

ONLINE SPECIFICATIONS

ONLINE JOB POSTINGS

Simply log in and use the easy-to-follow instructions to post your jobs at your own pace, on your own time. Jobs stay active for eight weeks and are posted within one business day. Logos should be submitted as JPG files not to exceed 50K. Size is 360 wide x 180 px deep.

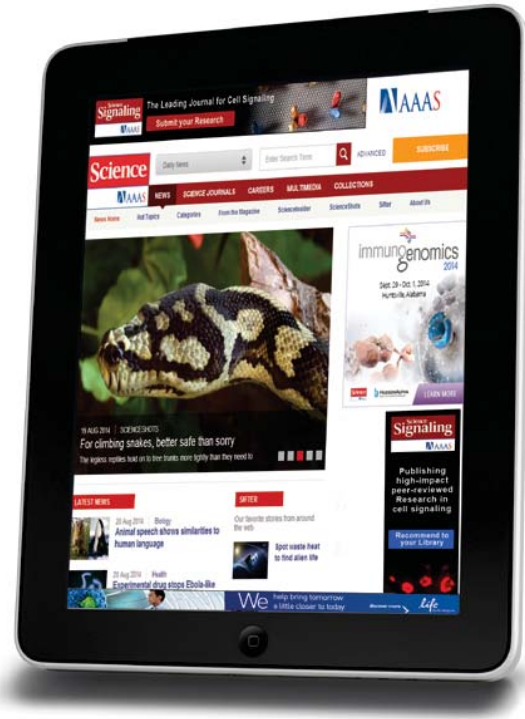
AUTOPOST

- Two week set-up time.
- XML feed or scrape of your job board acceptable.
- Postings are pulled every day.

Contact your sales representative to get started.

ONLINE BANNER ADS

- Leaderboard banner size: 728 wide x 90 px deep.
- Skyscraper banner size: 160 wide x 600 px deep.
- Anchor banner size: 1,000 wide x 60 px deep.
- *Science* News ad spot size: 300 wide x 300 px deep.
- Ads should be submitted as a GIF, animated GIF, JPG, or Flash file not to exceed 30K.
- Flash files: The underlying source file must be prepared to receive click-through parameters — please also include a GIF file to be used as a backup (further information for Flash developers is available from your sales representative).
- Please provide the URL to which the banner ad will link.



EMPLOYER PROFILES

Employer profiles will post three days after submission of materials. Please supply the following items:

- Your logo (JPG, GIF, TIFF, PNG, AI).
- Company description (up to 1,000 words).
- URL links where required.
- Photos (for dynamic profiles only) – JPG.
- Video (for dynamic profiles only) – MP4 or DVD (no wmd or rm).



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E-MAIL MARKETING

- Supply both html (.html, .htm) and text (.txt) versions of e-mail.
- Materials due one week prior to send date.
- File size not to exceed 500k.
- Subject line not to exceed 50 characters.
- Images must be hosted by client.

WEEKLY SCIENCE E-MAIL SPONSORSHIPS

- Includes space at the top AND bottom of e-mail.
- Choice of banner ad, OR text/logo ad.
- Banner art: 468 × 60 px – file size 15K with no animation (send GIF files).
- Text/logo ad at top: 700 characters (10 lines of 70 characters each; includes spaces). If including logo, it must fit within the space allowed for the 700 characters. Logo should be no larger than 120 × 60 px.
- Text/logo ad at bottom: 1,400 characters (20 lines of 70 characters each; includes spaces). If including logo, it must fit within the space allowed for the 1,400 characters. Logo should be no larger than 120 × 60 px.
- Art due one week prior to send date.

MONTHLY AAAS/SCIENCE NEWSLETTER SPONSORSHIPS

AAAS MEMBER UPDATE, BIO-MED ROUNDUP, SCIENCE ROUNDUP

- Choice of banner ad or text/logo ad.
- Banner art: 468 × 60 px – file size 15K with no animation (send GIF files).
- Text/logo ads: 700 characters (10 lines of 70 characters each; includes spaces). If including logo, it must fit within the space allowed for the 700 characters. Logo should be no larger than 120 × 60 px.
- AAAS Member Update: Art due by the first Friday of each month.
- Bio-Med Roundup: Art due by the 1st of each month.
- *Science* Roundup: Art due by the 15th of each month.

CAREER PATH (2X PER MONTH)

- Banner ad size: 728 × 90 px – file size 15K with no animation (send GIF files).
- Art due by the 1st and the 12th of each month.

GRADUATE PROGRAMMES

- Logo size: 360 × 180 px.

ADVERTISING POLICIES

See full advertising policies, terms, and conditions at:
http://sciencecareers.org/for_employers/advertising_policies