THE AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE (AAAS) is the world’s largest general scientific society and publisher of the journal Science as well as Science Translational Medicine, Science Signaling, Science Advances, and launched in 2016 — Science Immunology and Science Robotics. AAAS was founded in 1848 and includes some 250 affiliated societies and academies of science, serving 10 million individuals. Science has the largest paid circulation of any peer-reviewed general science journal in the world. The non-profit AAAS is open to all and fulfills its mission to “advance science and serve society” through initiatives in science policy, international programs, science education, public engagement, and more.

KEY:

S
Cladina rangiferina (reindeer moss)

C
18 gauge copper wire

I
Frozen distilled H2O

E
5% sheep’s blood agar with bacterial culture

N
Mold on organic rye

E
Apis mellifera (three banded Italian honey bee)

C
Diamond Monster 3D video card

COVER IMAGE AND MACRO PHOTOGRAPHY BY JAIME DEMARCO
TABLE OF CONTENTS

WHY SCIENCE?  2
There’s Only One Science  2
Print & Online Readership  4

ADVERTISING SOLUTIONS  6
Print & Online Strategies: Print Ads and Online Banner Ads  6
Email Marketing: Email Newsletters and Alerts, Third-Party Emails, Custom Newsletters, Audience Surveys  8
Custom Publishing: Inserts, Outserts, Cover Tips, Advertorials, Collection Booklets, Posters, Technology Features, New Products Focus, Webinars  10

EDITORIAL CALENDAR  12

RATES & SPECIFICATIONS  14
Print Rates  14
Print Specifications  15
Online Rates and Specifications  16

SCIENCE AND THE AAAS  17

CONTACT US

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science_advertising@aaas.org

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+86 10 6871-1722
science_advertising@aaas.org

JAPAN
03-6459-4174
science_advertising@aaas.org
But *Science* is a big family! And our headlines encompass research advances across the biological, physical, and social sciences, plus penetrating news and analysis meant to expand knowledge of the challenges of an increasingly urban planet, immune cells and the brain, prehistoric genomes, and even the role of forensics. The *Science* family of journals provides exciting opportunities for advertising delivered alongside these news-making headlines. Utilizing print and online media, *Science* reaches a diverse group of interests within the scientific community across the globe. From AAAS members to site licensees, and free registrants to life scientists, our journals are trusted platforms that encourage cross-communication among scientists around the globe.

**HERE ARE A FEW WAYS SCIENCE STAYS AHEAD:**

- **WITH 129,559* WORLDWIDE PRINT SUBSCRIBERS**, *Science* has the largest reach in our market.

- **EDITORIAL CONTENT IS OF THE HIGHEST CALIBER**, featuring top news on world health, climate, R&D budgets, and science policy; plus research that ranks among the most cited in the world from award-winning authors and Nobel Laureates.

- **OUR CUSTOM PUBLISHING OFFICE** works in a collaborative fashion to address the specific needs of clients looking to align their brand with relevant content and disseminate it effectively to the scientific community. Whether in the form of a webinar, a collection booklet, a poster, or a science research prize, we work resolutely with our sponsors to meet their goals.

**MORE THAN ADVERTISING — WE ALSO SUPPORT A MISSION**

When you advertise with us, you are strengthening the global scientific enterprise. The American Association for the Advancement of Science (AAAS) is the world’s largest general scientific society and the non-profit publisher of the *Science* Family of Journals: *Science* (www.sciencemag.org), *Science Translational Medicine* (www.sciencetranslationalmedicine.org), *Science Signaling* (www.sciencesignaling.org), *Science Advances* (www.scienceadvances.org) and the recently launched online journals *Science Immunology* (www.sciencimmunology.org) and *Science Robotics* (www.sciencerobotics.org). By advertising with *Science* you assist AAAS in fulfilling its mission to “advance science and serve society” through initiatives in science policy, international programs, science education, public engagement, and more.

In the pages that follow, you’ll see how we reach the individuals with purchasing power and what you can do to target those decision-makers. There’s only one choice for executing powerful marketing campaigns for the scientific community — *Science*. 
Science readers are educated and engaged; composed of some of the brightest thinkers, scholars, researchers, politicians, and students in the world. Additionally, the majority of our audience sees advertising as a great way to stay abreast of technological developments in their field. Placing your ad with Science ensures that you’ll be top of mind as our audience makes their purchasing decisions.

