

THIRD-PARTY EMAILS

**Target by area of research, discipline,
or geography to reach a specific
audience with your product message.**

Third-party emails are created by your company and sent by *Science* to a targeted audience of your choice utilizing specific science-related selects and/or geographic demographics.

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. Selection criteria can be found on page 2.

Email marketing campaigns with *Science* enhance your relationships, encourage customer loyalty, and generate leads. When you work with our trusted brand, you increase the likelihood of your marketing email being opened and read by the scientific community.

CHARACTER LIMIT: None

TOTAL FILE SIZE: Under 500K for HTML and images

SUBJECT LINE: 50 characters or less

MAXIMUM WIDTH: Set the maximum width of your email to 600 pixels or less to prevent horizontal scrolling

FILE FORMATS: HTML (.html, .htm) for the HTML version of the email
Plain text (.txt) files for the text version

RESTRICTIONS: Images should be hosted by the advertiser
Do not use Flash, Java Script, Forms or Video
Do not use Microsoft Word to create your HTML file because excess code is included that is not compatible with our software

25%

Average Open Rate
for Third-Party Emails*

8% - 78%

Open Rate Range
for Third-Party Emails*

17%

**Average Click-to-Open
Rate** for Third-Party Emails*

4% - 38%

Click-to-Open Range for
Third-Party Emails*

95%

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

*Salesforce Marketing Cloud Reports 2020
** Cell Associates Science Reader Survey 2020

Science | AAAS

advertising.sciencemag.org

AMERICAS

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GREATER CHINA, KOREA, SINGAPORE, THAILAND

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JAPAN

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EUROPE, INDIA, AUSTRALIA, NEW ZEALAND, REST OF WORLD

+41 43 243-1358 | science_advertising@aaas.org

THIRD-PARTY EMAILS

Selection Criteria

DISCIPLINES/EXPERIENCE

Chemistry

Analytical Chemistry
Biochemistry
Chemistry
Inorganic Chemistry
Materials Science
Medical/Pharmaceutical
Nanotechnology
Organic Chemistry
Physical Chemistry
Polymer Science
Synthetic and Computational

Earth Sciences

Atmospheric Science
Climate Change
Environmental Science
Geology/Soil Sci/Geography
Marine Science
Oceanography

Engineering

Biomedical Engineering
Chemical Engineering
Electrical/Electronic Engineering
Mechanical Engineering
Nanotechnology

Health Sciences

ADME-TOX
AIDS/HIV
Cancer Research
Cardiovascular
Clinical Medicine
Clinical Research
Diagnostics
Drug Development
Drug Discovery
Endocrinology
Gerontology/Aging
Healthcare
Medicine
Nutrition
Oncology
Pathology
Personalized Medicine
Preclinical Development
Psychiatry/Psychology
Public Health
Regenerative Medicine
Toxicology
Translational Research
Vaccine Research
Veterinary Medicine

Life Sciences

Agricultural Science
Anatomy
Bioinformatics
Biology
Biomedical Sciences
Biotechnology
Botany/Plant Science
Cell Biology
Computational Biology
Developmental Biology
Ecology
Epigenetics
Evolutionary Biology
Genetics
Genomics
Immunology
Marine Biology
Microbiology
Molecular Biology
Neuroscience
Organismal Biology
Pharmacokinetics/
Pharmacodynamics
Pharmacology
Proteomics
Physiology
Signal Transduction
Stem Cells
Structural Biology
Virology
Zoology

Mathematics & Computer Science

Computer Sciences
Informatics
Information Technology
Mathematics
Statistics

Physics & Astronomy

Astronomy/Astrophysics
Biophysics
Condensed Matter
Optics & Laser Physics
Particle Physics

Social & Behavioral Science

Anthropology/Sociology
Economics/Political Science
Education
History & Philosophy of Science
Science Policy

Other

Legal/Regulatory Affairs
Manufacturing/QA/QC
Renewable

PRODUCTS/TECHNOLOGIES

ADME-TOX
Animal Models
Antibody-Based Protein Detection
Atomic Force Microscopy
Bioinformatics
Biomarkers
Cell Signaling Assays
Cell/Tissue Culture
Chromatography
Cloning
CombiChem
Computational Chemistry
Cryogenic Systems
Crystallography/Crystallization

Data Mining
Detectors for Electromagnetic
Radiation
DNA Isolation and Purification
Drug Discovery
Electrophoresis
Flow Cytometry
Gene Expression Analysis
Genotyping/SNP Analysis
High-Content Screening
High-Throughput Screening
Image Capture and Analysis
Lasers
Mass Spectrometry
Microarray Analysis

Microfluidics
Microprobe Spectrometers
Microscopy
Mutagenesis
Next-Gen Sequencing
NMR Spectroscopy
Other Microscopes
Other Optical Equipment
PCR/RT-PCR/Real-time PCR
Peptides
Power Supplies
Protein Isolation and Purification
Protein Sequence Analysis
Recombinant Protein Expression
RNAi

Robotics and Automation
Satellites or Spacecraft
Scanning Probe Microscopes
Scanning Tunneling Microscopy
Software Spectrometry
Stem Cells
Supercomputers
Surface Plasma Resonance
Synchrotrons
Transfection/Transduction/Gene Transfer
Transmission Electron Microscopy
Vacuum Systems
Vector Design
Viral Vectors