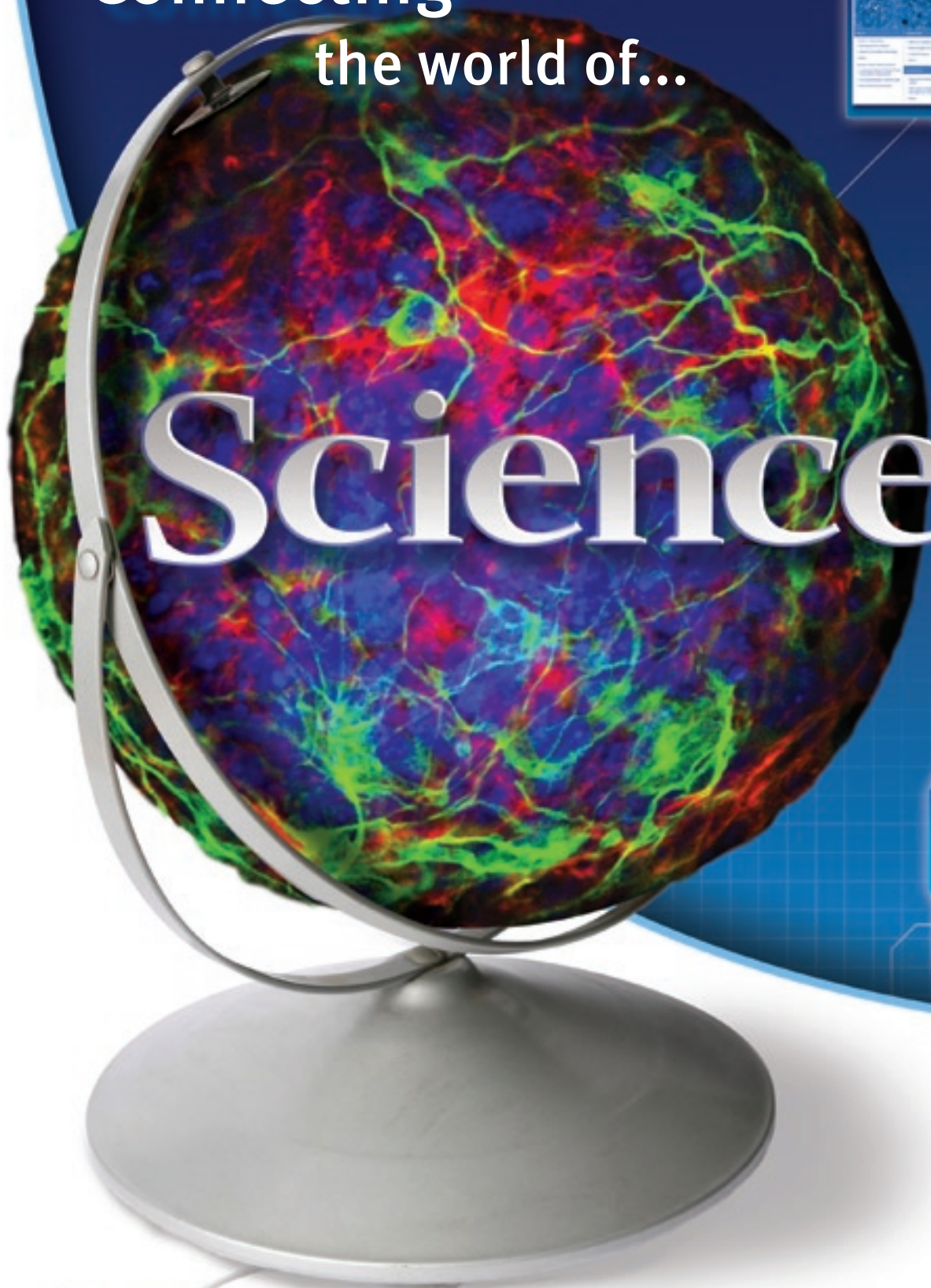


Connecting
the world of...

Science



2009

Product Advertising Media Kit



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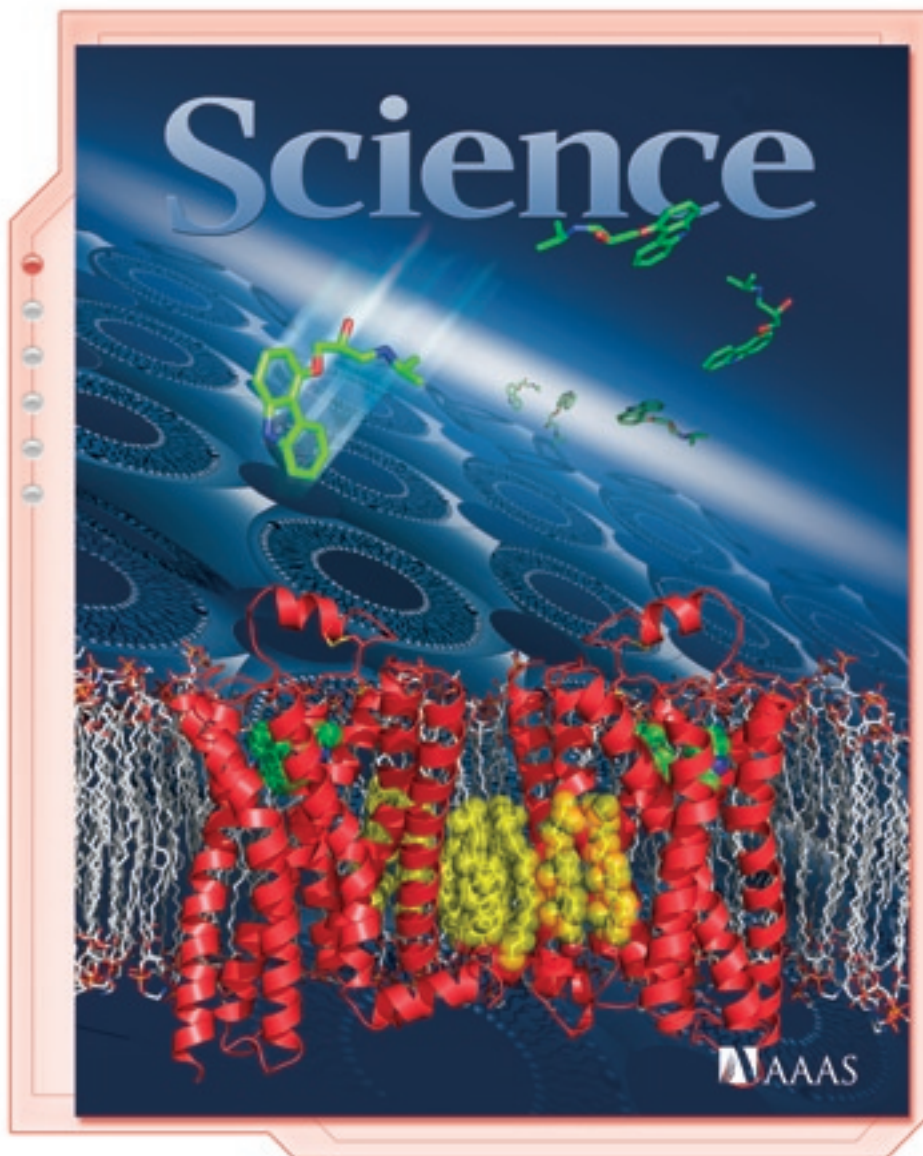
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#1 Reason to Advertise with *Science*

Science is a leading scientific journal, providing readers with award-winning news and leading-edge original research.

