week | \$ 1,035 | In New Products | 12% of space |
| 1/3 vertical within | 18% of space | News Focus | \$ 1,035 | Special Ad Section | \$ 1,000 |
| TWIS section | | Random Samples 1 | \$ 900 | — opening page | |
| Opposite Editor's Page / | \$ 1,025 | Random Samples 2 | \$ 900 | Special Ad Section | \$ 800 |
| Editorial | | Opposite Letters | \$ 700 | — full page opposite | |
| Editors' Choice (1) | \$ 1,025 | In Letters | 15% of space | editorial copy | |
| Editors' Choice (2) | \$ 1,025 | Special <i>Science</i> 125th | \$ 600 | Opposite Classified | \$ 500 |
| 1/3 vertical within | 15% of space | Anniversary Essay Series/ | | Cover 3 | \$ 1,125 |
| Editors' Choice | | Essays/Policy Forum | | Cover 4 | \$ 1,425 |

■ Ad Specifications — Mechanical Requirements

| Ad Sizes: | Imperial | | Metric | |
|----------------|--|-----------------|--------|-------|
| | Page Unit | Width Depth | Depth | Width |
| 1 Page | 7" x 10" | 254 mm x 178 mm | | |
| 2/3 Page | 4 ⁵ / ₁₆ " x 10" | 254 mm x 116 mm | | |
| 1/2 Horizontal | 7" x 4 ³ / ₄ " | 121 mm x 178 mm | | |
| 1/2 Vertical | 3 ³ / ₈ " x 10" | 254 mm x 86 mm | | |
| 1/3 Vertical | 2 ¹ / ₄ " x 10" | 254 mm x 57 mm | | |
| 1/3 Square | 4 ⁵ / ₁₆ " x 4 ³ / ₄ " | 121 mm x 116 mm | | |
| 1/4 Page | 3 ³ / ₈ " x 4 ³ / ₄ " | 121 mm x 86 mm | | |
| 1/6 Page | 2 ¹ / ₄ " x 4 ³ / ₄ " | 121 mm x 57 mm | | |

• Marketplace: 2¹/₄" x 1"

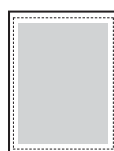
| Ad Bleed Sizes: | Imperial | | Metric | |
|-----------------|---|-----------------|--------|-------|
| | Page Unit | Width Depth | Depth | Width |
| Full Page | 8 ¹ / ₂ " x 10 ³ / ₄ " | 273 mm x 216 mm | | |
| 2/3 Page | 5 ¹ / ₄ " x 10 ³ / ₄ " | 273 mm x 134 mm | | |
| 1/2 Horizontal | 8 ¹ / ₂ " x 5 ¹ / ₄ " | 134 mm x 216 mm | | |
| 1/2 Vertical | 4 ¹ / ₄ " x 10 ³ / ₄ " | 273 mm x 109 mm | | |
| 1/3 Vertical | 3" x 10 ³ / ₄ " | 273 mm x 77 mm | | |
| 1/3 Square | 5 ¹ / ₄ " x 5 ¹ / ₄ " | 134 mm x 134 mm | | |
| 1/4 Page | 4 ¹ / ₄ " x 5 ¹ / ₄ " | 134 mm x 109 mm | | |
| Spread | 16 ³ / ₄ " x 10 ³ / ₄ " | 273 mm x 425 mm | | |

Bleed Ad Notes:

- Trim Size: 8¹/₄" x 10¹/₂" (Depth: 260 mm x Width: 209 mm). For full page, keep "live matter" at least 1/4" (6.3 mm) from trim.
- For live area of fractional ads use ad sizes above, not ad bleed sizes.

Insert Requirements:

- Trim Size: 8¹/₄" x 10¹/₂" (Depth: 266 mm x Width: 209 mm).
- Head Trim: 1/8" (15 mm).
Foot Trim: 1/8" (3.1 mm) minimum, 5/8" (15 mm) maximum.
Side Trim: 1/8" (3.1 mm) minimum, 1/2" (12 mm) maximum.
- Allow 1/8" for "scuff off" on the spine.
- Keep "live matter" at least 1/4" from trim.
- 2 Page Insert: 8³/₈" x 10³/₄" (Depth: 273 mm x Width: 215 mm), (10³/₄" (273 mm) is minimum vertical size for untrimmed signature; 11¹/₄" (285 mm) is maximum. Ship flat.



