

ONLINE RATES & SPECIFICATIONS

BANNER ADS

IMPRESSIONS	MINIMUM	≥200K	≥300K	≥400K	MINIMUM NUMBER OF IMPRESSIONS PER ORDER
Run-of-site	Contact us for more information and to obtain pricing.				100,000
Targeted (site, discipline, page, geographic)					50,000
<i>All rates are net.</i>					

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 × 90 pixels
- Mobile: 320 × 50 pixels

TOWER BANNER

- Desktop & Tablet: 300 × 600 pixels
- Mobile: 320 × 100 pixels

MEDIUM RECTANGLE BANNER

- Desktop & Tablet: 300 x 250 pixels
- Mobile: 320 × 100 pixels

ANCHOR BANNER

- Desktop: 1280 × 60 pixels
- Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

BILLBOARD BANNER

- Desktop: 1280 x 250 OR 970 x 250 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 | • Mediamind |
| • Eyeblander | • Mediaplex |
| • Eyewonder | • 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.