

# SCIENCE PRINT SPECIFICATIONS



AD SIZES	IMPERIAL		METRIC	
	PAGE UNIT	WIDTH	DEPTH	DEPTH
Full Page	7"	10"	254 mm	177 mm
<sup>2</sup> / <sub>3</sub> Page	4 <sup>9</sup> / <sub>16</sub> "	10"	254 mm	115 mm
<sup>1</sup> / <sub>2</sub> Horizontal	7"	4 <sup>3</sup> / <sub>4</sub> "	120 mm	177 mm
<sup>1</sup> / <sub>2</sub> Vertical	3 <sup>3</sup> / <sub>8</sub> "	10"	254 mm	85 mm
<sup>1</sup> / <sub>3</sub> Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"	254 mm	55 mm

BLEED AD SIZES	IMPERIAL		METRIC	
	PAGE UNIT	WIDTH	DEPTH	DEPTH
Full Page	8 <sup>1</sup> / <sub>2</sub> "	10 <sup>3</sup> / <sub>4</sub> "	273 mm	216 mm
<sup>2</sup> / <sub>3</sub> Page	5 <sup>1</sup> / <sub>4</sub> "	10 <sup>3</sup> / <sub>4</sub> "	273 mm	134 mm
<sup>1</sup> / <sub>2</sub> Horizontal	8 <sup>1</sup> / <sub>2</sub> "	5 <sup>1</sup> / <sub>4</sub> "	134 mm	216 mm
<sup>1</sup> / <sub>2</sub> Vertical	4 <sup>1</sup> / <sub>4</sub> "	10 <sup>3</sup> / <sub>4</sub> "	273 mm	109 mm
<sup>1</sup> / <sub>3</sub> Vertical	3"	10 <sup>3</sup> / <sub>4</sub> "	273 mm	77 mm
Spread	16 <sup>3</sup> / <sub>4</sub> "	10 <sup>3</sup> / <sub>4</sub> "	273 mm	425 mm

## FULL-PAGE BLEED REQUIREMENTS

- Bleed size: 8<sup>1</sup>/<sub>2</sub>" x 10<sup>3</sup>/<sub>4</sub>"
- Trim size: 8<sup>1</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"
- Live area: 7<sup>3</sup>/<sub>4</sub>" x 10"



## TWO-PAGE BLEED REQUIREMENTS

- Bleed size: 16<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"
- Trim size: 16<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>2</sub>"
- Live area: 7<sup>3</sup>/<sub>4</sub>" x 10" each page.
- Gutter size: <sup>1</sup>/<sub>2</sub>"



## BLEED AD NOTES

- For full page, keep "live matter" at least <sup>1</sup>/<sub>4</sub>" (6.3 mm) from trim.
- Include <sup>1</sup>/<sub>8</sub>" bleed with trim/bleed marks outside bleed area.
- When using a great deal of text, we recommend enlarging the gutter area and decreasing the live area width:
  - Gutter: <sup>3</sup>/<sub>4</sub>" (19 mm)
  - Live area: 7<sup>1</sup>/<sub>2</sub>" x 10" (190 mm x 247 mm)

## 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 <sup>1</sup>/<sub>8</sub>" bleed with trim/bleed marks outside bleed area. No application files accepted.
- All files from advertisers will be held for one year.

## Inserts

Approved preprinted 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<sup>1</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>" (Depth: 266 mm x Width: 209 mm).
- Head trim: <sup>1</sup>/<sub>8</sub>" (3.1 mm).
- Foot trim: <sup>1</sup>/<sub>8</sub>" (3.1 mm) minimum, <sup>5</sup>/<sub>8</sub>" (15 mm) maximum.
- Side trim: <sup>1</sup>/<sub>8</sub>" (3.1 mm) minimum, <sup>1</sup>/<sub>2</sub>" (12 mm) maximum.
- Allow <sup>1</sup>/<sub>8</sub>" for "scuff off" on the spine.
- Keep "live matter" at least <sup>1</sup>/<sub>4</sub>" from trim.
- 2-Page Insert: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>" (Depth: 273 mm x Width: 215 mm); 10<sup>3</sup>/<sub>4</sub>" (273 mm) minimum vertical size for untrimmed signature; 11<sup>1</sup>/<sub>4</sub>" (285 mm) maximum. Ship flat.

## 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 rates and availability - science\_advertising@aaas.org*

## AD DELIVERY METHOD

E-mail: digitalads@aaas.org