Science

**ONLINE & MOBILE**

- *Science* Site-Wide
- 12.3 million page impressions**
- 3.9 million unique browsers**
- Responsive Banner Ads

**PRINT**

- Weekly Publication
- 350,000+ readers**
- Display Ads
- Technology Features
- New Products Focus

**CUSTOM PUBLISHING**

- Inserts, Outserts, and Cover Tips
- Advertorials
- Collection Booklets
- Posters
- *Science* Webinars

**EMAIL MARKETING**

- *Science* Email Alerts
- Product & Technology Newsletter
- *Science* Focus Newsletter
- Third-Party Emails

*Science December 2015 BPA Statement  **Publisher’s Own Data  ***Science October 2015 ABC Interactive Audit
Science is a leading scientific print journal and has the largest paid circulation of any peer-reviewed general science journal in the world. Your product advertising belongs in this widely read, enormously respected journal. The numbers speak for themselves.

**SCIENCE GIVES YOU MORE**

<table>
<thead>
<tr>
<th>80%</th>
<th>MOST READ JOURNAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>of readers surveyed said they read <em>Science</em> more often than any other journal</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>79%</th>
<th>MOST FREQUENTLY READ</th>
</tr>
</thead>
<tbody>
<tr>
<td>of readers read 3 to 4 issues of <em>Science</em> per month</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>75%</th>
<th>MOST ACTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>of readers consider themselves actively establishing or growing their career</td>
<td></td>
</tr>
</tbody>
</table>

**RESEARCH IN DEMAND**

**PRINT CIRCULATION COMPARISON**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>129,559</td>
</tr>
<tr>
<td>BioTechniques</td>
<td>80,008</td>
</tr>
<tr>
<td>Genetic Engineering &amp; Biotechnology News</td>
<td>64,776</td>
</tr>
<tr>
<td>Nature</td>
<td>52,613</td>
</tr>
</tbody>
</table>

**2016 CPM**

<table>
<thead>
<tr>
<th>Journal</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>$66</td>
</tr>
<tr>
<td>Nature</td>
<td>$208</td>
</tr>
</tbody>
</table>

**PROVEN PURCHASING POWER**

<table>
<thead>
<tr>
<th>71%</th>
<th>of <em>Science</em> readers are involved in the purchasing of products and services for their lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>expect budgets to increase or stay the same</td>
</tr>
<tr>
<td>84%</td>
<td>of print readers have taken action as a result of reading about a product in <em>Science</em></td>
</tr>
</tbody>
</table>

**A TRULY GLOBAL AUDIENCE**

**GLOBAL READERSHIP**

- North America – 85%
- Europe – 7%
- Asia – 7%
- Rest of World – 1%

**MOST IMPORTANT RESOURCES WHEN PURCHASING REAGENTS/SUPPLIES VERSUS CAPITAL EQUIPMENT**

<table>
<thead>
<tr>
<th>Resource</th>
<th>Reagents &amp; Supplies</th>
<th>Capital Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific Conferences</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Sales Representatives</td>
<td>41%</td>
<td>20%</td>
</tr>
<tr>
<td>Scientific Publications (Print)</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Catalogs Mailed to Your Lab</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>Scientific Publications (Online)</td>
<td>40%</td>
<td>26%</td>
</tr>
</tbody>
</table>
**EDUCATED AND INFLUENTIAL**

**ACADEMIC DEGREE BREAKDOWN**

- Ph.D./M.D./Ph.D.-M.D. – 60%
- M.A./M.S./M.Sc. – 16%
- B.A./B.S./B.Sc. – 20%
- Other – 4%

**PROFESSIONAL SEGMENT BREAKDOWN**

- College/University – 61%
- Industry – 11%
- Government – 6%
- Healthcare – 5%
- Nonprofit – 5%
- Other – 12%

**READERS’ AREAS OF INTEREST**

- Biology – 56%
- Molecular Biology – 48%
- Cell Biology – 44%
- Biochemistry – 42%
- Genetics – 41%
- Medicine – 36%
- Cancer Biology – 32%
- Microbiology – 31%
- Biotechnology – 31%
- Bioinformatics – 30%
- Cell Signaling – 29%
- Immunology – 28%
- Neuroscience – 28%
- Developmental Biology – 23%
- Drug Discovery – 23%
- Translational Medicine – 23%
- Stem Cell Research – 15%
- Biophysics – 13%
- Chemistry – 11%

