

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

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

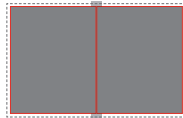
FULL-PAGE BLEED REQUIREMENTS

- Bleed size: 8 ¹/₂" × 10 ³/₄"
- Trim size: 8 ¹/₄" × 10 ¹/₂"
- Live area: 7 ³/₄" × 10"



TWO-PAGE BLEED REQUIREMENTS

- Bleed size: 16 ³/₄" × 10 ³/₄"
- Trim size: 16 ¹/₂" × 10 ¹/₂"
- Live area: 7 ³/₄" × 10" each page.
- Gutter size: ¹/₂"



BLEED AD NOTES

- For full page, keep “live matter” at least ¹/₄" (6.3 mm) from trim.
- Include ¹/₈" 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: ³/₄" (19 mm)
 - Live area: 7 ¹/₂" × 10" (190 mm × 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 ¹/₈" 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 ¹/₄" × 10 ¹/₂" (Depth: 266 mm × Width: 209 mm).
- Head trim: ¹/₈" (3.1 mm).
- Foot trim: ¹/₈" (3.1 mm) minimum, ⁵/₈" (15 mm) maximum.
- Side trim: ¹/₈" (3.1 mm) minimum, ¹/₂" (12 mm) maximum.
- Allow ¹/₈" for “scuff off” on the spine.
- Keep “live matter” at least ¹/₄" from trim.
- 2-Page Insert: 8 ³/₈" × 10 ³/₄" (Depth: 273 mm × Width: 215 mm); 10 ³/₄" (273 mm) minimum vertical size for untrimmed signature; 11 ¹/₄" (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