Only *Science* offers an array of opportunities each week to reach researchers across the globe who need your products and have the power to buy them. Maximize the return on your marketing investment. Compare *Science's* industry-low CPM of \$65 to other

journals and you'll see that your advertising message reaches the largest number of individual scientists for the lowest cost. *Science* delivers more impact for less.



700,000

print readers each week*

92,200

life scientists receive *Science* each week*

131,286

qualified weekly subscribers to *Science***

2,695,084

Science online page requests per week on average*

ADVERTISING LEADER

*Publisher's Own Data, August 2008 **BPA, June 2008

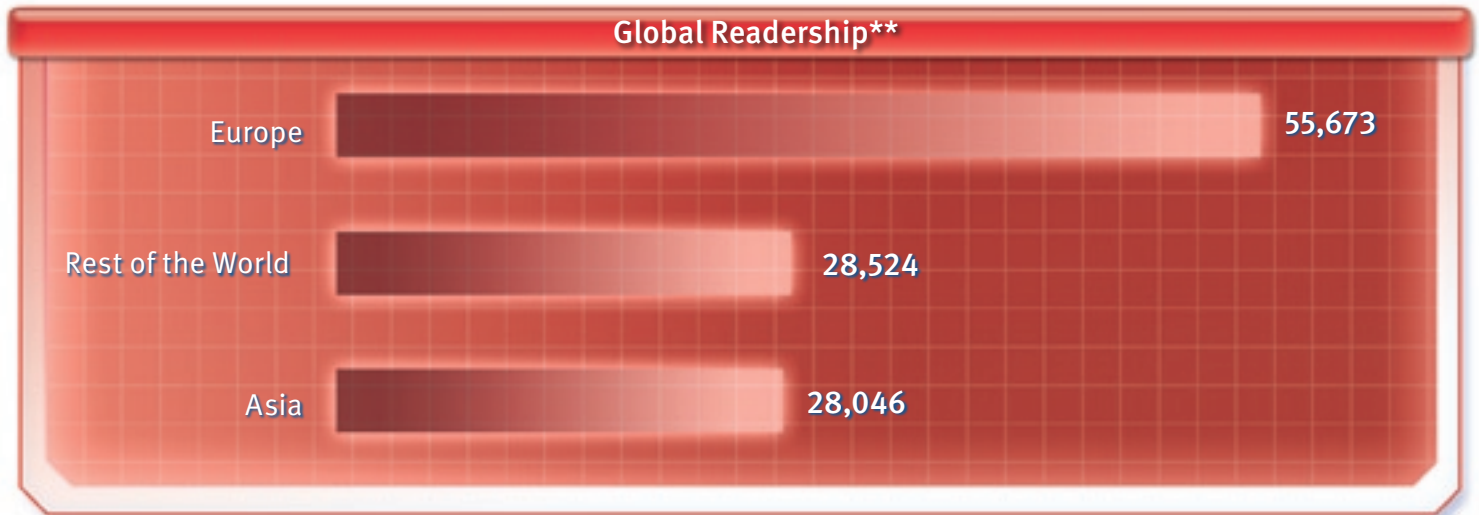
Global Reach

Science magazine has 24,401 non-US subscribers with 12,103 subscribers in Europe alone.* With an average of 4.6 readers for every subscription, that totals over 55,000 European readers every week just in print!*

Reach the Top Decision Makers in Europe

40% of individual European subscribers have or share final purchase authority; 70% of these decision makers report that they have lab budgets of €25,000 or more. 80% of individual readers in Europe read their weekly issue of *Science* within a week of receiving

it and 96% save or share their issues of *Science*.** All of this means that your ad is reaching European readers who have the power to purchase your products.



AAAS at Work

Landmark Agreements with China

In response to China's remarkable economic growth and increased investment in R&D, AAAS and China's S&T leaders have embarked on a new engagement in publishing, education, and other projects. *Science* currently maintains a news bureau in Beijing and the EurekAlert! news service for journalists debuted a Chinese-language portal.

Asia — Building Relationships and Breaking into New Markets

AAAS and *Science* are penetrating new markets to boost our profile. In China, Korea, and Vietnam — three burgeoning markets — AAAS and *Science* staff are working to increase distribution with new site license and programmatic activities, including working closely with the Chinese Academy of Sciences. In Korea, *Science* has signed a new site license deal to bring *Science* to major research universities. Add this to our still growing presence in key markets like Japan and *Science*'s strategic growth can help your company get its product message to key international markets.

Couple these efforts with the fact that a majority of our readers in Asia are involved in purchasing — 44% of Asia/Pacific Rim subscribers have or share final purchasing authority and 63% of decision makers have lab budgets of US\$50,000 or more — and you will see for growth in Asia, and beyond, turn to *Science*.**



ADVERTISING LEADER

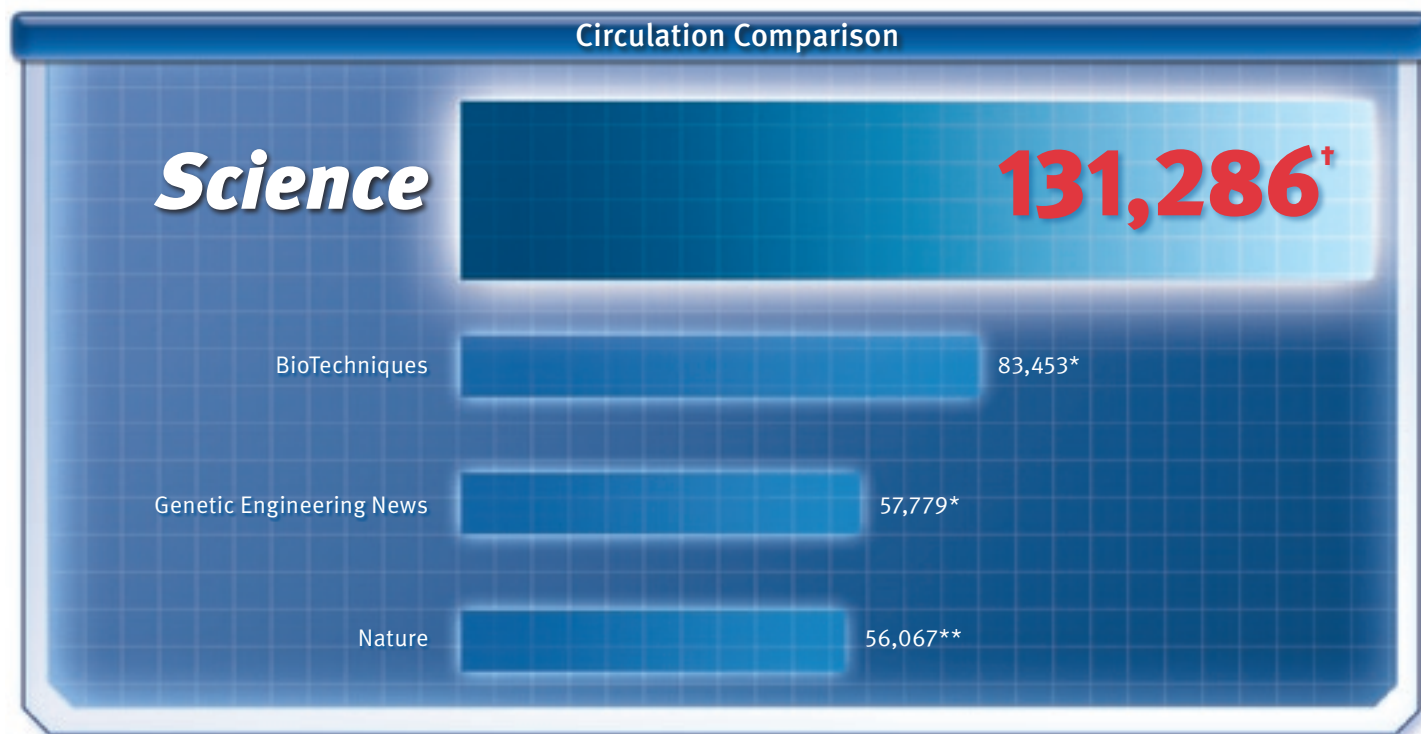
*BPA, June 2008 **Publisher's Own Data, August 2008