Full-Page Requirements:

- Bleed size 8¹/₂" x 10³/₄"
- Trim size 8¹/₄" x 10¹/₂"
- Live area 7³/₄" x 10"



Two-Page Requirements:

- Bleed size 16³/₄" x 10³/₄"
- Trim size 16¹/₂" x 10¹/₂"
- Live area 7³/₄" x 10" each page
- Gutter size 1/2 inch

Paper Stock:

- Covers: 70 lb. (26.1 kg) — book weight.
- Text: 34 lb. (13.36 kg) gloss.

Printing Process:

- Covers: Web offset.
- Text: Web offset.

■ Ad Specifications — Digital Ad Files

Digital File Requirements

PDF-X1 files are the preferred digital format (for more information on preparing PDF-X1 files for advertising, please visit the DDAP web site at <http://www.ddap.org/tools/univppd>). PDF, Postscript, EPS and TIFF/IT-P1 files are also acceptable. No original application files such as Quark Xpress or Adobe Pagemaker will be accepted.

Please include standard trim, bleed and center marks (no marks included in the "live" area), 1/8" bleed, include color bar 1" below ad trim marks for quality control. All high-resolution images and fonts must be embedded in files.

Images must be SWOP (CMYK or grayscale), 300 dpi. Line art should be 1200-2400 dpi. Total area density should not exceed 300%. Grayscale images greater than 85% density may fill-in on press. All required image trapping must be included in the file. We do not make changes to digital files.

For a digital file checklist and more information on preparing digital files, go to <http://www.sciencemag.org/feature/e-market/calendar/digspecs.shl>

When transmitting files via e-mail or FTP, a copy of the ad must be faxed to 202-312-6370 for file verification.

Digital Proofing Requirements

A SWOP certified digital proof is required for color advertisements, a high quality black and white laser print is acceptable for black and white advertisements.

Digital proofs which meet SWOP specifications include (but are not limited to): IRIS, Kodak Approval, TrendsetterSpectrum or LotemSpectrum Proof, Veris, Dupont Digital WaterProof, Chromalin Digital, Fuji Final Proof, Imation Matchprint Digital, Polaroid Polaproof,

Presstek PEARLhdp Proofer, Screen TrueRite Digital Halftone Proof. Other digital proofing devices must meet SWOP specifications.

If a proof is not supplied, there will be a \$100 (net, noncommissionable) charge for producing the proof and a reproduction waiver will be required.

Delivery Methods

E-MAIL: digitalads@aaas.org

FTP: digitalads.aaas.org

user: daddrop

pwd: daddrop

100mb Zip Disk

CD ROM

- Disks/CDs will not be returned
- Disks/CDs can be sent to:
Product Advertising Traffic Manager
Science
1200 New York Avenue, NW
Washington, DC 20005 U.S.A.

Science Product Advertising Sales Representatives

East Coast/E. Canada:
Chris Breslin, 443-512-0330
cbreslin@aaas.org

Midwest:
Rick Bongiovanni, 330-405-7080
rbongiov@aaas.org

West Coast/W. Canada:
B. Neil Boylan, 650-964-2266
nboylan@aaas.org

UK/Scandinavia/France/Italy/
Belgium/Netherlands:
Andrew Davies, +44 (0) 1782-750-111
adavies@aaas.org

Germany/Switzerland/Austria:
Tracey Peers, +44 (0) 1782-752-530
tpeers@aaas.org

Japan:
Mashy Yoshikawa, +81 3-3235-5961
mashy@fa2.so-net.ne.jp

■ Other Requirements and Policies

Business Reply Cards

Opposite your full page ad only:

- Minimum size: 3½" x 5"; maximum size: 4¼" x 6"
- Perforations must be at least ½" from the binding edge.

- Cards will jog to head; allow ⅛" head trim.
- \$1,750 if one version supplied, 80# cover stock maximum weight.
- Business reply cards must arrive at the printer nine calendar days prior to publication date.

Inserts/Outserts & Cigar Bands

Please contact your *Science* sales representative for quotation.

- Inserts: Approved preprinted insert cards must arrive at printer nine calendar days prior to publication date. Advertisers must supply three sample copies to *Science* by the space reservation deadline.

- Outserts & Cigar Bands: Available for Europe only. Approved preprinted outserts and cigar bands must arrive at distribution center five calendar days before the issue date. Advertisers must supply three sample copies to *Science* by the space reservation deadline.

