

THIRD PARTY EMAIL MARKETING

www.sciencecareers.org

Science e-mails your message to targeted recipients from our Science Careers registrants and/or Science online registrants. Use Science's e-mail service to recruit, advertise an award, or promote a conference. You can target your e-mail by geography, discipline, highest degree, and more. Our campaigns perform second to none.

37% Average Open Rate*

2.3% Average Click-through Rate *

90% of readers took action after reading a third-party email**

IT'S EASY

Step 1: Choose your selects. Send us a draft of your message. Your representative will work with you to finalize who to target, e.g., Molecular Biologists with a Ph.D. who are based in the United States.

Step 2: Cost Estimate. We charge \$550 per thousand names. We will confirm the number of people that we can target with the chosen selects and the total cost.

Step 3: Choose a date for your campaign. We limit the number of e-mails sent each week and your representative will be able to advise which weeks are available.

Step 4: Book your campaign. Your representative will send you the necessary paperwork to confirm the details of your e-mail campaign.

Step 5: Send Artwork and subject line. Please supply HTML (.html, .htm) of the e-mail. Subject line should not exceed 50 characters and total file size should not exceed 500kb. Any images included in the file must be hosted on your site. Materials are due one week prior to send date.

The results: After your campaign has been sent, we will send you a report showing the total number of e-mails sent, e-mails delivered, e-mails opened, and clickthroughs.

TIPS FOR SUCCESS

- Set the maximum width of your e-mail to 600 pixels or less so that users won't have to scroll horizontally.
- Use inline CSS. Not all e-mail clients will render your e-mail correctly if you link to an external CSS file or place the CSS code embedded at the top of the HTML file.
- Include ALT tags for all images when possible.
- Try to place text close to the top of the screen. Recent versions of Microsoft Outlook and many web-based e-mail clients now block images by default, and if there is no text near the top of the e-mail, all the recipient will see is blank space.
- Avoid red fonts, as this is a hallmark of spam and looked for by some spam filters.
- Check the HTML in several browsers to ensure that it renders without problem. Good, clean HTML is more likely to make it past spam filters. Using validated HTML also helps.

* Marketing Cloud Reporting, Dec. 2025

** 2025 Cell Associates Science Journal Survey Report



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Greater China/South Korea/Singapore/Thailand
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Use these E-Mail Marketing targets to recruit,
or to promote an event, award, or prize.



DISCIPLINES/EXPERIENCE

Chemistry

Analytical Chemistry
Biochemistry
Chemistry
Inorganic Chemistry
Materials Science
Medical/Pharmaceutical Chem
Nanotechnology
Organic Chemistry
Physical Chemistry
Polymer Science
Synthetic and Computational

Earth Sciences

Atmospheric Science
Climate Change
Environmental Science
Geology/Soil Sci/Geography
Marine Science
Oceanography

Engineering

Biomedical Engineering
Chemical Engineering
Electrical/Electronic Engineering
Mechanical Engineering
Nanotechnology

Health Sciences

ADME-TOX
AIDS/HIV
Cancer Research
Cardiovascular
Clinical Medicine
Clinical Research
Diagnostics
Drug Development
Drug Discovery
Endocrinology
Gerontology/Aging
Healthcare
Medicine
Nutrition
Oncology
Pathology
Personalized Medicine
Preclinical Development
Psychiatry/Psychology
Public Health
Regenerative Medicine
Toxicology
Translational Research
Vaccine Research
Veterinary Medicine

Life Sciences

Agricultural Science
Anatomy
Bioinformatics
Biology
Biomedical Sciences
Biotechnology
Botany/Plant Science
Cell Biology
Computational Biology
Developmental Biology
Ecology
Epigenetics
Evolutionary Biology
Genetics
Genomics
Immunology
Marine Biology
Microbiology
Molecular Biology
Neuroscience
Organismal Biology
Pharmacokinetics/
Pharmacodynamics
Pharmacology
Proteomics
Physiology
Signal Transduction
Stem Cells
Structural Biology
Virology
Zoology

Mathematics & Computer Science

Computer Sciences
Informatics
Information Technology
Mathematics
Statistics
Physics & Astronomy
Astronomy/Astrophysics
Biophysics
Condensed Matter
Optics & Laser Physics
Particle
Social & Behavioral Science
Anthropology/Sociology
Economics/Political Science
Education
History & Philosophy of Science
Science Policy

Other

Legal/Regulatory Affairs
Manufacturing/QA/QC
Renewable

PRODUCTS/TECHNOLOGIES

ADME-TOX
Animal Models
Antibody-Based Protein Detection
Atomic Force Microscopy
Bioinformatics
Biomarkers
Cell Signaling Assays
Cell/Tissue Culture
Chromatography
Cloning
CombiChem
Computational Chemistry
Cryogenic Systems
Crystallography/Crystallization
Data Mining

Detectors for Electromagnetic
Radiation
DNA Isolation
and Purification
Drug Discovery
Electrophoresis
Flow Cytometry
Gene Expression Analysis
Genotyping/SNP Analysis
High Content Screening
High-Throughput Screening
Image Capture and Analysis
Lasers
Mass Spectrometry
Microarray Analysis
Microfluidics

Microprobe Spectrometers
Microscopy
Mutagenesis
Next Gen Sequencing
NMR Spectroscopy
Other Microscopes
Other Optical Equipment
PCR/RT-PCR/Real-time PCR
Peptides
Power Supplies
Protein Isolation and Purification
Protein Sequence Analysis
Recombinant Protein Expression
RNAi
Robotics and Automation

Satellites or Spacecraft
Scanning Probe Microscopes
Scanning Tunneling Microscopy
Software
Spectrometry
Stem Cells
Supercomputers
Surface Plasma Resonance
Synchrotrons
Transfection/Transduction/Gene
Transfer
Transmission Electron
Microscopy
Vacuum Systems
Vector Design
Viral Vectors

ScienceCareers

FROM THE JOURNAL SCIENCE AAAS