

THIRD-PARTY EMAILS

advertising.science.org

Target by research focus, discipline or geography to reach a specific audience with your product message.

Third-party emails are created by your company and sent by *Science* to a targeted audience of your choice utilizing specific science-related selects and/or geographic demographics.

Our opt-in program ensures that your messages reach scientists with a genuine interest in your product area. We'll help tailor your list selects to reach the most targeted individuals possible. Selection criteria can be found on page 2.

E-mail marketing campaigns with *Science* enhance your relationships, encourage customer loyalty, and generate leads. When you work with our trusted brand, you increase the likelihood of your marketing e-mail being opened and read by the scientific community.

CHARACTER LIMIT: None.

TOTAL FILE SIZE: Under 500k for HTML and images..

SUBJECT LINE: 50 characters or less.

MAXIMUM WIDTH: Set the maximum width of your email to 600 pixels or less to prevent horizontal scrolling.

FILE FORMATS: HTML (.html, .htm) for the HTML version of the email. Plain text (.txt) files for the text version.

RESTRICTIONS: Images should be hosted by the advertiser.
Do not use Flash, Java Script, Forms, or Video.
Do not use Microsoft Word to create your HTML file because excess code is included that is not compatible with our software.

42.92%

Average Open Rate*

32% — 63%

Open Rate Range*

4.15%

Average Click-to-Open Rate*

1% — 11%

Click-to-Open Rate Range*

90%

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

*Salesforce Marketing Cloud Reports 2025

**2025 Cell Associates *Science* Reader Survey

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

THIRD-PARTY EMAILS

advertising.science.org

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 Energy

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

Science | AAAS

advertising.science.org

AMERICAS

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

GREATER CHINA, SOUTH KOREA, SINGAPORE, THAILAND

+86 131 4114-0112 | 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