

# SCIENCE PRINT SPECIFICATIONS

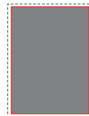


AD SIZES	IMPERIAL		METRIC	
PAGE UNIT	WIDTH	DEPTH	DEPTH	WIDTH
Full Page	7"	10"	254 mm	177 mm
2/3 Page	4 9/16"	10"	254 mm	115 mm
1/2 Horizontal	7"	4 3/4"	120 mm	177 mm
1/2 Vertical	3 3/8"	10"	254 mm	85 mm
1/3 Vertical	2 3/16"	10"	254 mm	55 mm

BLEED AD SIZES	IMPERIAL		METRIC	
PAGE UNIT	WIDTH	DEPTH	DEPTH	WIDTH
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

If *Science* is not printing your insert, 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

If *Science* is not printing your outsert, 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\\_advertise@aaas.org](mailto:science_advertise@aaas.org)

## AD DELIVERY METHOD

E-mail: [digitalads@aaas.org](mailto:digitalads@aaas.org)