**PRODUCTS/TECHNOLOGIES USED IN WORK OR STUDIES**

- PCR/RT-PCR/Real-time PCR – 45%
- DNA Isolation and Purification – 41%
- Electrophoresis – 40%
- Cell/Tissue Culture – 39%
- DNA Sequencing – 37%
- Antibody-Based Protein Detection – 35%
- Microscopy and Image Capture – 35%
- Bioinformatics – 34%
- Antibody and Protein Labeling – 31%
- Cloning – 29%
- Mass Spectometry – 18%
- Chromatography (LC, GC, HPLC, etc.) – 18%

*2016 Cell Associates Life Scientists Science Reader Survey  **Publisher’s Own Data  ***December 2015 BPA Statement
ONLINE READERSHIP

Each day, Science Online serves millions of students, educators, corporations, university researchers, and government agencies around the world through memberships, more than 4,400 organizational subscriptions, and individuals who register for free access to selected content.

ONLINE PRESENCE

VISITATION LENGTH

82% of visitors spend more than 5 minutes per visit on the Science website.*

TOP 10 VISITORS BY COUNTRY**

1. UNITED STATES
2. UNITED KINGDOM
3. CANADA
4. CHINA
5. INDIA
6. GERMANY
7. AUSTRALIA
8. JAPAN
9. FRANCE
10. BRAZIL

PROVEN PURCHASING POWER ONLINE

80% of readers took action after reading a third-party email.*

69% of readers took action after viewing a banner ad.*

Science has a comprehensive portfolio of marketing solutions for today’s marketers. Through print, digital and custom publishing solutions, we provide multiple platforms from which to launch effective, integrated and targeted campaigns. Let us help you craft a plan that is tailored to your goals and budget.

PRINT ADS
At Science, we believe that print advertising is a foundation builder and key to driving and building brand awareness. Readers of our 51 yearly issues interact differently with print. They save it. They share it. They remember the products they read about. Print can play an important part in the integrated marketing plan for your product or technology.

The visual impact of an ad among high caliber research and reviews showcases a commitment to the scientific community. Contact us for a full range of print ad sizes and rates or look to the Rates & Specifications section.

ONLINE BANNER ADS
Science offers a variety of banner programs for reaching a target audience in today’s on-the-go world. From the traditional ROS or targeted approach to the IAB rising star billboard ads, we provide numerous ways to deliver messages effectively. With our responsive design, your banner ads will be seen in their best quality whether it is by desktop, tablet, or mobile phone. There is an ad spot on one of our many journal websites that is just waiting to showcase your product.

DESKTOP & TABLET
- Leaderboard (728 x 90 pixels)
- Tower (300 x 600 pixels)
- Medium Rectangle (300 x 250 pixels)
- Billboard (1280 x 250 OR 970 x 250 pixels)
- Anchor
  - Desktop (1280 x 60 pixels)
  - Tablet (728 x 90 pixels)

MOBILE
- Leaderboard (320 x 50 pixels)
- Tower (320 x 100 pixels)
- Medium Rectangle (320 x 100 pixels)
- Anchor (320 x 50 pixels)
EMAIL ALERTS

Science email alerts are a cost-effective vehicle for delivering your message to a large opted-in audience of our engaged Science family audience.

SCIENCE TABLE OF CONTENTS
Cutting-edge research in Science’s weekly issue, plus news, opinion, and more.

SCIENCE ADVANCES TABLE OF CONTENTS
Significant, innovative original research that advances the frontiers of science and extends the standards of excellence established by Science.

SCIENCE IMMUNOLOGY TABLE OF CONTENTS
The latest research articles that report critical advances in all areas of immunological research.

SCIENCE ROBOTICS TABLE OF CONTENTS
Provides a much-needed forum for the latest technological advances and for the critical social, ethical and policy issues surrounding robotics.

SCIENCE SIGNALING TABLE OF CONTENTS
The latest research covering cell signaling and regulation, synthetic biology, and drug discovery.

