



ONLINE BANNER ADS

Leaderboard banner

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

Anchor banner

- Desktop:
 - *Science*: 1280 × 60 pixels
 - *Science Careers & Job Board*: 1180 × 60 pixels
- Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

Tower banner

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

Billboard banner

- Desktop: Initial: 1280 × 250

Rectangle banner

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

Inline banner

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

EMAIL ALERTS & NEWSLETTER SPONSORSHIPS

WEEKLY EMAIL ALERTS

- Includes space at the top AND bottom of email.
- Choice of banner ad, OR text/logo ad.
- Banner art: 468 px wide × 60 px deep; file size 100K; GIF or JPG format (no flash or rotating GIFs).
- Provide URL for link.
- Text/logo ad: 150 characters (approximately 25 words). Logo should be no larger than 468 px wide × 60 px deep.
- Text only ad: 300 characters (approximately 50 words).
- Art due one week prior to send date.

THIRD-PARTY EMAILS

- Supply both html (.html, .htm) and text (.txt) versions of email.
- Materials due one week prior to send date.
- File size not to exceed 500k.
- Subject line not to exceed 50 characters.
- HTML file should be created using inline CSS instead of using CSS classes for style attributes. CSS classes are not supported by all email browsers.
- Images must be hosted by client using absolute URLs. Images should also include alt tags and [target="_blank"] attributes.
- Use HTML tables for layout. CSS layout will not work on all email browsers.
- Do not use Microsoft Office to create your HTML file. Our email software will not convert Office formatting into HTML code which will cause design issues.
- Do not use javascript in your HTML file.

MONTHLY NEWSLETTERS

Science Roundup & Science Roundup China

- Choice of banner ad, OR text/logo ad.
- Banner art: 468 px wide × 60 px deep; file size 100K; GIF or JPG format (no flash or rotating GIFs).
- Provide URL for link.
- Text/logo ad: 150 characters (approximately 25 words).
- Logo should be no larger than 468 px wide × 60 px deep.
- Art due by the 15th of the month.

HOW TO SUBMIT ART

We have a variety of banner sizes available on our website.

- Accepted Ad file types include: GIF, Animated GIF (limit 6 loops), JPG, PNG, HTML5 and third-party tags.
- Graphics file should not exceed 150K.
- Must provide URL/web address where your ad is to be linked.
- Retractable and Rich Media ads require third-party tags.
- Provide instructions on where to place macros when submitting third-party ad tags.
- Please send ads at least one week in advance.
- Submit information via email for all online advertising.
- Email: digitalads@aaas.org

Technical questions concerning electronic files, formatting, and other online advertisement issues should be directed to our trafficking department.

Phone: 202 326-7072

Email: chall@aaas.org

GENERAL ADVERTISING POLICIES

All Advertising Terms & Conditions apply. Please see: <https://www.sciencemag.org/advertisers/advertising-terms-and-conditions>

All materials from advertisers will be posted online for the specified period and then removed from the *Science* server unless otherwise instructed in writing.

DESKTOP/TABLET BANNER SIZE COMPARISON

Anchor

Desktop: 1280 x 60 pixels
Tablet: 728 x 90 (see *Leaderboard*)

Billboard

1280 x 250 pixels

Leaderboard

728 x 90 pixels

Inline

728 x 90 pixels

Rectangle

300 x 250 pixels

Tower

300 x 600 pixels

MOBILE BANNER SIZE COMPARISON

Anchor/Leader

320 x 50 pixels

Tower/Rectangle

320 x 100 pixels

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