

SCIENCE FOCUS NEWSLETTER

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Associate your brand with focused scientific topics covered in *Science* journals.

As the exclusive sponsor of a *Science Focus* Newsletter your company's brand and message will be seen by thousands of life scientists interested in your topic of choice. Plus, you'll drive traffic to your site from those with an immediate need for your products and services. Your message is packaged with articles recently published in our *Science* journals, focused on the specific scientific field of your choice.

Recent *Science Focus* Newsletters have covered Label-Free Drug Discovery and Biologics, Respiratory Viruses, NGS Library Amplification, Cell and Gene Therapy, Precision Antibodies, and Targeted Enrichment.

Whatever your scientific specialty, the *Science Focus* Newsletter delivers relevant peer-reviewed articles, news, and opinion from the *Science* journals and features your company's name throughout.

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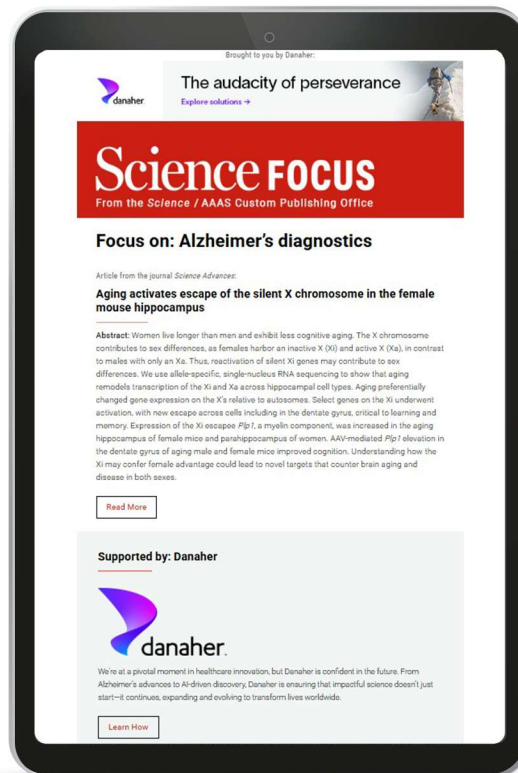
- **Banner Ad Header:** Promote a product, service, event, or your corporate brand to build awareness and recognition. Your 598x94 banner sits at the top of the newsletter.
- **Company Logo:** Prominently displayed after the first article; links to your organization's website.
- **Company Description:** Up to 200 words to promote your corporate brand with up to 3 hyperlinks to your site.
- **Hand-picked Content:** Editor will advise on the article selection (up to 5) based on the keywords you provide.
- **Focused Distribution:** Your Focus Newsletter is sent to 50,000 contacts in our audience who have specified their areas of interest and opted in to receive these newsletters.

43%

Average Open Rate*

2%

Average Click-to-Open Rate*



[Click image for sample newsletter.](#)

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Science | AAAS

advertising.science.org

AMERICAS
+1 202 336-9603 | science_advertising@aaas.org

GREATER CHINA, SOUTH KOREA, SINGAPORE,
THAILAND
+86 131 4114-0012 | science_advertising@aaas.org

JAPAN
+81 (0) 3-6459-4174 | science_advertising@aaas.org

EUROPE, INDIA, AUSTRALIA, NEW ZEALAND,
REST OF WORLD
+41 43 243-1358 | science_advertising@aaas.org