SCIENCE TRANSLATIONAL MEDICINE TABLE OF CONTENTS
The latest research covering advances toward the goal of improving patients’ lives.

DAILY NEWS AND HEADLINES
Your daily connection to the important news and topics in the science community.

THIRD-PARTY EMAILS
Third-party emails are created by your company and sent by Science to a targeted audience of your choice. 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. Contact us for the full list of target selects for third-party emails.

EDITOR’S CHOICE
A diverse selection of articles, handpicked each week for their relevance and impact by Science’s editorial team.

JAPAN HIGHLIGHTS
A weekly summary of stories from Science, Science Translational Medicine, and Science Signaling translated into Japanese.

NEWS FROM SCIENCE: WEEKLY HEADLINES
Short summaries of the latest news in Science.

SCIENCE FIRST RELEASE
Links recipients to the electronic version of selected Science papers before they appear in print.

SCIENCE ROUNDPUP
Monthly review of Science highlights for AAAS members.

SCIENCE ROUNDPUP IN CHINESE
Monthly Review of Science highlights translated into Chinese.

SCIENCE WEEKLY NEWS
Brief summaries of the Science journal’s news content.

THIS WEEK IN SCIENCE
Highlights the most compelling research articles in each issue of Science.

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OPEN RATE RANGE**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>13%</td>
<td></td>
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<tr>
<td>22% AVG.</td>
<td></td>
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<tr>
<td>46%</td>
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CTO RANGE**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2%</td>
<td></td>
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<tr>
<td>9% AVG.</td>
<td></td>
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<tr>
<td>19%</td>
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*Publisher’s Own Data  **Marketing Cloud Reporting 2016
CUSTOM NEWSLETTERS
Our customized email newsletters are a unique way to combine our award-winning journalism with your product or company message. The newsletters reach our members, job-seekers, and free registration readers based on targeted disciplines. Engage leaders in the life sciences with this sponsorship opportunity.
- Prominent sponsor banner at the top of the newsletter.
- Highly visible placement for your company.
- Optional link to your videos on your website.
- Direct link to your product or website.

PRODUCT & TECHNOLOGY NEWSLETTER
Each year, we hand pick a selection of product and technology features that will be featured in the magazine. These can be found on the Editorial Calendar. Partner with Science and sponsor the newsletters that accompany these special features throughout the year.

SCIENCE FOCUS NEWSLETTER
Your message is packaged with articles from our family journals and center around a specific scientific field of study. The specialized targeting helps the newsletter reach scientists and thought leaders with a genuine interest in your message. Whether your product involves neuroscience, mass spectrometry, or another scientific specialty, the Science Focus newsletter puts your name out in front with the most up-to-date scientific and science policy content.

AUDIENCE SURVEYS

PRODUCT, BRAND & MARKET SURVEYS
Science's team works with your company to produce actionable intelligence through our product, brand, and market surveys. Whether your company is looking for a quick gauge of industry sentiment, or a detailed analysis of your newest product line, Science surveys can provide the answers you're looking for.

The Five-Question Survey
- Survey takes just a few minutes to complete.
- 1,500 individuals surveyed.
- Survey composed of closed questions about your product or service.

The 20-Question Survey
- Survey takes between five and six minutes to complete.
- 3,000 individuals surveyed.
- Open-ended responses allowed.
- 15 questions related to your products or services.
- Five demographic questions.

CUSTOMIZED SURVEYS
Please contact your Science sales representative for more information on building a custom survey tailored to your specific needs.

READEX SURVEYS
These surveys are conducted by Readex Research and are designed to study print and online advertisements in Science. They are value-added surveys that are available when advertisements are placed in the study issues indicated on the editorial calendar.

On Target Study
- Conducted in one special issue of Science annually, the On Target Study answers open- and closed-ended questions about your ad and ranks it against others in the issue.

Red Sticker Study
- Conducted in one special issue of Science annually, the Red Sticker Study is a recall-based study that questions what Science readers saw, remembered, and found interesting about your advertisement.

Online Ad Measurement Study
- Conducted during two separate months, the Online Ad Measurement Study provides insight from our Science site audience on the overall effectiveness of your online banner ad.
Besides our flagship journal, *Science*, and its five sister journals, we also present opportunities for leveraging your brand through our custom projects that can catapult your product, technology, or message to the forefront of the conversation. Use these pieces for trade shows, events, product launches, research announcements and more while doubling your impact by simultaneously reaching the *Science* audience.