Circulation and Readership

Science's total qualified circulation is **131,286[†]** and pass-along readers bring total worldwide weekly readership to more than **700,000[‡]** scientists.

Extensive Reach

With a weekly circulation of **131,286[†]**, *Science* more than doubles the audience of any other general science journal. When you take into consideration the pass-along readership, *Science* reaches more than **700,000[‡]** readers each week — in print alone.



*BioTechniques and Genetic Engineering News circulations are based on December 2007 BPA statement.
**Nature circulation is based on June 2007 BPA statement.

Resounding Results

83%[‡] of *Science*'s individual subscribers are involved in product purchasing decisions. Additionally, 53%[‡] of subscribers consider *Science* the most useful resource when looking for a specific product or supplier. The result — more readers with resources and decision-making power are reading your ad each week.

Purchasing Power

Worldwide, *Science*'s life science subscribers have an estimated combined budget of \$15 billion.[‡] With 83% of individual subscribers involved in purchasing decisions, your ads are seen by people who have the resources and purchasing authority for your products and services.



[†]BPA, June 2008 [‡]Publisher's Own Data, August 2008

AAAS at Work

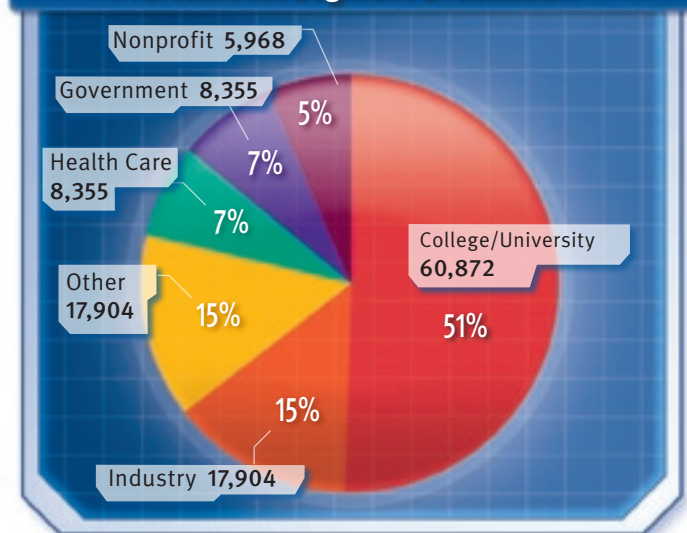
Largest S&T Policy Fellows Class

The largest class in the 34-year history of the fellowship placed 162 early- to senior-career professionals with US congressional offices and federal agencies. The Fellows use their science and engineering skills to support public policy making based on sound science. The nearly 2,000 alumni of the program continue to help improve the policy climate.

First Choice for Product Information

When looking for specific products or suppliers, readership research shows that scientists rank *Science* as “the most useful journal.” In fact, 80% of readers in the US and 96% in Europe save, or share with a colleague, their copies of *Science* for use as a product source book reference when they are ready to buy.*

Professional Segment Breakdown*



Industry Crossover of 42% Means More Industry Readers*

Of *Science* subscribers not actively working in the industry, readership research shows that 42% are currently involved as consultants, and more, in the industry — predominantly in pharmaceutical and biotechnology sectors.

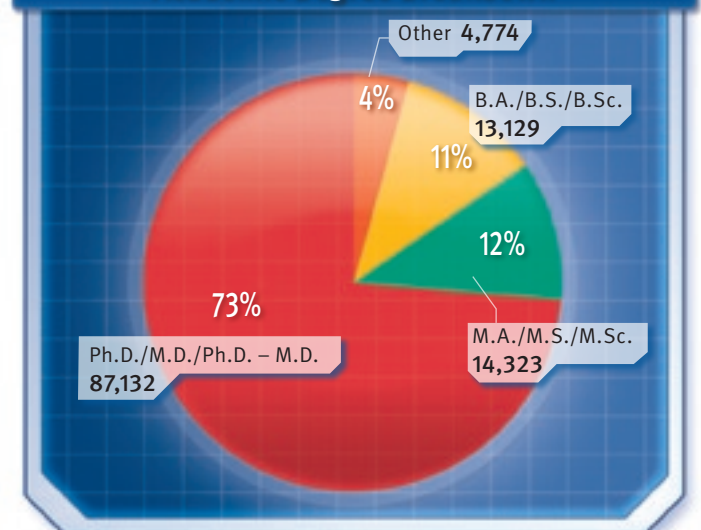
The Point: *Science* Sells

Other magazines and journals may claim to provide more leads at less expensive ad rates, but no one reaches the decision makers in the life sciences and delivers top-tier results like *Science*.

