

ONLINE BANNERS

advertising.science.org

Connect with current and future researchers 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 run-of-site and targeted options that connect with and engage our viewers.

BANNER POSITIONS:

- Leaderboard, Rectangle, and Tower
- Anchor and Billboard
- Inline

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>

*January 2024 AAM Audits

**2024 Cell Associates *Science* Reader Survey

14,318,721

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

8,610,160

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

5,752,618

Unique Visitors
(All *Science*-branded sites)*

74%

of visitors spend more than 10 minutes per visit on the *Science* website.**

83%

of readers took action after viewing an online banner ad on the *Science* website.**

Science | AAAS

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JAPAN

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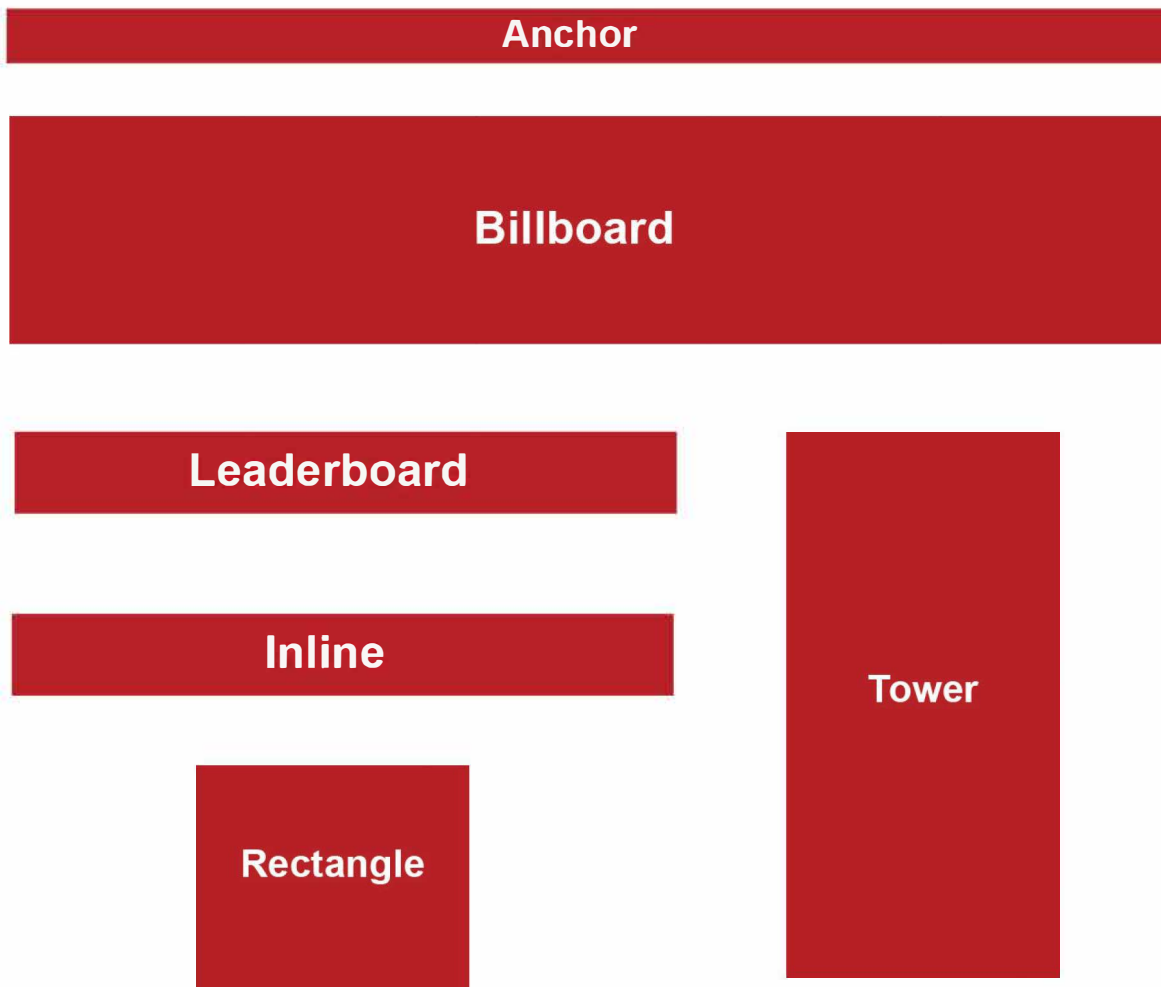
EUROPE, INDIA, AUSTRALIA, NEW ZEALAND, REST OF WORLD

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DESKTOP/TABLET BANNER SIZE COMPARISON



MOBILE BANNER SIZE COMPARISON

