

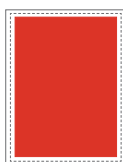
PRINT SPECIFICATIONS

AD SIZES	IMPERIAL		METRIC	
PAGE UNIT	WIDTH	DEPTH	DEPTH	WIDTH
Full Page	7 ³ / ₄ "	10"	254 mm	178 mm
2/3 Page	4 ⁹ / ₁₆ "	10"	254 mm	116 mm
1/2 Horizontal	7 ³ / ₄ "	4 ³ / ₄ "	121 mm	178 mm
1/2 Vertical	3 ³ / ₈ "	10"	254 mm	86 mm
1/3 Vertical	2 ³ / ₁₆ "	10"	254 mm	57 mm
1/3 Square	4 ⁹ / ₁₆ "	4 ³ / ₄ "	121 mm	116 mm
1/4 Page	3 ³ / ₈ "	4 ³ / ₄ "	121 mm	86 mm

BLEED AD SIZES	IMPERIAL		METRIC	
PAGE UNIT	WIDTH	DEPTH	DEPTH	WIDTH
Full Page	8 ¹ / ₂ "	10 ³ / ₄ "	273 mm	216 mm
2/3 Page	5 ¹ / ₄ "	10 ³ / ₄ "	273 mm	134 mm
1/2 Horizontal	8 ¹ / ₂ "	5 ¹ / ₄ "	134 mm	216 mm
1/2 Vertical	4 ¹ / ₄ "	10 ³ / ₄ "	273 mm	109 mm
1/3 Vertical	3"	10 ³ / ₄ "	273 mm	77 mm
1/3 Square	5 ¹ / ₄ "	5 ¹ / ₄ "	134 mm	134 mm
1/4 Page	4 ¹ / ₄ "	5 ¹ / ₄ "	134 mm	109 mm
Spread	16 ³ / ₄ "	10 ³ / ₄ "	273 mm	425 mm

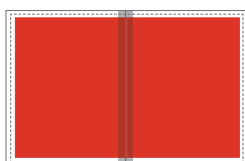
FULL-PAGE BLEED REQUIREMENTS

- Bleed size: 8 ¹/₂" x 10 ³/₄"
- Trim size: 8 ¹/₄" x 10 ¹/₂"
- Live area: 7 ³/₄" x 10"



TWO-PAGE BLEED REQUIREMENTS

- Bleed size: 16 ³/₄" x 10 ³/₄"
- Trim size: 16 ¹/₂" x 10 ¹/₂"
- Live area: 7 ³/₄" x 10" each page.
- Gutter size: ¹/₂"



BLEED AD NOTES

- Trim size: 8 ¹/₄" x 10 ¹/₂" (Depth: 266 mm x Width: 209 mm)
For full page, keep "live matter" at least ¹/₄" (6.3 mm) from trim.

PAPER STOCK & PRINTING PROCESS

- Covers: 100 lb. (270.8 gsm).
- Text: 38 lb. (56.2 gsm) gloss finish.
- Covers & Text: Web offset.

DIGITAL FILE REQUIREMENTS

- PDF/X 1a files are the preferred digital format. If you cannot submit a file to these specifications please submit a PDF file with all high-resolution images and fonts embedded in the files. All required image trapping must be included in the file. Images must be CMYK or grayscale and 300 dpi. Include ¹/₈" bleed with trim/bleed marks and color bars. No application files are accepted.

All files from advertisers will be held for one year.

DIGITAL PROOFING REQUIREMENTS

For best color reproduction, an accurate color proof should be provided. All proofs must be produced from the final file submitted. A laser print is sufficient for black and white advertisements.

INSERTS/OUTSERTS

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

- Trim size: 8 ¹/₄" x 10 ¹/₂" (Depth: 266 mm x Width: 209 mm).
- Head trim: ¹/₈" (3.1 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: 8 ³/₈" x 10 ³/₄" (Depth: 273 mm x Width: 215 mm); 10 ³/₄" (273 mm) minimum vertical size for untrimmed signature; 11 ¹/₄" (285 mm) maximum. Ship flat.

Please contact your *Science* sales representative for rates.

Outserts: Approved preprinted outserts must arrive at the printer nine calendar days prior to publication date. Advertisers must supply a sample copy to *Science* by the space reservation deadline.

Please contact your *Science* sales representative for a quotation and availability.

BUSINESS REPLY CARDS

Opposite your full-page ad only:

- Minimum size: 3 ¹/₂" x 5"; maximum size: 4 ¹/₄" x 6"
- Perforations must be at least ¹/₂" from the binding edge.
- Cards will jog to head; allow ¹/₈" head trim.
- \$1,750 if one version supplied, 80# cover maximum weight.
- Business reply cards must arrive at the printer nine calendar days prior to publication date.