**INSERTS** generate reader interest through prominent placement inside the journal.

**OUTSERTS & COVER TIPS** deliver maximum impact, ensuring your advertising or marketing piece is the first thing readers see when they receive their copy of *Science*.

**COLLECTION BOOKLETS** help you build mindshare by associating your brand with some of the most important papers ever published in *Science*. Your company content can also be included in the booklet.

**POSTERS** boost your brand and provide daily exposure to thousands of current and potential customers through customized, educational content.

**PRIZES AND AWARDS** are a way to demonstrate your company’s commitment to nurturing the developing research going on in many fields in the scientific community. By sponsoring a prize/award your company becomes a champion for the cause you so deeply support.

**TECHNOLOGY FEATURES** provide a unique way to increase readership of your advertising message by pairing it with targeted editorial content. Ask your Sales Representative for more information.

**NEW PRODUCTS** gives your company the opportunity to promote your product at no additional charge by submitting a press release for inclusion in the section. To be included, email: new_products@aaas.org.
WEBINARS showcase your technology through sponsorship and participation in a live online educational panel discussion. Our webinars have received rave reviews from customers and viewers alike. You’ll build audience recognition and loyalty with a customizable, targeted, and all-inclusive marketing solution.

We also offer some add-on features including:
- Translation
- Transcription
- Follow-up live chats
- Post-event marketing

Our turn-key webinar process puts your excellent research or product in front of an engaged scientific audience.

<p>| | |</p>
<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td><strong>1,790</strong></td>
<td>Average Registrants on Live Date*</td>
</tr>
<tr>
<td><strong>1,122</strong></td>
<td>Average Number of Unique Viewers*</td>
</tr>
<tr>
<td><strong>23</strong></td>
<td>Number of Webinars Science Presented in 2015*</td>
</tr>
</tbody>
</table>

SPONSORED EVENTS & MEETINGS are a way to partner with Science and combine branding efforts to increase the success of your event. Hosting a forum on neuroscience? Maybe it’s a meeting for immunologists. Let us put the marketing in place to showcase it to the scientific community.

For advertising information for any of the following sites, please contact your Sales Representative.

**Science Advances**

*Science Advances* is an online-only, open-access journal that publishes articles that make important contributions to research in the life, physical, environmental, engineering, math, computer, and social sciences. Advertising opportunities include online banners. [scienceadvances.org](http://scienceadvances.org)

**Science Careers**

*Science Careers* combines pioneering career information for scientists and our long-standing job-hunting and networking tools. [sciencecareers.org](http://sciencecareers.org)

**Science Immunology**

*Science Immunology* is an online journal publishing original, peer-reviewed, science-based research articles that report critical advances in all areas of immunological research, including important new tools and techniques. Contact your Sales Representative for advertising opportunities. [scienceimmunology.org](http://scienceimmunology.org)

**Science Robotics**

*Science Robotics* is an online multidisciplinary journal, covering the traditional disciplines of robotics, as well as emerging trends such as advanced materials and bio-inspired design. Contact your Sales Representative for advertising opportunities. [sciencerobotics.org](http://sciencerobotics.org)

**Science Signaling**

*Science Signaling* is an online journal devoted to all aspects of cell signaling research. Advertising opportunities include banners and sponsored content. [sciencesignaling.org](http://sciencesignaling.org)

**Science Translational Medicine**

*Science Translational Medicine* is a weekly online journal that focuses on how basic research knowledge can be applied to positively impact human health. Advertising opportunities include banners and sponsored content. [sciencetranslationalmedicine.org](http://sciencetranslationalmedicine.org)

*Publisher’s Own Data*
EDITORIAL CALENDAR

While compelling content fill every issue of *Science*, we also offer more focused opportunities throughout the year including:

EDITORIAL FEATURES
*Science*’s award-winning team of editors produce special-themed issues focusing on important areas of science. Pick an issue that aligns with your company's focus and target a specific audience for maximum impact.

TECHNOLOGY FEATURES
Reaffirm your organization’s leadership in one or more science technologies by advertising in these topic-specific ad features.

