

PRINT RATES

COVERS AND PREFERRED POSITIONS

POSITION	1x	3x	6x	12x	18x	24x	30x
Cover 4							
Cover 2, Page 1	Contact us for more information and to obtain pricing.						
Cover 3							
TOC 1, TOC 2							
Lead Edit, News							
POSITION	36x	42x	48x	60x	78x	96x	
Cover 4							
Cover 2, Page 1	Contact us for more information and to obtain pricing.						
Cover 3							
TOC 1, TOC 2							
Lead Edit, News							

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

FULL-RUN DISPLAY PAGES

SIZE	1x	3x	6x	12x	18x	24x	30x
Full							
2/3							
1/2	Contact us for more information and to obtain pricing.						
1/3							
1/4							
SIZE	36x	42x	48x	60x	78x	96x	
Full							
2/3							
1/2	Contact us for more information and to obtain pricing.						
1/3							
1/4							

FOR ADVERTISING TERMS & CONDITIONS PLEASE REFER TO:

www.ScienceMag.org/help/advertisers/terms.dtl



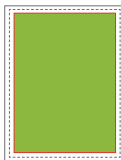
PRINT SPECIFICATIONS

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

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

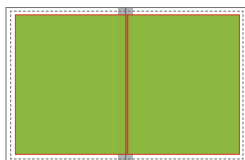
FULL-PAGE BLEED REQUIREMENTS

- Bleed size: 8 $\frac{1}{2}$ " \times 10 $\frac{3}{4}$ "
- Trim size: 8 $\frac{1}{4}$ " \times 10 $\frac{1}{2}$ "
- Live area: 7 $\frac{3}{4}$ " \times 10"



TWO-PAGE BLEED REQUIREMENTS

- Bleed size: 16 $\frac{3}{4}$ " \times 10 $\frac{3}{4}$ "
- Trim size: 16 $\frac{1}{2}$ " \times 10 $\frac{1}{2}$ "
- Live area: 7 $\frac{3}{4}$ " \times 10" each page.
- Gutter size: $\frac{1}{2}$ "



BLEED AD NOTES

- Trim size: 8 $\frac{1}{4}$ " \times 10 $\frac{1}{2}$ "
(Depth: 266 mm \times Width: 209 mm)
For full page, keep "live matter" at least $\frac{1}{4}$ " (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 $\frac{1}{8}$ " 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/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 $\frac{1}{4}$ " \times 10 $\frac{1}{2}$ "
(Depth: 266 mm \times 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, $\frac{1}{2}$ " (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 $\frac{3}{8}$ " \times 10 $\frac{3}{4}$ " (Depth: 273 mm \times Width: 215 mm); 10 $\frac{3}{4}$ " (273 mm) minimum vertical size for untrimmed signature; 11 $\frac{1}{4}$ " (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.