

# Ad Specifications – Print

## Paper Stock

- Covers: 70 lb. (31.75 kg)
- Text: 36 lb. (16.33 kg) matte

## Printing Process

- Covers & Text: Web offset

## Bleed Ad Notes

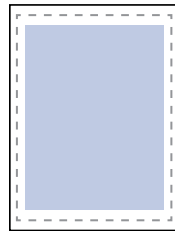
- Trim Size: 8 1/4" x 10 1/2"  
(Depth: 266 mm x  
Width: 209 mm)  
For full page, keep "live  
matter" at least 1/4" (6.3 mm)  
from trim.
- For live area of fractional  
ads use ad sizes above, not  
ad bleed sizes.

Ad Sizes		Imperial			Metric	
Page Unit	Width		Depth	Depth		Width
Full Page	7"	x	10"	254 mm	x	178 mm
2/3 Page	4 9/16"	x	10"	254 mm	x	116 mm
1/2 Horizontal	7"	x	4 3/4"	121 mm	x	178 mm
1/2 Vertical	3 3/8"	x	10"	254 mm	x	86 mm
1/3 Vertical	2 1/4"	x	10"	254 mm	x	57 mm
1/3 Square	4 9/16"	x	4 3/4"	121 mm	x	116 mm
1/4 Page	3 3/8"	x	4 3/4"	121 mm	x	86 mm
1/6 Page	2 1/4"	x	4 3/4"	121 mm	x	57 mm
Marketplace	2 1/4"	x	1"			

Ad Bleed Sizes		Imperial			Metric	
Page Unit	Width		Depth	Depth		Width
Full Page	8 1/2"	x	10 3/4"	273 mm	x	216 mm
2/3 Page	5 1/4"	x	10 3/4"	273 mm	x	134 mm
1/2 Horizontal	8 1/2"	x	5 1/4"	134 mm	x	216 mm
1/2 Vertical	4 1/4"	x	10 3/4"	273 mm	x	109 mm
1/3 Vertical	3"	x	10 3/4"	273 mm	x	77 mm
1/3 Square	5 1/4"	x	5 1/4"	134 mm	x	134 mm
1/4 Page	4 1/4"	x	5 1/4"	134 mm	x	109 mm
Spread	16 3/4"	x	10 3/4"	273 mm	x	425 mm

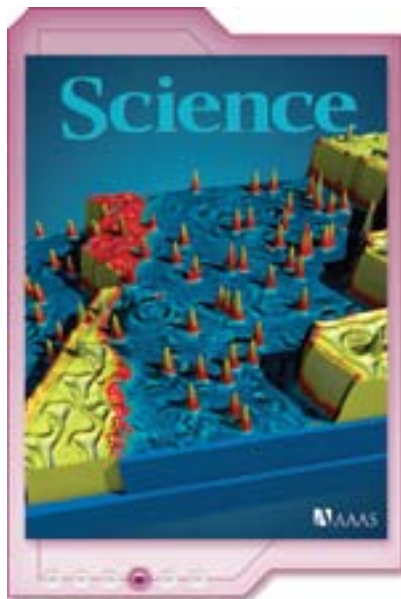
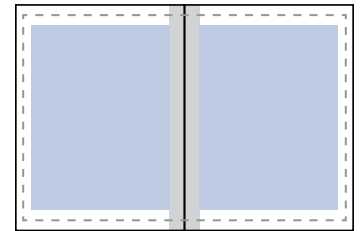
## Full-Page Bleed Requirements

- Bleed size: 8 1/2" x 10 3/4"
- Trim size: 8 1/4" x 10 1/2"
- Live area: 7 3/4" x 10"



## Two-Page Bleed Requirements

- Bleed size: 16 3/4" x 10 3/4"
- Trim size: 16 1/2" x 10 1/2"
- Live area: 7 3/4" x 10"  
each page
- Gutter size: 1/2"



## Digital File Requirements

PDF/X 1a files are the preferred digital format. If you cannot submit a file to these specifications please submit a PDF, Postscript, or EPS file with all high-resolution images and fonts embedded in the files. All required image trapping must be included in the file. Images must be SWOP (CMYK or grayscale), 300 dpi. Include 1/8" bleed with trim/bleed marks and color bars. No application files are accepted.