Publication Dates and Materials Deadline

- *Science* is published on Friday 51 times a year.
- Space Reservations: See editorial calendar for deadline dates. All insertion orders and ad materials should be sent to:

Product Advertising Traffic Manager, *Science*,
1200 New York Ave., NW,
Washington, DC 20005 U.S.A.
Fax: 202-312-6370

General Advertising Policies

Rates are effective for the calendar year January–December 2005 only. Earned rates for product display ads are based on the number of print insertions placed within one calendar year regardless of size.

Agency commission of 15% applies to all display ads four inches or over if paid within 30 days; not applicable to Marketplace ads, business reply cards, outserts and cigar bands.

Payment terms are net 30 days with established credit. Credit approval must be completed prior to placement of first insertion, or prepayment will be required. 3% discount available for ad prepayment (3% discount not available for credit card payments). 5% discount for ad campaign prepayment of six or more insertions within one calendar

year. 10% discount for prepayment of 2005 ad campaign by December 31, 2004. MasterCard, VISA, American Express, and Discover Card accepted. Penalty after 60 days is 1.5% per month.

Publisher shall have the right to hold advertiser and/or its advertising agency liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published. Sequential liability clauses will not be accepted.

All film from advertisers will be held one year and then be destroyed unless otherwise requested in writing.

All advertising is subject to publisher's approval. Advertising schedule is subject to change.

Cancellation Policy

Written cancellation of order must be received at least six weeks prior to issue date to avoid billing. No cancellation, including those sent via fax, will be accepted without

written acknowledgement from *Science* confirming receipt. Any order cancelled after the issue deadline stated in the Rate Card will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost.

Circulation

With a BPA audited, average qualified circulation of 129,590* *Science* has the largest worldwide circulation of

any multidisciplinary publication serving the scientific community.

* *Science* June 2004 BPA Publisher's Statement.

■ Tip-On Sheet Requirements

Agency Commission

15% agency commission discount.

Deadline for Printed Material:

Preapproved printed material must be received at the printer's production facility nine calendar days before the issue date. (Refer to Editorial Calendar.)

Shipping Address

Attn: Angie Storvick
Brown Printing Company
2300 Brown Avenue
Waseca, MN 56093, USA
Phone: (507) 835-0311

Insertion Order

All tip-on card orders require an insertion order that specifies the date of the issue for placement of the tip-on card.

Production Requirements

Companies may supply printed tip-on cover sheets to *Science*. Please make sure that the number of supplied tip-on sheets is 10% more than the quantity of issues to be distributed at the trade show (to allow for spoilage). Supplied cards must meet all production requirements and specifications noted below. Artwork and copy for all tip-on cover sheets must be approved by the publisher of *Science*. Samples should be submitted by the space reservation date of that issue.

If you prefer to have *Science* print the tip-on cards, you must supply either film and a matchprint or a digital file and a matchprint of the advertisement by the sample due date. *Science* will not design the tip-on card; however, we will oversee the printing of the card and supply the necessary quantities to the printer's production facility. This service will incur an additional cost; contact your *Science* representative for more information.

Size:

Overall depth: 7-7/8" (200 mm)
Image Width: 8" (203 mm)
Image depth: 7-3/8" (187 mm)

Paper:

80# cover. Tip-on cards may be printed on matte or glossy stock.

Other notes

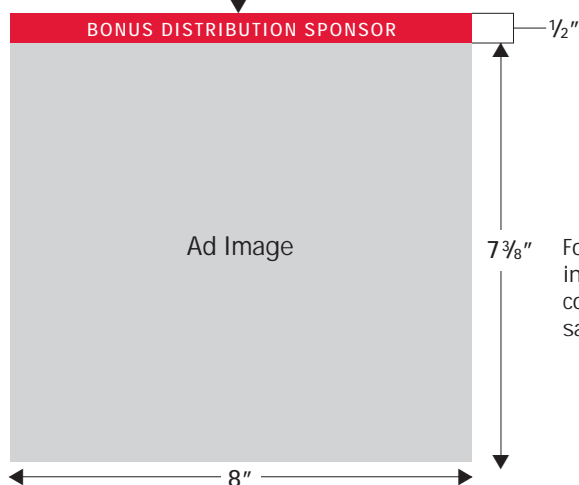
The tip-on sheet can be printed on two sides. Please designate which side is the cover when submitting your sample and insertion order. Black and white, PMS colors, or 4-color process printed cards are all acceptable as long as the copy and art have been approved by the publisher.