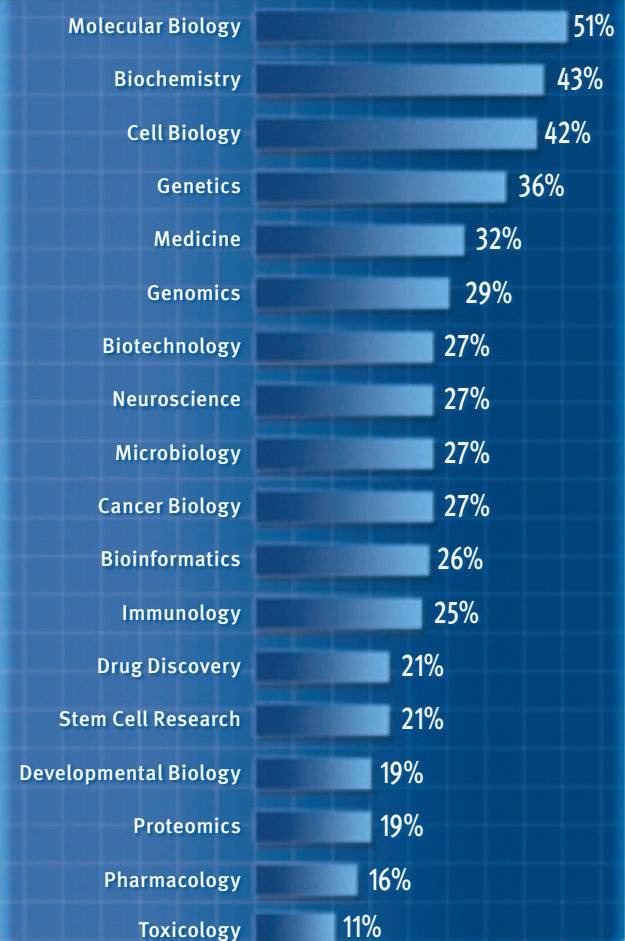
Connect with More Than 92,200 Life Scientists*

Each week, *Science* reaches more than 92,200 individuals working in the life sciences — delivering complete worldwide market coverage to the researchers you need to access. Our life science reach alone is more than the entire circulation of other general science journals.

Academic Degree Breakdown*



Science Readers' Areas of Work or Interest*



*Publisher's Own Data, August 2008 (*Science* readers working in the life sciences)

Impact

There's only one source for news and research with impact – *Science*.

For Impact – Turn to *Science*

Science delivers superior editorial quality that readers have come to expect. We have worked diligently to ensure *Science* remains the leading scientific journal and continues to publish groundbreaking research.

Rigorous Review

In the past year, *Science* has received more than 12,000 papers submitted for publication. Only 1 in 15, or just over 6%, are sufficiently noteworthy and selected for publication in *Science*.

A Must Read for All Scientists

According to readership studies, *Science* is the “must read” journal that scientists can't miss. Feedback on *Science* and *Science* Office of Publishing and Member Services products, including *Science* Collections Booklets, and more, is overwhelmingly positive and speaks to the outstanding quality of editorial products published each week.



A Selection of Top Cited Papers in *Science**

This chart shows a selection of the top cited papers that have appeared in *Science*. Each week researchers look to the pages of *Science* for leading-edge research. Make sure your ad is seen and read with the best.

| Rank | Title | First Author | Date |
|------|--|-------------------|-------------------|
| 1 | Primer-directed enzymatic amplification of DNA with a thermostable DNA polymerase | R.K. Saiki | 29 January 1988 |
| 2 | Enzymatic amplification of beta-globin genomic sequences and restriction site analysis for diagnosis of sickle cell anemia | R.K. Saiki | 20 December 1985 |
| 3 | Optimization by Simulated Annealing | S. Kirkpatrick | 13 May 1983 |
| 4 | The steroid and thyroid hormone receptor superfamily | R.M. Evans | 13 May 1988 |
| 5 | p53 mutations in human cancers | M. Hollstein | 5 July 1991 |
| 6 | Studies and perspectives of protein kinase C | Y. Nishizuka | 18 July 1986 |
| 7 | Screening lambda _{gt} recombinant clones by hybridization to single plaques in situ | W.D. Benton | 8 April 1977 |
| 8 | The Fluid Mosaic Model of the Structure of Cell Membranes | S.J. Singer | 18 February 1972 |
| 9 | Isolation of a T-lymphotropic retrovirus from a patient at risk for acquired immune deficiency syndrome (AIDS) | F. Barre-Sinoussi | 20 May 1983 |
| 10 | Amino Acid Metabolism in Mammalian Cell Cultures | H. Eagle | 21 August 1959 |
| 11 | The Resonating Valence Bond State in La ² CuO ₄ and Superconductivity | P.W. Anderson | 6 March 1987 |
| 12 | Isolation of a cDNA clone derived from a blood-borne non-A, non-B viral hepatitis genome | Q.L. Choo | 21 April 1989 |
| 13 | Differential display of eukaryotic messenger RNA by means of the polymerase chain reaction | P. Liang | 14 August 1992 |
| 14 | Human breast cancer: correlation of relapse and survival with amplification of the HER-2/neu oncogene | D.J. Slamon | 9 January 1987 |
| 15 | Apoptosis in the pathogenesis and treatment of disease | C.B. Thompson | 10 March 1995 |
| 16 | The protein kinase family: conserved features and deduced phylogeny of the catalytic domains | S.K. Hanks | 1 July 1988 |
| 17 | Judgment under Uncertainty: Heuristics and Biases | A. Tversky | 27 September 1974 |
| 18 | Intracellular signaling by hydrolysis of phospholipids and activation of protein kinase C | Y. Nishizuka | 23 October 1992 |
| 19 | Identification of the cystic fibrosis gene: cloning and characterization of complementary DNA | J.R. Riordan | 8 September 1989 |
| 20 | Angiogenic factors | J. Folkman | 23 January 1987 |
| 21 | Mitochondria and Apoptosis | D.R. Green | 28 August 1998 |
| 22 | Plaque Formation in Agar by Single Antibody-Producing Cells | N.K. Jerne | 26 April 1963 |
| 23 | Detection, isolation, and continuous production of cytopathic retroviruses (HTLV-III) from patients with AIDS and pre-AIDS | M. Popovic | 4 May 1984 |
| 24 | The Sequence of the Human Genome | J.C. Venter | 16 February 2001 |
| 25 | New perspectives in cell adhesion: RGD and integrins | E. Ruoslahti | 23 October 1987 |



*Custom Report from Thompson ISI Journal Citation Reports for *Science*

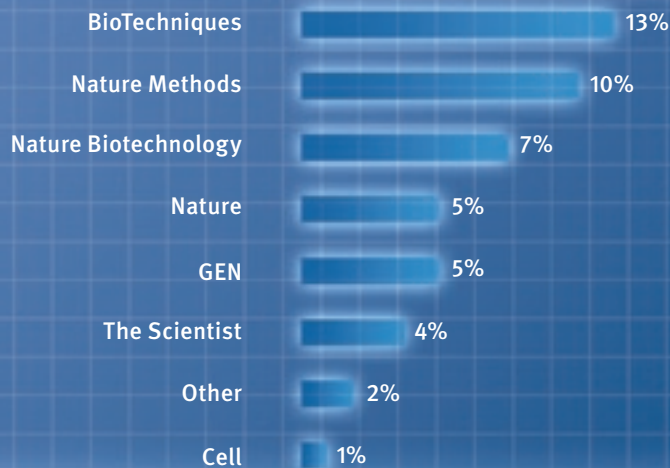
Science vs. the Competition: Cost-Per-Thousand

| Publication | June 2008 BPA Circulation | 2008 Cost/Page (1X FP BW) | Cost/Thousand |
|--------------------------|---------------------------|---------------------------|---------------|
| Science | 131,286 * | \$8,560 | \$65 |
| BioTechniques | 83,453 ** | \$8,985 | \$108 |
| Genetic Engineering News | 57,779 ** | \$6,850 **** | \$119 |
| Nature | 56,067 *** | \$9,150 | \$163 |
| Cell | 19,287 * | \$4,134 | \$214 |
| Nature Biotechnology | 14,975 ** | \$6,489 | \$433 |