BONUS DISTRIBUTIONS
*Science* attends many conferences and meetings over the course of the year. By placing your ad in an issue distributed at these events, you can expand your reach to a targeted group of scientists beyond our regular circulation.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURE</th>
<th>MEETING FOR BONUS DISTRIBUTIONS</th>
<th>RESERVE SPACE</th>
<th>FILES TO SCIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>6</td>
<td>European Cancer Congress (ECCO), 27–30 January, Amsterdam, The Netherlands</td>
<td>Dec. 16</td>
<td>Dec. 19</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>Genomics</td>
<td>Dec. 23</td>
<td>Dec. 27</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Microscopy/Imaging</td>
<td>Society for Lab Automation and Screening, 4–8 February, Washington, DC</td>
<td>Dec. 30</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td></td>
<td>Jan. 6</td>
<td>Jan. 9</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>3</td>
<td>Prediction</td>
<td>Science Careers Job Fair (at AAAS Annual Meeting), 17 February, Boston, MA</td>
<td>Jan. 13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Digital Lab Management</td>
<td>AAAS Annual Meeting, 16–20 February, Boston, MA</td>
<td></td>
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<tr>
<td></td>
<td>10</td>
<td>Career Feature: Faculty</td>
<td></td>
<td>Jan. 20</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>Science and the Public</td>
<td></td>
<td>Jan. 27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DNA/RNA Analysis</td>
<td></td>
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<tr>
<td></td>
<td>24</td>
<td>GRC Program</td>
<td>Pittcon 2017, 5–9 March, Chicago, IL</td>
<td>Feb. 3</td>
</tr>
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<td></td>
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<td>US Human Proteome Organization, 19–22 March, San Diego, CA</td>
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<tr>
<td></td>
<td>10</td>
<td>Cell/Tissue Culture</td>
<td>National Science Teachers Association, 30 March – 2 April, Los Angeles, CA</td>
<td>Feb. 17</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>Cancer Biotechnology</td>
<td>American Association for Cancer Research, 1–5 April, Washington, D.C.</td>
<td>Feb. 24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Job Focus: Cancer Research</td>
<td>American Association for Cancer Research Career Fair, 1 April, Washington, D.C.</td>
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<td>American Chemical Society Spring, 2–6 April, San Francisco, CA</td>
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<td>24</td>
<td></td>
<td></td>
<td>Mar. 3</td>
</tr>
<tr>
<td></td>
<td>31</td>
<td></td>
<td>Materials Research Society Spring, 17–21 April, Phoenix, AZ</td>
<td>Mar. 10</td>
</tr>
<tr>
<td>APRIL</td>
<td>7</td>
<td>Cell Culture</td>
<td>Experimental Biology, 22–26 April, Chicago, IL</td>
<td>Mar. 17</td>
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<tr>
<td></td>
<td></td>
<td>Job Focus: Biology</td>
<td>Experimental Geosciences Union General Assembly, 23–28 April, Vienna, Austria</td>
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<td>14</td>
<td></td>
<td></td>
<td>Mar. 24</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>Conservation</td>
<td>American Association of Immunologists, 12–16 May, Washington, D.C.</td>
<td>Mar. 31</td>
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<td>General Lab Equipment</td>
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<td>Job Focus: Immunology</td>
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<td>Apr. 7</td>
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<td>MAY</td>
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<td>Physics</td>
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<td>Systems Biology</td>
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<td>19</td>
<td>Migrations</td>
<td>American Society for Microbiology, 1–5 June, New Orleans, LA</td>
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<td>Genomics</td>
<td>American Society for Mass Spectrometry, 4–8 June, Indianapolis, IN</td>
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<td>Job Focus: Microbiology</td>
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<tr>
<td></td>
<td>26</td>
<td>Job Focus: Biotech/Pharma</td>
<td>Biotechnology Industry Organization International Convention, 19–22 June, San Diego, CA</td>
<td>May 5</td>
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<td>Biotechnology Industry Organization International Convention Career Fair, 22 June, San Diego, CA</td>
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<tr>
<td>ISSUE</td>
<td>FEATURE</td>
<td>MEETING FOR BONUS DISTRIBUTIONS</td>
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<tr>
<td>JUNE</td>
<td>2</td>
<td>Protein Analysis</td>
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<td>Repair and Regeneration</td>
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<td>Sample Prep/Handling</td>
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<td>9th International AIDS Society (IAS) Conference on HIV Science, 23–26 June, Paris, France</td>
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<td>JUNE</td>
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<td>Emerging Infectious Diseases</td>
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<td>Software/Data Analysis</td>
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<td>AUGUST</td>
<td>4</td>
<td>Job Focus: Chemistry</td>
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<td>General Lab Equipment</td>
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<td>25</td>
<td>Career Feature: Postdocs</td>
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<td>SEPTEMBER</td>
<td>1</td>
<td>International Conference on Intelligent Robots and Systems (IROS), 24–28 September, Vancouver, Canada</td>
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<td>Proteomics</td>
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<td>DNA/RNA Analysis</td>
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<td>Genomics</td>
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<td>AAAS Annual Meeting Program</td>
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<td>Frontiers of Material Science</td>
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<td>Spectroscopy</td>
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<td>Breakthrough of the Year</td>
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</table>

