

THIRD-PARTY E-MAILS

advertising.science.org

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

Third-party e-mails 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.

E-mail 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 e-mail 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 e-mail. 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

27%

Average Open Rate for Third-Party Emails*

5% — 97%

Open Rate Range for Third-Party Emails*

7%

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

1% — 31%

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

95%

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

*Salesforce Marketing Cloud Reports 2021

** Cell Associates *Science* Reader Survey 2021



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Selection Criteria

DISCIPLINES/EXPERIENCE

Chemistry

Analytical Chemistry
Biochemistry
Chemistry
Inorganic Chemistry
Materials Science
Medical/Pharmaceutical
Chem
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

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