Most Useful Journal†

Science

53%

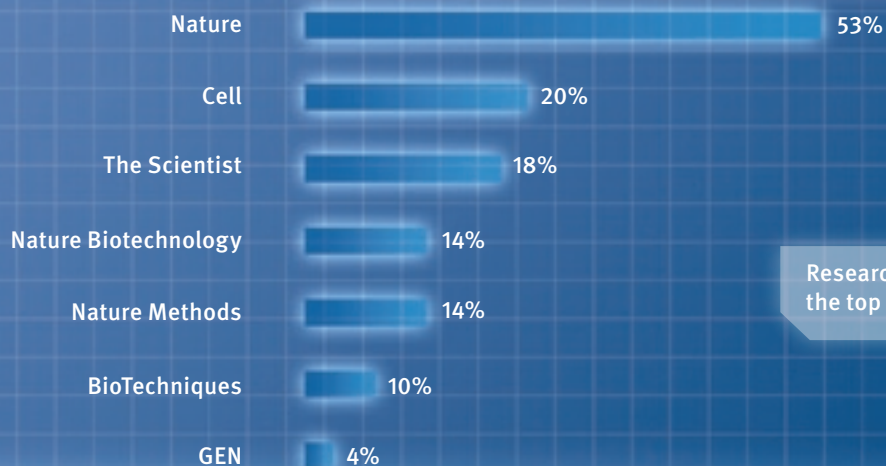


An overwhelming majority of scientists chose *Science* when asked this question: "Which of the following publications are most useful when looking for a specific product or supplier?"

Regular Readership†


Science

91%




Researchers consistently rank *Science* as the top journal they regularly read.


Science* and *Cell* circulations are based on June 2008 BPA statement. *BioTechniques*, *Nature Biotechnology* and *Genetic Engineering News* circulations are based on December 2007 BPA statement. ****Nature's* circulation is based on June 2007 BPA statement. This is the most recent *Nature* BPA statement as of August 2008. *****Tabloid Size* †*Publisher's Own Data*, August 2008

| Issue/ Mail Date | Feature | Meeting Bonus Distributions | Readership Studies | Deadlines | |
|------------------------|---|--|---|---------------------|--------------------|
| | | | | Reserve Ad Space | File to Science |
| JANUARY | | | | | |
| 2 | Education & Technology | Mac World Exposition, 5-9 January, San Francisco, CA Epigenetics, Development and Human Disease, 5-10 January, Breckenridge, CO (KS) Angiogenesis and Lymphangiogenesis in Cancer, 6-10 January, Big Sky, MT (KS) American Astronomical Society, 7-10 January, Long Beach, CA Graduate Research Seminar: Macromolecular Materials, 10-11 January, Ventura, CA (GRC) | | 5 Dec. | 8 Dec. |
| 9 | | Graduate Research Seminar: Macromolecular Materials, 10-16 January, Ventura, CA (GRC) Hydrocarbon Resources, 11-16 January, Ventura, CA (GRC) Macromolecular Materials, 11-16 January, Ventura, CA (GRC) Mobilizing Cellular Immunity for Cancer Therapy, 11-16 January, Snowbird, UT (KS) Plant Sensing, Response and Adaptation to the Environment, 11-16 January, Big Sky, MT (KS) RNA Editing, 11-16 January, Galveston, TX (GRC) The Many Faces of Ubiquitin, 11-16 January, Copper Mountain, CO (KS) Innate, Adaptive and Regulatory Immune Responses to Intestinal Microbiota, 13-18 January, Taos, NM (KS) | | 12 Dec. | 15 Dec. |
| 16 | Sample Handling/ Storage (New Product Focus) | Graduate Research Seminar: Molecular Energy Transfer, 17-18 January, Ventura, CA (GRC) Chemical and Biological Terrorism Defense, 18-23 January, Galveston, TX (GRC) Mechanotransduction in Physiology and Disease, 18-23 January, Taos, NM (KS) Molecular Energy Transfer, 18-23 January, Ventura, CA (GRC) Allergy and Asthma, 20-25 January, Keystone, CO (KS) Fibrosis, 20-25 January, Keystone, CO (KS) Obesity: Novel Aspects of the Regulation of Body Weight, 20-25 January, Banff, Alberta, Canada (KS) Type 2 Diabetes and Insulin Resistance, 20-25 January, Banff, Alberta, Canada (KS) Multiple Sclerosis, 21-26 January, Santa Fe, NM (KS) Lab Automation, 25-27 January, Palm Springs, CA | | 19 Dec. | 22 Dec. |
| 23 | | Cancer Genetics and Epigenetics, 25-30 January, Ventura, CA (GRC) Emerging Tumor Suppressors, 25-30 January, Taos, NM (KS) Molecular Approaches for Emergent / Re-Emergent Tropical Diseases, 25-30 January, Galveston, TX (GRC) Omics Meets Cell Biology, 25-30 January, Breckenridge, CO (KS) Tuberculosis: Biology, Pathology and Therapy, 25-30 January, Keystone, CO (KS) | | 2 Jan. | 5 Jan. |
| 30 | Lab Solutions | Frontiers in Reproductive Biology and Regulation of Fertility, 1-5 February, Santa Fe, NM (KS) Pathogenesis and Immune Regulation in Helminth Infections, 1-5 February, Tahoe City, CA (KS) Plant Lipids: Structure, Metabolism and Function, 1-6 February, Galveston, TX (GRC) Renewable Energy: Solar Fuels, 1-6 February, Ventura, CA (GRC) TH17 Cells in Health and Disease, 5-10 February, Vancouver, British Columbia, Canada (KS) Chemical Reactions at Surfaces, 8-13 February, Ventura, CA (GRC) | | 9 Jan. | 12 Jan. |
| FEBRUARY | | | | | |
| 6 | Advances in Evolution | American Association for the Advancement of Science Annual Meeting, 12-16 February, Chicago, IL Immunologic Memory and Host Defense, 8-13 February, Keystone, CO (KS) Salivary Glands and Exocrine Secretion, 8-13 February, Ventura CA (GRC) Therapeutic Modulation of RNA Using Oligonucleotides, 8-13 February, Lake Louise, Alberta, Canada (KS) Physical Virology, 15-20 February, Galveston, TX (GRC) | | 14 Jan. | 16 Jan. |
| 13 | Essential Lab Equipment (New Product Focus) | Frontiers of NMR in Biology, 15-20 February, Santa Fe, NM (KS) Axonal Connections: Molecular Cues for Development and Regeneration, 17-22 February, Keystone, CO (KS) Neurodegenerative Diseases: New Molecular Mechanisms, 17-22 February, Keystone, CO | | 23 Jan. | 26 Jan. |
| 20 | Proteomics 1: MS Purification/ Separation (Ad Feature) Gordon Research Conferences Program (GRC) | US Human Proteome Organization, 22-25 February, San Diego, CA Biophysical Society, 28 February - 4 March, Boston, MA Cilia, Mucus and Mucociliary Interactions, 22-27 February, Barga, Italy (GRC) Imaging and Drug Development, 22-26 February, Copper Mountain, CO (KS) Protons and Membrane Reactions, 22-27 February, Ventura, CA (GRC) The Neurobiology of Pain and Analgesia, 22-27 February, Santa Fe, NM (KS) B Cells in Context, 24 February - 4 March, Taos, NM (KS) Complications of Diabetes and Obesity, 24 February - 4 March, Vancouver, British Columbia, Canada (KS) Dissecting the Vasculature: Function of Molecular Mechanisms and Malfunction, 24 February - 4 March, Vancouver, British Columbia, Canada (KS) Chromatin Dynamics and Higher Order Organization, 25 February - 2 March, Coeur d'Alene, ID (KS) Global Discovery & Development Innovation Forum, 2-3 March, London, UK | | 30 Jan. | 2 Feb. |
| 27 | Lab Solutions | Gaseous Ions: Structures, Energetics and Reactions, 1-6 March, Galveston, TX (GRC) Genome Instability and DNA Repair, 1-6 March, Taos, NM (KS) Regulatory T Cells, 1-6 March, Keystone, Colorado (KS) Epigenetic Basis of Neurodevelopmental Disorders, 6-10 March, Keystone, CO (KS) The Molecular Basis of Schizophrenia and Bipolar Disorder, 6-10 March, Keystone, CO (KS) International Congress on Climate Change, 10-12 March, Copenhagen, Denmark |  | 6 Feb. | 9 Feb. |
| MARCH | | | | | |
| 6 | In Vivo Imaging (Ad Feature) | Pittcon, 8-13 March, Chicago, IL Analytica Vietnam, 18-20 March, Hanoi, Vietnam Inorganic Reaction Mechanisms, 8-13 March, Galveston, TX (GRC) Vascular Cell Biology, 8-13 March, Ventura, CA (GRC) Cardiac Disease: Development, Regeneration and Repair, 15-20 March, Asheville, NC (KS) Chemical Senses: Receptors and Circuits, 15-20 March, Tahoe City, CA (KS) Extrinsic Control of Tumor Genesis and Progression, 15-20 March, Vancouver, British Columbia, Canada (KS) Society for General Microbiology, 30 March - 2 April, Harrogate, UK | | 11 Feb. | 13 Feb. |


