

## Connect with your audience through our *Science* — branded websites.

*Science* accepts a wide variety of IAB display ad units so that you can effectively reach your prospects and customers while at work or on the go. Our responsive design means your banners will be viewed in the framework of the users' device (desktop or mobile) for a more engaging experience. Talk with your *Science* sales manager to explore ROS and targeted options that connect with and engage our viewers.

### NEW POSITIONS FOR 2023

Our website update has a variety of positions available:

**Inline banners** sit within content blocks of non-research articles on the site. Our **“Sticky” Rectangle** sits in the right sidebar, and once seen, stays in view as the reader scrolls to the bottom of the page. These positions are in addition to our high-impact **Anchor** and **Billboard** banners, as well as the usual **Leaderboard**, **Rectangle**, and **Tower** banner positions.

### BANNER TARGETING

**Geographic:** specific countries, regions, or even cities.

**Contextual:** banner appears on relevant pages that include content based on keywords determined by the client.

**Behavioral:** banner appears in front of users who have recently engaged with multiple pages of subject-specific content.

**Journal or specific page:** banner appears on a certain journal page, site section, or multiple journal pages:

#### Journals

- *Science*
- *Science Advances*
- *Science Immunology*
- *Science Robotics*
- *Science Signaling*
- *Science Translational Medicine*

#### Site Sections

- *Science Home*
- *Science Careers*
- *News from Science*

More details and images of banner options and sizes can be found on our Advertiser Portal: <https://advertising.science.org/products-services/online/#onlinespecifications>

## 13,226,030

Monthly Page Views  
(All *Science*-branded sites)\*

## 9,019,659

Monthly Visits  
(All *Science*-branded sites)\*

## 75%

of visitors spend more than 5 min. per visit on the *Science* website.\*\*

## 54%

of readers took action after viewing an online banner ad.\*\*

\*January 2022 ABC Audit

\*\*2022 Cell Associates *Science* Reader Survey



#### AMERICAS

+1 202 326-6209 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

#### GREATER CHINA, SOUTH KOREA, SINGAPORE, THAILAND

+86 10 6871-1722 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

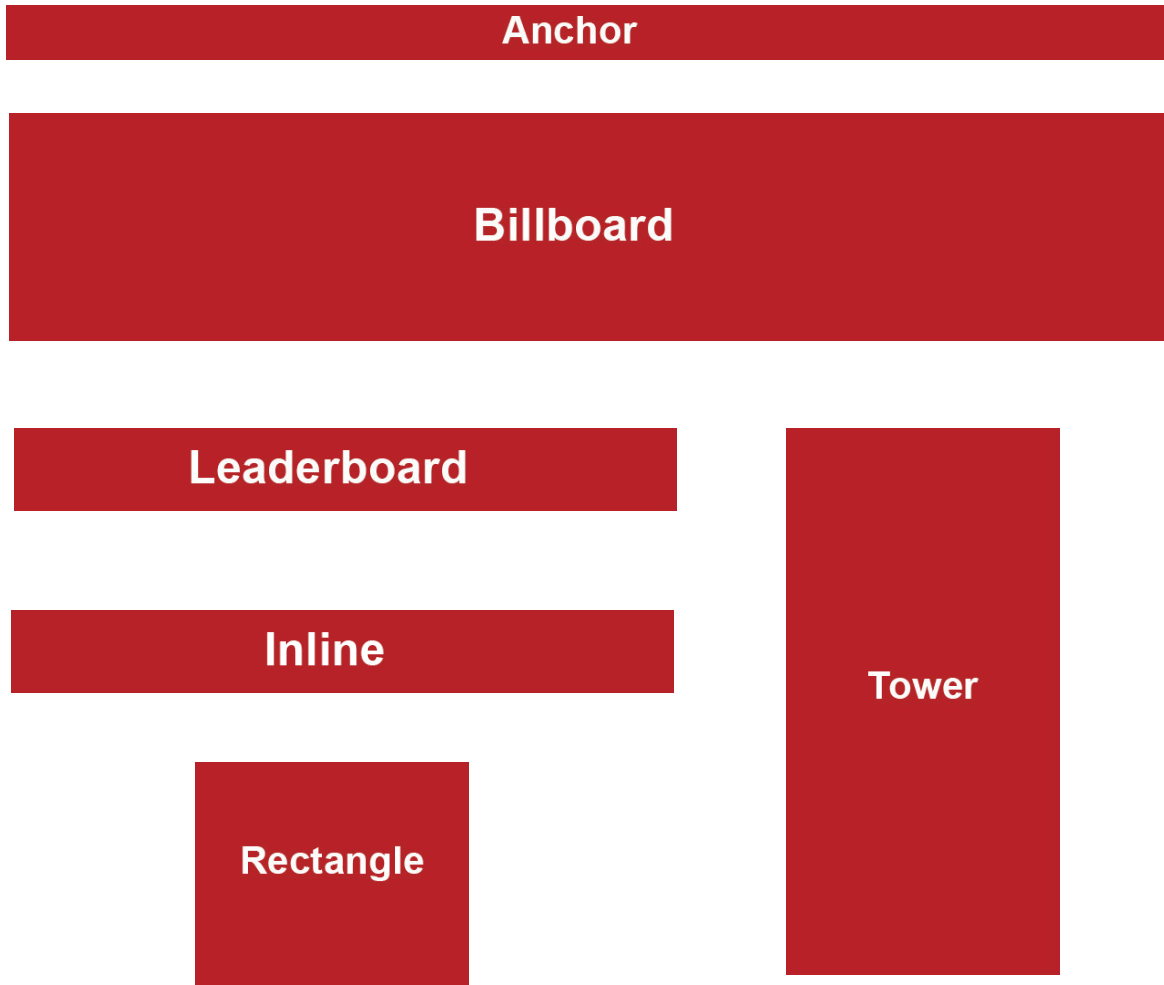
#### JAPAN

+81 (0) 3-6459-4174 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

#### EUROPE, INDIA, AUSTRALIA, NEW ZEALAND, REST OF WORLD

+41 43 243-1358 | [science\\_advertising@aaas.org](mailto:science_advertising@aaas.org)

## DESKTOP/TABLET BANNER SIZE COMPARISON



## MOBILE BANNER SIZE COMPARISON