Important

All tip-on cards must have a half-inch banner at the top that says "BONUS DISTRIBUTION SPONSOR." Contact your *Science* sales representative for camera-ready copy or an electronic file.

Tip-On Size Specifications

Banner copy must appear on front of tip-on



For pricing and other information, please contact your *Science* sales representative.

■ Online Advertising

Science Online Options

\$10 net CPM

Gateway Sponsorship banners
(home pages and interior pages)

\$20 net CPM

Run of site banner ads (468 x 60 pixels) and
tower ads (160 x 600 pixels)

\$30 net CPM

E-mail Alerts (text only)

\$40 net CPM

Edit-specific banner ads and tower ads (Table of Contents, This Week in Science, etc.)

\$60 net CPM

Site-specific banner ads and tower ads
(STKE, SAGE KE, etc.)

\$80 net CPM

Discipline-specific banner ads and tower ads
(various life science and non-life science disciplines)

Ask About Advertising & Sponsorship Opportunities

Science Express www.scienceexpress.org

ScienceNOW www.sciencenow.org

Science's STKE www.stke.org

Science's SAGE KE www.sageke.org

■ Online Advertising

E-mail Alerts

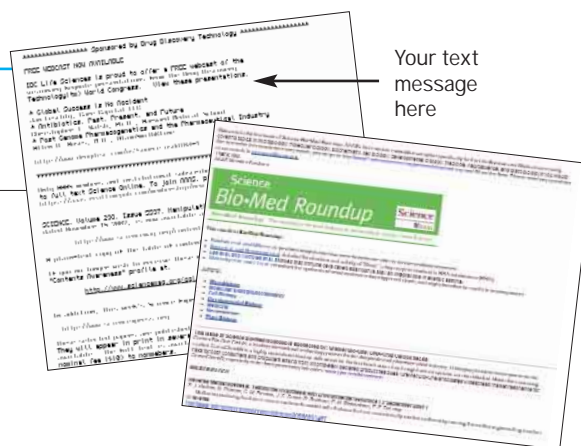
- Provide co-branding with **Science**.
- Deliver your message directly to AAAS members and **Science** Online readers.
- Highlight your advertising message next to editorial content that subscribers have requested.

The message is an ASCII text message that is placed on the E-mail Alerts sent out by **Science**.

The E-mail Alerts include:

- Table of Contents – Full Text
- Table of Contents – Notification
- **Science** Express
- Editors' Choice
- This Week in **Science**
- **Science** News This Week
- AAAS Advances
- **Science** Roundup
- Bio-Med Roundup

NEW!



There are two message areas on each alert, one at the top and one at the bottom of the alert. There is a “sponsored by” line at the top of the message. The ad copy along the top can contain up to 10 lines of text, plus a URL link, with 60 characters per line including spaces. The ad copy along the bottom can contain up to 20 lines of text, plus a URL link, with 60 characters per line including spaces. Note: URL should be the complete URL, beginning with <http://>

The text material is due by noon (ET) one week prior to the mailing date of the E-mail Alert.

2005 **Science** E-mail Alert (EMA) Pricing (recipient counts as of 1 September 2004)

| Weekly EMAs | Recipients* | Net Price Per Mailing** | Gross Price Per Mailing |
|--------------------------------|-------------|-------------------------|-------------------------|
| Table of Contents–Full Text | 157,129 | \$ 4,714 | \$ 5,546 |
| Table of Contents–Notification | 67,972 | \$ 2,039 | \$ 2,399 |
| This Week in Science | 148,142 | \$ 4,444 | \$ 5,228 |
| Science News This Week | 135,010 | \$ 4,050 | \$ 4,765 |
| Editors' Choice | 100,181 | \$ 3,005 | \$ 3,535 |
| Science Express | 59,476 | \$ 1,784 | \$ 2,098 |
| Monthly EMAs | Recipients* | Net Price Per Mailing** | Gross Price Per Mailing |
| AAAS Advances | 74,830 | \$ 2,245 | \$ 2,641 |
| Science Roundup | 74,830 | \$ 2,245 | \$ 2,641 |
| Bio-Med Roundup | 69,254 | \$ 2,078 | \$ 2,444 |

*Weekly EMAs are opt-in. Monthly EMAs are sent exclusively to AAAS members. **Based on \$30 NET per one thousand recipients.