When transmitting files via e-mail or FTP, a copy of the ad must be faxed to 202-312-6370 for file verification. All files from advertisers will be held one year.

## Digital Proofing Requirements

All color advertisements must include a SWOP certified color proof. For a list of SWOP certified color proofing systems see — [swop.org](http://swop.org). A high-quality laser print is acceptable only for black and white advertisements.

If a SWOP proof is not supplied with a color insertion, the customer will be responsible for purchasing one of the SWOP Certified Color Proofing Packages below.

## SWOP Certified Color Proofing Packages

### Customer Package:

#### Two SWOP Certified Proofs

- One tabloid sized (11" x 17") proof for the customer (this proof will be shipped to the client)
- One tabloid sized (11" x 17") proof to follow print production
- Proofs will adhere to the SWOP standard for a No. 3 publication stock
- Produced on high-quality proofing substrate
- Includes color control bar

Cost: \$100 + shipping

### Production Package:

#### One SWOP Certified Proof

- One tabloid sized (11" x 17") proof to follow print production
- NO proof will be sent to the client
- Proof will adhere to the SWOP standard for a No. 3 publication stock
- Produced on high-quality proofing substrate
- Includes color control bar

Cost: \$50 + shipping

## Inserts/Outserts

Please contact your *Science* sales representative for quotation and availability.

- **Inserts:** Approved preprinted inserts must arrive at the printer nine calendar days prior to publication date. Advertisers must supply three sample copies to *Science* by the space reservation deadline.
- **Outserts:** Approved preprinted outserts must arrive at the printer three calendar days prior to publication date. Advertisers must supply three sample copies to *Science* by the space reservation deadline.



## Insert Requirements

- Trim Size: 8 1/4" x 10 1/2" (Depth: 266 mm x Width: 209 mm)
- Head Trim: 1/8" (3.1 mm)
- Foot Trim: 1/8" (3.1 mm) minimum, 5/8" (15 mm) maximum
- Side Trim: 1/8" (3.1 mm) minimum, 1/2" (12 mm) maximum
- Allow 1/8" for "scuff off" on the spine
- Keep "live matter" at least 1/4" from trim
- 2-Page Insert: 8 3/8" x 10 3/4" (Depth: 273 mm x Width: 215 mm), 10 3/4" (273 mm) is minimum vertical size for untrimmed signature; 11 1/4" (285 mm) is maximum. Ship flat.

## Business Reply Cards

Opposite your full-page ad only:

- Minimum size: 3 1/2" x 5"; maximum size: 4 1/4" x 6"
- Perforations must be at least 1/2" from the binding edge
- Cards will jog to head; allow 1/8" head trim
- \$1,750 if one version supplied, 80# cover maximum weight
- Business reply cards must arrive at the printer nine calendar days prior to publication date

## Delivery Methods

### E-mail:

[digitalads@aaas.org](mailto:digitalads@aaas.org)

### FTP:

[digitalads.aaas.org](http://digitalads.aaas.org)

User: daddrop

Pwd: daddrop

### CD/DVD:

- Media will not be returned
- Media can be sent to:  
**Product Advertising  
Trafficking Department**  
*Science*  
1200 New York Avenue, NW  
Washington, DC 20005 USA  
Phone: 202-326-6537  
Fax: 202-312-6370

## Publication Dates and Materials Deadline

- *Science* is published on Friday — 51 times a year
- **Space Reservations:** See Editorial Calendar for deadline dates
- All insertion orders and ad materials should be sent to:  
**Product Advertising  
Trafficking Department**  
*Science*  
1200 New York Avenue, NW  
Washington, DC 20005 USA  
Phone: 202-326-6537  
Fax: 202-312-6370