

BANNER ADVERTISING

Reach *Science's* extensive online audience.

Banners are a highly visible option reaching *Science's* extensive online audience. For maximum results, target your campaign to relevant segments of this audience.

BANNER AD OPTIONS

Run-of-Site Campaigns			
<\$20,000	≥\$20,000	≥\$50,000	≥\$100,000
\$28/M	\$27/M	\$26/M	\$24/M

All rates are gross. Minimum impressions per month: = 100,000
Run-of-Site banner are served in rotation on *Science* (includes *Science News*) and *Science Careers*.

Targeted Banner Campaigns			
<\$20,000	≥\$20,000	≥\$50,000	≥\$100,000
\$48/M	\$47/M	\$45/M	\$43/M

All rates are gross. Minimum impressions per order: = 50,000
Target your banners to match relevant site content. As well as targeting by site or general subject areas on *Science*, you can now contextually match your ad to keywords in all content across the complete *Science* family of online journals.

Special Sponsored Banners
\$50/M; Minimum impressions per month = 200,000. All rates are gross.
Target various <i>Science</i> homepages with an exclusive message
<ul style="list-style-type: none">Anchor banner available on: jobs.sciencecareers.org homepage. <i>Science Careers</i> homepage and its affiliated pages: Articles, For Employers, and Career Resources. <i>Science</i> homepage.Rectangle banner available on: jobs.sciencecareers.org homepage.Billboard banner available on: <i>Science</i> homepage.

Banner Specifications

Science websites are responsively designed so in order to optimize your ad, please supply sizes as indicated below.

Desktop & Tablet

- Leaderboard: 728x90 pixels
- Tower: 300x600 pixels
- Rectangle: 300x250 pixels
- Anchor for desktop:
Science: 1280x60 pixels
Science Careers & Job Board: 1180x60 pixels
- Anchor for tablet: 728x90 pixels
- Billboard: 1280x250 pixels

Mobile

- Leaderboard: 320x50 pixels
- Rectangle: 320x100 pixels
- Anchor: 320x50 pixels
- Tower: 320x100 pixels

HOW TO SUBMIT ART

- Ads should be submitted as an HTML5 file, GIF, animated GIF, or JPG not to exceed 100K.
- Please provide the URL to which the banner ad will link.
- For billboard ads, the content has to be hosted by a third party.
- Submit information via email: recruitads@aaas.org.



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