

# 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

CPM Rates (non-commissionable)	
Leaderboard – Run of Site Min. 100k impressions per order	\$30
Tower – Run of Site Min. 100k impressions per order	\$30
Leaderboard – Targeted Min. 50k impressions per order	\$50
Tower – Targeted Min. 50k impressions per order	\$50
Targeted rate is charged for the following ad units and positions	
Anchor Min. 200k impressions per order	\$55
Billboard Min. 200k impressions per order	\$58
<i>Science Translational Medicine, Science Signaling, Science Immunology, Science Robotics and Science Advances</i>	\$50

Sponsorships	
The following ad units are sold as sponsorships. Rates are per month. Min. 3-month purchase.	
<i>Science Careers</i> Anchor	\$2,800
Job Board Anchor	\$2,200
Job Board Medium Rectangle	\$1,500

## 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

- Accepted ad file types include: GIF, Animated GIF (limit 6 loops), JPG, PNG, HTML5 and third-party tags.
- Graphics file should not exceed 150K.
- Must provide URL/web address where your ad is to be linked.
- Retractable and Rich Media ads require third-party tags.
- Provide instructions on where to place macros when submitting third-party ad tags.
- Please send ads at least one week in advance.
- Email ad materials to: [advertise@sciencecareers.org](mailto:advertise@sciencecareers.org)



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