Notes

- All EMA prices are based on \$30 net CPM
- Advertisers may lock in 2005 pricing for up to one year ahead by purchasing EMAs based on the current pricing sheet by 31 December 2005
- Advertisers will be given the first right of renewal for EMAs
- Prices are subject to change

■ Online Advertising

Gateway Sponsorships

Banners on homepages and interior pages across the *Science* Online network



Note: Actual size of banner ads viewed may vary due to different software or hardware

\$10 net CPM Gateway Sponsorship Banners (home pages and interior pages)

How do you reach the most scientists for the most efficient price online? The Gateway Sponsorship allows your 468 x 60 banners to appear on the home pages of www.sciencemag.org, www.scienceonline.org, www.sciencenow.org, www.stke.org and www.sageke.org. Your banners will also appear on the interior pages of *Science* Online among the scientific news and research papers.

Each Gateway Sponsor's banner will appear:

- Minimum 2,400,000 times on the homepages per year (with one year commitment)
- Maximum 2,800,000 times on interior pages per year (with one year commitment)

The Gateway Sponsorship can be bought for the full year or on a quarterly basis (i.e., with a signed agreement):

Yearly commitment:

\$52,000 net per year =
Minimum 5,200,000 ad impressions per year
(minimum average 100,000 total ad impressions per week) =
\$10.00 net CPM

Quarterly (13 weeks) commitment:

\$13,000 net per quarter =
Minimum 1,120,000 ad impressions per quarter
(minimum average 85,000 total ad impressions per week) =
\$11.60 net CPM

Weekly commitment:

\$1,000 net per week =
Minimum 75,000 total ad impressions per week =
\$13.33 net CPM

The cost is \$1,000 net per week, but the greater the commitment, the greater the ad impressions included in the Gateway Sponsorship.

These items need to be included with your online ad:

- 468 x 60 pixel banner(s)
- GIF file or Animated GIF file (animation should go through no more than five (5) loops or rotations, then stop)
- Files should not exceed 15K in size
- URL/web address to which you want your ad linked
- Materials are due by 12 noon, Friday, Eastern U.S. Time, the week before the banner is to be posted online

Banner and Tower Ads on Interior Pages



Note: Actual size of banner ads viewed may vary due to different software or hardware

\$20 net CPM — Run of Site

Run of site banner ads (468 x 60 pixels) and tower ads (160 x 600 pixels)—Your banner ads and/or tower ads are rotated across the network of *Science* Online sites.

\$40 net CPM — Edit-Specific or Geo-Specific

Editorial-specific banner ads and tower ads (Table of Contents, This Week in *Science*, etc.)—Your banner ads and/or tower ads are served on specific pages of editorial or appear in front of viewers from specific countries. You choose. We serve the ads.

\$60 net CPM — Site-Specific

Site-specific banner ads can appear on STKE & SAGE KE interior pages. Ask your rep for more information on sponsorship packages.

\$80 net CPM — Discipline-Specific

Discipline-specific banner ads and tower ads (various life science and non-life science disciplines)—Your banner and tower ads can be served based on our ad serving software's ability to leverage category tags applied to news and research papers.

(Note: Life science disciplines include: Biochemistry, Cell Biology, Chemistry, Development, Epidemiology, Genetics, Immunology, Medicine/Diseases, Microbiology, Molecular Biology, Neuroscience, Pharmacology/Toxicology and Virology. Non-life science disciplines are also available. Contact your rep for more information.)

Call your sales representative for more information on any and all of these *Science* Online offerings!

These items need to be included with your online ad:

- GIF file image. Files should not exceed 30K
- The URL/homepage address where you want your ad to be linked
- Animated GIF files should go through no more than five (5) loops or rotations of the animation, then stop

Advertisement

A vertical tower advertisement for ABC Biotech. The background is a dark blue gradient with a glowing DNA double helix structure. The text 'ABC Biotech' is written in large, white, bold, sans-serif font at the top. Below it, the text 'Synthesizing any gene with absolute accuracy for your research and development needs.' is written in a smaller, white, sans-serif font. At the bottom, the text 'Visit us at: www.abcbiotech.com' is written in a smaller, white, sans-serif font.