**EDITORIAL CALENDAR KEY**

- **Bold Red Text**: Technology Feature
- **Bold Green Text**: Science will have a booth at the meeting
- **Bold Blue Text**: New Product Focus
- **Bold Orange Text**: Editorial Theme
- **Bold Purple Text**: Career Feature
- *Italic Purple Text*: Job Focus Feature
- **Grey Highlight**: denotes a Redex Online Study
- **Small Grey Text**: denotes a Readership Study. Get free feedback on what readers think about your ad — and your competitors’ ads
PRINT RATES

COVERS AND PREFERRED POSITIONS

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Contact us for more information and to obtain pricing.

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</table>

Contact us for more information and to obtain pricing.

All other guaranteed positions are at a 10% premium fee.

COLOR

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

Individual process colors (Cyan, Magenta, Yellow): $850 each
PMS matched colors: $1,200 each
4-color process: $1,900
Two-Page Spread 4-color process: $2,900

AD DELIVERY MADE EASY

Email, FTP, or mail a CD/DVD of your advertisement for quick insertion in the journal.

E-mail: digitalads@aaas.org
FTP: digitalads.aaas.org
User: daddrop
Pswd: daddrop

CD/DVD:
- Media will not be returned.
- All insertion orders, ad materials, and media should be sent to:
  Product Advertising Trafficking Department
  Science, Room 364
  1200 New York Avenue, NW, Washington, DC 20005 USA
  Phone: 202 326-7072

FOR ADVERTISING TERMS & CONDITIONS PLEASE REFER TO:

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 \( \frac{1}{8} \)" bleed with trim/bleed marks outside bleed area. 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/OUTSETS

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 1/2" x 11 1/4" (Depth: 266 mm x Width: 209 mm).
- Head trim: \( \frac{1}{8} \)" (3.1 mm).
- Foot trim: \( \frac{1}{8} \)" (3.1 mm) minimum, \( \frac{5}{8} \)" (15 mm) maximum.
- Side trim: \( \frac{1}{8} \)" (3.1 mm) minimum, \( \frac{1}{4} \)" (12 mm) maximum.
- Allow \( \frac{1}{8} \)" for “scuff off” on the spine.
- Keep “live matter” at least \( \frac{1}{4} \)" from trim.
- 2-Page Insert: 8 1/2" x 10 1/2" (Depth: 273 mm x Width: 215 mm); 10 1/2" (273 mm) minimum vertical size for untrimmed signature; 11 1/2" (285 mm) maximum. Ship flat.

Please contact us 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 us for a quotation and availability.

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 1/8".

TWO-PAGE BLEED REQUIREMENTS

- Bleed size: 16 3/4" x 10 3/4".
- Trim size: 16 3/8" x 10 1/2".
- Live area: 7 3/4" x 10 1/8" each page.
- Gutter size: \( \frac{1}{2} \)".

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 \( \frac{1}{8} \)" (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.
ONLINE RATES & SPECIFICATIONS

BANNER ADS

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<tr>
<th>IMPRESSIONS</th>
<th>MINIMUM</th>
<th>≥200K</th>
<th>≥300K</th>
<th>≥400K</th>
<th>MINIMUM NUMBER OF IMPRESSIONS PER ORDER</th>
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<td>Targeted (site, discipline, page, geographic)</td>
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All rates are net.