Editorial Calendar Key located on page 12.

| Issue/ Mail Date | Feature | Meeting Bonus Distributions | Readership Studies | Deadlines | |
|------------------------|---|---|---|---------------------|--------------------|
| | | | | Reserve Ad Space | File to Science |
| 13 | | Society of Toxicology, 15-19 March, Baltimore, MD American Physical Society, 16-20 March, Pittsburgh, PA National Science Teachers Association - National, 19-22 March, New Orleans, LA American Chemical Society Spring, 22-26 March, Salt Lake City, UT Science/UCSF Biotech Industry Career Fair, 2 April, San Francisco, CA Polar Marine Science, 15-20 March, Barga, Italy (GRC) Cell Death Pathways, 22-27 March, Whistler, British Columbia, Canada (KS) Drug Discovery for Protozoan Parasites, 22-26 March, Breckenridge, CO (KS) HIV Immunobiology: From Infection to Immune Control, 22-27 March, Keystone, CO (KS) Mitochondrial Dynamics and Physiology, 22-27 March, Whistler, British Columbia, Canada (KS) Multi-Drug Efflux Systems, 22-27 March, Galveston, TX (GRC) Prevention of HIV/AIDS, 22-27 March, Keystone, CO (KS) | | 20 Feb. | 23 Feb. |
| 20 | | National Postdoctoral Association Meeting, 27-29, March, Houston, TX Antibodies as Drugs, 27 March - 1 April, Whistler, British Columbia, Canada (KS) Targeted Cancer Therapies, 27 March - 1 April, Whistler, British Columbia, Canada (KS) |  | 27 Feb. | 2 Mar. |
| 27 | Cell/Tissue Culture (New Product Focus) Lab Solutions | Dendritic Cells, 29 March - 3 April, Banff, Alberta, Canada (KS) Gradient Sensing and Directed Cell Migration, 29 March - 3 April, Galveston, TX (GRC) Pattern Recognition Molecules and Immune Sensors of Pathogens, 29 March - 3 April, Banff, Alberta, Canada (KS) Signal Transduction within the Nucleus, 29 March - 3 April, Ventura, CA (GRC) Common Mechanisms in Arrhythmias and Heart Failure, 2-7 April, Keystone, CO (KS) | | 6 Mar. | 9 Mar. |
| APRIL | | | | | |
| 3 | | European Geosciences Union, 19-24 April, Vienna, Austria The Future of Biofuels, 4-8 April, Snowbird, UT (KS) Materials Research Society Spring Meeting, 13-17 April, San Francisco, CA | | 13 Mar. | 16 Mar. |
| 10 | <i>Advances in Biochemistry</i> Genomics 1: Next Gen Sequencing (Ad Feature) | American Association for Cancer Research, 18-22 April, Denver, CO Experimental Biology, 18-22 April, New Orleans, LA, [Sponsoring Societies: The American Association of Anatomists (AAA); The American Physiological Society (APS); American Society for Biochemistry and Molecular Biology (ASBMB); American Society for Investigative Pathology (ASIP); American Society for Nutrition (ASN); American Society for Pharmacology and Experimental Therapeutics (ASPET)] |  | 20 Mar. | 23 Mar. |
| 17 | Proteomics (New Product Focus) | Stem Cell Niche Interactions, 21-26 April, Whistler, British Columbia, Canada (KS) Complex Lipids in Biology: Signaling, Compartmentalization and Disease, 22-27 April, Olympic Valley, CA (KS) PI 3-Kinase Signaling in Disease, 22-27 April, Olympic Valley, CA (KS) The Biology of RNA Silencing, 25-30 April, Victoria, British Columbia, Canada (KS) 19th European Congress of Clinical Microbiology and Infectious Diseases (ECCMID), 16-19 May, Helsinki, Finland | | 27 Mar. | 30 Mar. |
| 24 | Lab Solutions | Human Immunology and Immunodeficiencies, 12-17 May, Beijing, China (KS) | | 3 Apr. | 6 Apr. |
| MAY | | | | | |
| 1 | | American Association of Immunologists Annual Meeting, 8-12 May, Seattle WA ACHEMA, 11-15 May, Frankfurt, Germany | | 10 Apr. | 13 Apr. |
| 8 | <i>Advances in Microbiology</i> Molecular Diagnostics (Ad Feature) | American Society for Microbiology, 17-21 May, Philadelphia, PA Biotechnology Industry Organization, 18-21 May, Atlanta, GA Biotechnology Industry Organization Career Fair, Date TBD, Atlanta, GA Graduate Research Seminar: Dendrites, 16-17 May, Barga, Italy (GRC) Dendrites: Molecules, Structure and Function, 17-22 May, Barga, Italy (GRC) | | 17 Apr. | 20 Apr. |
| 15 | Nucleic Acid Purification + Manipulation (Ad Feature) | European Society of Human Genetics (ESHG), 23-26 May, Vienna, Austria | | 24 Apr. | 27 Apr. |
| 22 | | American Society of Gene Therapy, 28 May - 1 June, Boston, MA Graduate Research Seminar: CAG Triplet Repeat Disorders, 30-31 May, Waterville, NH (GRC) CAG Triplet Repeat Disorders, 31 May - 5 June, Waterville, NH (GRC) Nucleic Acids, 31 May - 5 June, Biddeford, ME (GRC) |  | 1 May | 4 May |
| 29 | Lab Solutions | Protein Dynamics, Allostery and Function, 5-10 June, Keystone, CO (KS) Graduate Research Seminar: Combinatorial Chemistry, 6-7 June, New London, NH (GRC) Graduate Research Seminar: Phagocytes, 6-7 June, Waterville, NH (GRC) Coastal Ocean Circulation, 7-12 June, New London, NH (GRC) Combinatorial Chemistry, 7-12 June, New London, NH (GRC) Neural Circuits and Plasticity, 7-12 June, Newport, RI (GRC) Phagocytes, 7-12 June, Waterville, NH (GRC) | | 8 May | 11 May |
| JUNE | | | | | |
| 5 | Imaging and Microscopy (New Product Focus) | Federation of European Microbiological Society Congress 2009 (FEMS), 28 June - 2 July, Göteborg, Sweden MicroRNA and Cancer, 10-15 June, Keystone, CO (KS) Graduate Research Seminar: Magnetic Resonance, 13-14 June, Biddeford, ME (GRC) Antigen Cross-Presentation, 14-19 June, Barga, Italy (GRC) Magnetic Resonance, 14-19 June, Biddeford, ME (GRC) | | 15 May | 18 May |