■ Online Advertising

Science Online Sponsorship Advertising Policies

- All pricing, terms, and conditions outlined in the contract apply, as do banner ad and advertising policies listed here.
- Online sponsorship payment terms will be noted on the signed contract.
- Internet advertising does not contribute to print advertising frequency.
- Ads will be posted as noted on signed contract. All necessary material for banner ads and E-mail Alerts must be received from the client by NOON (ET) one week prior to the posting date.
- The contract and invoice will indicate the time period and/or number of impressions.
- Invoices will be issued at the beginning of the posting period.
- Before a banner ad or E-mail Alert can be posted, *Science* must have a signed contract, including a billing address and telephone number.

All advertising is subject to the publisher's approval. The advertiser and/or its advertising agency agrees to indemnify and hold harmless *Science* and its employees and agents against any liability and costs, including but not limited to reasonable attorney's fees incurred in connection with any third-party claim arising out of the appearance of the ad. *Science* reserves the right to remove any ad which is inaccurate, misleading, defamatory, or otherwise violative of the rights of *Science* or third parties.

General Policies

Payment terms are net 30 days from receipt of invoice with established credit. Credit approval must be completed prior to online posting, or prepayment will be required. MasterCard, VISA, Discover, and American Express accepted. Penalty after 60 days is 1.5% per month.

Publisher shall have the right to hold advertiser and/or its advertising agency liable for such monies as are due and

payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published. Sequential liability clauses will not be accepted.

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

Advertising schedule is subject to change.

Submitting an Ad for *Science* Online

Submit information for online advertising—including banner ads, sponsorship buttons, and E-mail Alerts—using any of these formats:

- E-mail via: science-emedial@aaas.org
- IBM-compatible disk to:
Science Electronic Media
1200 New York Avenue, N.W.
Washington, DC 20005 USA

Technical Questions for *Science* Online Advertising

Technical questions concerning electronic files, formatting, and other online advertising issues, should be directed to:

Lisa Stanford
Senior Production Associate
Phone: (202) 326-7023
Fax: (202) 842-1079
E-mail: lstanfor@aaas.org

For additional information please contact your *Science* sales representative.

■ 125 Years of Science — 1880-2005



2005 marks our celebration of the 125th Anniversary of *Science*.

Founded in 1880 by Thomas Edison,

Science is the world's leading and most widely read general science

journal. Acknowledged as the first place to look for the very latest scientific news and developments, *Science* reaches the scientific community around the globe.

In the early part of the 20th century, leading scientists of the era —Thomas Hunt Morgan, Albert Einstein, and Edwin Hubble to name but three — published in *Science*. Throughout the century, *Science* continued to present breakthrough research from leading scientists.

In recent years we've published leading research including the breast cancer gene, human genome and colon cancer gene. Within the past year,

Science has featured breakthrough research findings such as therapeutic human cloning, how "designer" drugs work against cancer, the long-sought identification of RNAi "scissor" molecules, and data and photographs from the Mars Exploration Rover Spirit.

Today, *Science* continues the traditions of 125 years, by publishing breakthrough research and news from the world of science to fulfill the AAAS mission to advance science and serve society.

Building on this rich history, *Science* looks to the future to maintain our distinction as the world's top general science journal. *Science* will continue to bring seminal research and breaking news to scientists around the globe, every week. Find the future in the pages of *Science*.



Product Advertising Sales Representatives

East Coast/E. Canada:
Chris Breslin, 443-512-0330
cbreslin@aaas.org

Midwest:
Rick Bongiovanni, 330-405-7080
rbongiov@aaas.org

West Coast/W. Canada:
B. Neil Boylan, 650-964-2266
nboylan@aaas.org

UK/Scandinavia/France/Italy/
Belgium/Netherlands:
Andrew Davies, +44 (0) 1782-750-111
adavies@aaas.org

Germany/Switzerland/Austria:
Tracey Peers, +44 (0) 1782-752-530
tpeers@aaas.org

Japan:
Mashy Yoshikawa, +81 3-3235-5961
mashy@fa2.so-net.ne.jp

Direct Fax to **Science** Traffic
Department: 202-312-6370



Science Headquarters

1200 New York Avenue, NW
Washington, DC 20005 USA
Phone: (202) 326-7061
Fax: (202) 312-6370

Science Online:

www.scienceonline.org

Science International

Bateman House
2nd Floor
82-88 Hills Road
Cambridge CB2 1LQ
United Kingdom
Phone: +44 1223 326 500
Fax: +44 1223 326 532

www.scienceonline.org

