

2026 *SCIENCE* ONLINE SPECIFICATIONS

BANNER ADS

RUN-OF-SITE/TARGETED BANNER SIZES

LEADERBOARD BANNER

- Desktop & Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

TOWER BANNER

- Desktop & Tablet: 300 × 600 pixels

MEDIUM RECTANGLE BANNER

- Desktop & Tablet: 300 × 250 pixels

HIGH-IMPACT BANNER SIZES

ANCHOR BANNER

- Desktop:
 - *Science*: 1280 × 60 pixels
 - *Science Careers & Job Board*: 1180 × 60 pixels
- Tablet: 728 × 90 pixels
- Mobile: 320 × 50 pixels

BILLBOARD BANNER

- Desktop: Initial: 1280 × 250 pixels

EMAIL ALERTS

- Includes space at the top AND bottom of email.
- Choice of banner ad, OR text/logo ad.
- Banner art: 468 px wide x 60 px deep; file size 100K; file type-GIF, PNG, or JPG, Animated GIF (6 loops).
- Provide URL for link.
- Text/logo ad: 150 characters (approximately 25 words). Logo should be no larger than 468 px wide × 60 px deep.
- Text only ad: 300 characters (approximately 50 words).
- Art due one week prior to send date.

THIRD-PARTY EMAILS

- Supply both html (.html, .htm) and text (.txt) versions.
- Materials due one week prior to send date.
- File size not to exceed 500K.
- Subject line not to exceed 50 characters.
- HTML file should be created using inline CSS instead of using CSS classes for style attributes. CSS classes are not supported by all email browsers.
- Use graphic files for buttons instead of HTML which can cause display and tracking issues.
- We do not accept image-only HTML files. HTML files should include image and text so that if the recipient's images are turned off, they still get the message through text.
- Images must be hosted by client using absolute URLs. Images should also include alt tags and [target="_blank"] attributes.
- Use HTML tables for layout. CSS layout will not work on all email browsers.
- Do not use Microsoft Office to create your HTML file. Our email software will not convert Office formatting into HTML code which will cause design issues.
- Do not use javascript in your HTML file.
- AAAS/*Science* unsubscribe information will be included at the bottom of the email.

Anti-spam software and security scans can affect email reporting, sometimes leading to inflated open and click rates. Many email clients and organizations automatically scan messages and links to detect malicious content before delivery. These automated checks are often counted in our tracking, even when no one has interacted with the email. We recommend adding tracking parameters to your links so that engagement can be measured more reliably through your web analytics platform.

NEWSLETTERS

SCIENCE FOCUS

- Customized topic & focus determined in advance.
- Banner ad size: 598 px wide × 94 px deep, minimum 72 dpi.
- JPEG, PNG, or TIFF format (no flash or rotating GIFs).
- Provide 200-word description with up to 3 hyperlinks.
- Customized deployment date & target audience.
- Company logo & URL.
- Art due 2 weeks prior to the send date.

CAREER PATH

- Distributed 2x per month.
- Banner ad size: 600 px wide × 74 px deep — file size 30K.
- JPG, GIF or PNG format (no flash or rotating GIFs).
- Art due 2 weeks prior to the send date.

SCIENCEADVISER

Banner Ads (top/bottom of newsletter):

- Daily newsletter
- Banner ad size: 468 px wide x 60 px deep; file size 100K
- JPG, GIF, or PNG, or JPG, Animated GIF (6 loops)
- Company logo & URL
- Art due one week prior to send date

Native Ad (ad placed mid-newsletter within the content; labeled as sponsored)

- Title text: Max 75 characters including spaces
- Description text: Max 250 characters including spaces
- Image: *Science* not permitted to use unlicensed images
 - Horizontal: 575px wide x 380px high
 - or
 - Vertical: 575px wide x 875px high
- Select your CTA: "Read Now" or "Download"
- Provide URL
- Art due one week prior to send date

For optimum engagement no brands, logos, company or product names or identifiers permitted in title, description, or image for Native ads.

> *continued on next page*

2026 **SCIENCE** ONLINE SPECIFICATIONS

HOW TO SUBMIT ART

- Accepted ad file types include: GIF, Animated GIF (limit 6 loops), JPG, PNG, HTML5 and third-party tags.
- 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.
- Submit information via email for all online advertising.
- Email: digitalads@aaas.org

For technical questions, contact our traffic department. Phone: 202 326-7072 | Email: chall@aaas.org

GENERAL ADVERTISING POLICIES

All Advertising Terms & Conditions apply. Please see: <https://www.science.org/content/page/advertising-terms-and-conditions>

All materials from advertisers will be posted online for the specified period and then removed from the *Science* server unless otherwise instructed in writing.