

ONLINE RATES & SPECIFICATIONS

LEADERBOARD OR SKYSCRAPER BANNER ADS

ANNUAL SPEND	OPEN	≥\$25K	≥\$100K	≥\$250K	MINIMUM NUMBER OF IMPRESSIONS PER ORDER
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Run-of-site

Targeted (site, discipline, page, geographic)

Contact your *Science* sales representative for more information and to obtain pricing.

All rates are gross. (For agency discounts see Advertising Terms & Conditions at www.ScienceMag.org/help/advertisers/terms.dtl)

Specifications:

- File size should not exceed 30KB.
- File type can be a GIF or Animated GIF or certain acceptable rich media (please refer to your Science sales representative for more information on file types).
- Must have URL/web address where your ad is to be linked.
- Leaderboard banner size: 728 pixels wide x 90 pixels deep.
- Skyscraper banner size: 160 pixels wide x 600 pixels deep.
- Sponsor banner size: 150 pixels wide x 160 pixels deep.
- News Square banner size: 300 pixels wide x 300 pixels deep.
- Anchor banner size: 1000 pixels wide x 60 pixels deep.

WEEKLY E-MAIL ALERTS AND MONTHLY E-MAILS

OPEN	≥\$25K	≥\$100K	≥\$250K
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Contact your *Science* sales representative for current distribution numbers, specifications, and pricing.

To calculate sponsorship of a weekly *Science* e-mail, apply the above CPM rates to current distribution numbers.

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Publishing Dates:

MONTHLY:

- AAAS Member Update
- Bio-Med Roundup
- Science* Roundup
- Science* Roundup in Chinese

WEEKLY:

- Editors' Choice
- Japan Highlights
- Science* Express
- Science* TOC
- Science* News This Week
- Science Signaling* TOC
- Science Translational Medicine* TOC
- Science* News Alert (Weekly)
- Science* News Alert (Daily)

GENERAL ADVERTISING POLICIES

All Advertising Terms & Conditions apply.

Please see: www.ScienceMag.org/help/advertisers/terms.dtl

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.

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

SUBMITTING AN AD FOR SCIENCE ONLINE

Submit information via e-mail for all online advertising.

E-mail: digitalads@aaas.org

TECHNICAL QUESTIONS FOR ONLINE ADVERTISING

Technical questions concerning electronic files, formatting, and other online advertisement issues should be directed to our trafficking department.

Phone: 202 326-7072

Please contact your *Science* sales representative for more information.