Editorial Calendar Key located on page 12.

| Issue/ Mail Date | Feature | Meeting Bonus Distributions | Readership Studies | Deadlines | |
|------------------------|--|---|---|---------------------|--------------------|
| | | | | Reserve Ad Space | File to Science |
| 12 | | BioExpo Japan, 1-3 July, Tokyo, Japan Graduate Research Seminar: Inorganic Chemistry, 20-21 June, Biddeford, ME (GRC) Graduate Research Seminar: Polyamines, 20-21 June, Waterville, NH (GRC) Graduate Research Seminar: Polymers, 20-21 June, South Hadley, MA (GRC) Atherosclerosis, 21-26 June, Tilton, NH (GRC) Deregulation of Transcription in Cancer, 21-26 June, Killarney, Co. Kerry, Ireland (KS) Inorganic Chemistry, 21-26 June, Biddeford, ME (GRC) Mycotoxins and Phycotoxins, 21-26 June, New London, NH (GRC) Nuclear Chemistry, 21-26 June, New London, NH (GRC) Polyamines, 21-26 June, Waterville, NH (GRC) Polymers, 21-26 June, South Hadley, MA (GRC) Apoptotic Cell Recognition and Clearance, 28 June - 3 July, New London, NH (GRC) Cell Contact and Adhesion, 28 June - 3 July, Waterville, NH (GRC) Chemistry of Supramolecules and Assemblies, 28 June - 3 July, Waterville, ME (GRC) Nonlinear Science, 28 June - 3 July, South Hadley, MA (GRC) Photosynthesis, 28 June - 3 July, Smithfield, RI (GRC) Physical Organic Chemistry, 28 June - 3 July, Holderness, NH (GRC) Stress Proteins in Growth, Development and Disease, 28 June - 3 July, Andover, NH (GRC) | | 20 May | 22 May |
| 19 | Technologies for Gene Transfer (Ad Feature) | Federation of European Biological Society Congress 2009 (FEBS), 4-9 July, Prague, Czech Republic Society for Experimental Biology (SEB) Annual Congress, 28 June - 1 July, Glasgow, UK 6th World Conference of Science Journalists, 29 June - 2 July, London, UK | | 29 May | 1 June |
| 26 | <i>Advances in Developmental Biology</i> Lab Solutions | International Society for Stem Cell Research, 8-11 July, Barcelona, Spain Biological Molecules in the Gas Phase, 5-10 July, Tilton, NH (GRC) Cell Growth and Proliferation, 5-10 July, Waterville, ME (GRC) Cellular Osmoregulation: Sensors, Transducers and Regulators, 5-10 July, Biddeford, ME (GRC) Darwin Festival 2009, 5-10 July, Cambridge, UK Drug Metabolism, 5-10 July, Holderness, NH (GRC) Molybdenum and Tungsten Enzymes, 5-10 July, Barga, Italy (GRC) Origin of Solar Systems, 5-10 July, South Hadley, MA (GRC) Photochemistry, 5-10 July, Smithfield, RI (GRC) Radiation and Climate, 5-10 July, New London, NH (GRC) Time-Dependent Density-Functional Theory, 5-10 July, New London, NH (GRC) | | 5 June | 8 June |
| JULY | | | | | |
| 3 | Automation (New Product Focus) | European Biophysical Society (EBSA) 2009, 11-15 July, Genoa, Italy AIDS: Conference on HIV Pathogenesis, Treatment and Prevention, 19-22 July, Cape Town, South Africa Graduate Research Seminar: Bones and Teeth, 11-12 July, Biddeford, ME (GRC) Graduate Research Seminar: Nuclear Physics, 11-12 July, Smithfield, RI (GRC) Graduate Research Seminar: Organometallic Chemistry, 11-12 July, Newport, RI (GRC) Graduate Research Seminar: Plant Metabolic Engineering, 11-12 July, Waterville, NH (GRC) Amygdala in Health and Disease, 12-17 July, Waterville, ME (GRC) Applied and Environmental Microbiology, 12-17 July, South Hadley, MA (GRC) Bones and Teeth, 12-17 July, Biddeford, ME (GRC) Catchment Science: Interactions of Hydrology, Biology and Geochemistry, 12-17 July, Andover, NH (GRC) Hydrogen-Metal Systems, 12-17 July, Barga, Italy (GRC) Nuclear Physics, 12-17 July, Smithfield, RI (GRC) Organometallic Chemistry, 12-17 July, Newport, RI (GRC) Plant Metabolic Engineering, 12-17 July, Waterville, NH (GRC) Thin Film and Crystal Growth Mechanisms, 12-17 July, New London, NH (GRC) Plant Biology, 18-27 July, Honolulu, HI | | 12 June | 15 June |
| 10 | | Biomaterials: Biocompatibility / Tissue Engineering, 19-24 July, Holderness, NH (GRC) Cell-Cell Fusion, 19-24 July, New London, NH (GRC) Clusters, Nanocrystals and Nanostructures, 19-24 July, South Hadley, MA (GRC) Electronic Spectroscopy and Dynamics, 19-24 July, Waterville, ME (GRC) Human Genetics and Genomics, 19-24 July, Biddeford, ME (GRC) Molecular and Cellular Biology of Lipids, 19-24 July, Waterville, NH (GRC) Organic Reactions and Processes, 19-24 July, Smithfield, RI (GRC) Physics and Chemistry of Matrix Isolated Species, 19-24 July, Oxford, UK (GRC) | | 19 June | 22 June |
| 17 | | Chemistry of Electronic Materials, 26-31 July, South Hadley, MA (GRC) Elastin and Elastic Fibers, 26-31 July, Biddeford, ME (GRC) Hormone Action in Development and Cancer, 26-31 July, Holderness, NH (GRC) Inhibition in the CNS, 26-31 July, Waterville, ME (GRC) Science of Adhesion, 26-31 July, New London, NH (GRC) Visualization in Science and Education, 26-31 July, Oxford, UK (GRC) |  | 26 June | 29 June |
| 24 | <i>Advances in Sociology</i> | Ecological Society of America, 2-7 August, Albuquerque, NM Graduate Research Seminar: Plant Cell Walls, 1-2 August, Smithfield, RI (GRC) Angiogenesis, 2-7 August, Newport, RI (GRC) Cannabinoid Function in the CNS, 2-7 August, Biddeford, ME (GRC) Chemistry and Physics of Liquids, 2-7 August, Holderness, NH (GRC) Periodontal Diseases, 2-7 August, New London, NH (GRC) Plant Cell Walls, 2-7 August, Smithfield, RI (GRC) Vitamin B12 and Corphins, 2-7 August, Oxford, UK (GRC) X-Ray Science, 2-7 August, Waterville, ME (GRC) Drug Discovery and Development Therapeutics Conference, 3-6 August, Boston, MA American Sociology Association, 8-11 August, San Francisco, CA | | 2 July | 6 July |
| 31 | <i>Advances in Ecology</i> Lab Solutions | International Association for Ecology (INTECOL), 16-21 August, Brisbane, Australia International Astronomical Union, 3-14 August, Rio de Janeiro, Brazil Graduate Research Seminar: Catecholamines, 8-9 August, Biddeford, ME (GRC) Genetic Toxicology, 9-14 August, New London, NH (GRC) Catecholamines, 9-14 August, Biddeford, NH (GRC) Drinking Water Disinfection By-Products, 9-14 August, South Hadley, MA (GRC) Floral and Vegetative Volatiles, 9-14 August, Oxford, UK (GRC) | | 10 July | 13 July |