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
- Desktop & Tablet: 728 x 90 pixels
- Mobile: 320 x 50 pixels

ANCHOR BANNER
- Desktop: 1280 x 60 pixels
- Tablet: 728 x 90 pixels
- Mobile: 320 x 50 pixels

TOWER BANNER
- Desktop & Tablet: 300 x 600 pixels
- Mobile: 320 x 100 pixels

BILLBOARD BANNER
- Desktop: 1280 x 250 OR 970 x 250 pixels

MEDIUM RECTANGLE BANNER
- Desktop & Tablet: 300 x 250 pixels
- Mobile: 320 x 100 pixels

WEEKLY EMAIL ALERTS AND MONTHLY EMAILS
To calculate sponsorship of a weekly Science email, apply the above CPM rates to current distribution numbers.
All rates are net.

SCIENCE TABLE OF CONTENTS (TOC)
OPEN 3X 6X 12X
Contact us for more information and to obtain pricing.

OTHER ALERTS AND NEWSLETTERS
OPEN 3X 6X 12X
Contact us for more information and to obtain pricing.
To calculate sponsorship of these alerts and newsletters, apply the above CPM rates to current distribution numbers. For a full list/description of each, please refer to page 10.
All rates are net.

Contact us for current distribution numbers.

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 email for all online advertising. Email: digitalads@aaas.org

TECHNICAL QUESTIONS FOR ONLINE ADVERTISING
In house advertisement developers please use AppNexus guidelines outlined here: https://github.com/appnexus/appnexus-html5-lib. If you are not developing your advertisement in-house please use an approved 3rd party vendor:
- PointRoll
- Eyeblaster
- Eyewonder
- Mediamind
- Mediaplex
- Doubleclick

Please send your advertisement at least one week advanced notice for internal testing.

Technical questions concerning electronic files, formatting, and other online advertisement issues should be directed to our trafficking department.
Phone: 202 326-7072.
Please contact us for more information.
AND THE AAAS: A LONG HISTORY OF MAKING A DIFFERENCE

1848
AAAS is founded as a non-profit membership organization and quickly becomes a voice for all of science. As a global, interdisciplinary society, AAAS works in service of its mission to advance science around the world for the benefit of all people.

1900
After acquiring the journal Science, the Association and journal grow through myriad programs formed over the years to address Association goals.

1950’s
AAAS stops all annual meetings in the segregated Southern United States.

1973
Seven fellows on Capitol Hill usher in the AAAS Science & Technology Policy Fellowships program. Today, STPF places approximately 300 fellows each year in all branches of federal government.

1975
AAAS passes a nondiscrimination resolution long before public support of the rights of LGBTQ individuals.

1976
AAAS holds the first fully accessible professional meeting in Boston, long before passage of the Americans with Disabilities Act.

1979
AAAS pulls its meeting out of Chicago to respect the ban on meeting in states that did not ratify the Equal Rights Amendment.

1984 AND 1985
AAAS sends forensic scientists to help identify skeletal remains from Argentina’s military dictatorship during which over 20,000 people “disappeared.” The evidence collected leads to the conviction of nine former Argentine junta members as well as the development of a method for establishing grandpaternity. As a result of this method, 43 abducted children are reunited with their surviving family members.

1993
Science/AAAS opens an office in Cambridge, UK symbolizing its commitment to the international scientific community.

2001
Science publishes a landmark paper announcing the sequencing of the human genome

2004
The Senior Scientists and Engineers (SSE) and AAAS forms the AAAS/SSE STEM Volunteer Program to support K-12 STEM (science, technology, engineering, and mathematics) education, foster STEM literacy, and motivate students to pursue STEM careers.

2009
AAAS undertakes two new projects, BILAT-USA and Link2US, in an effort to foster international cooperation among EU and U.S. researchers. AAAS works with three European agencies to enhance cooperation through information sharing, dialogue, and network formation.

2013
Science/AAAS opens an office in Beijing, China creating opportunities for more efficient collaborations and dialogues with countries in the Southern Asian region.

2016
AAAS Research Competitiveness Program (RCP) brings together 25 local entrepreneurs in an array of fields, including information technology, health, telecommunications, and agriculture for a series of workshops in Africa.

The values upon which this organization is based continue to strengthen through dialogues with the scientific community and through actions that advance science for the benefit of all.