Editorial Calendar Key located on page 12.

| Issue/ Mail Date | Feature | Meeting Bonus Distributions | Readership Studies | Deadlines | |
|------------------------|---|--|---|---------------------|--------------------|
| | | | | Reserve Ad Space | File to Science |
| AUGUST | | | | | |
| 7 | <i>Advances in Chemistry</i> RNAi (New Product Focus) | American Chemical Society Fall, 16-20 August, Washington, DC 19th Conference of the Society for Ecological Restoration International, 23-28 August, Perth, Australia | | 17 July | 20 July |
| 14 | | European Life Science Organization (ELSO), 28 August - 1 September, Amsterdam, The Netherlands Mechanisms of Cell Signalling, 23-28 August, Oxford, UK European Society of Evolutionary Biology (ESEB) 12th Congress, 24-29 August, Turin, Italy | | 24 July | 27 July |
| 21 | | Matrix Metalloproteinases, 30 August - 4 September, Switzerland (GRC) 13th Congress of European Federation of Neurological Societies (EFNS), 12-15 September, Florence, Italy | | 31 July | 3 Aug. |
| 28 | Cell/Tissue Culture (New Product Focus) Lab Solutions | 16th International Society for Developmental Biology (ISDB) Conference, 6-10 September, Edinburgh, UK Society for General Microbiology (SGM), 7-10 September, Edinburgh, UK John Innes Centenary Symposium - Genetics 100 Years On, 9-11 September, Merton, UK | | 7 Aug. | 10 Aug. |
| SEPTEMBER | | | | | |
| 4 | | European Congress of Immunology, 13-16 September, Berlin, Germany Stem Cells and Cancer, 13-18 September, Les Diableret, Switzerland (GRC) 32nd Annual Meeting of the Japan Neuroscience Society, 16-18 September, Nagoya, Japan |  | 14 Aug. | 17 Aug. |
| 11 | Mass Spectrometry (New Product Focus) | ECCO 15: European Cancer Conference, 20-24 September, Berlin, Germany | | 21 Aug. | 24 Aug. |
| 18 | Proteomics 2: Label-free Technologies (Ad Feature) | Human Proteome Organization Annual World Congress, 26-30 September, Toronto, Canada Anacon India (Analytica), 28 September - 1 October, Hyderabad, India Biomedical Science Congress, 30 September - 3 October, Birmingham, UK National Cancer Research Institute, 4-7 October, Birmingham, UK | | 28 Aug. | 31 Aug. |
| 25 | <i>Advances in Engineering</i> Lab Solutions | Biotechnica, 6-8 October, Hannover, Germany | | 2 Sep. | 4 Sep. |
| OCTOBER | | | | | |
| 2 | Imaging and Microscopy (New Product Focus) | 12th European AIDS Conference (EACS), 11-14 November, Cologne, Germany | | 11 Sep. | 14 Sep. |
| 9 | Epigenetics (Ad Feature) | American Society of Human Genetics, 20-24 October, Honolulu, HI | | 18 Sep. | 21 Sep. |
| 16 | <i>Advances in Neuroscience</i> RNAi (Ad Feature) | Society for Neuroscience, 24-28 October, Chicago, IL | | 25 Sep. | 28 Sep. |
| 23 | | | | 2 Oct. | 5 Oct. |
| 30 | Lab Solutions | |  | 7 Oct. | 9 Oct. |
| NOVEMBER | | | | | |
| 6 | <i>AAAS Meeting Program</i> Spectroscopy (New Product Focus) | | | 16 Oct. | 19 Oct. |
| 13 | | | | 23 Oct. | 26 Oct. |
| 20 | | |  | 30 Oct. | 2 Nov. |
| 27 | <i>Advances in Cell Biology</i> Genomics 2: Microarrays (Ad Feature) Lab Solutions | Materials Research Society Fall Meeting, 30 November - 4 December, Boston, MA American Society for Cell Biology, 5-9 December, San Diego, CA | | 6 Nov. | 9 Nov. |
| DECEMBER | | | | | |
| 4 | PCR/RT-PCR (New Product Focus) | American Geophysical Union, 14-18 December, San Francisco, CA | | 13 Nov. | 16 Nov. |
| 11 | | | | 20 Nov. | 23 Nov. |
| 18 | <i>Breakthrough of the Year</i> Lab Solutions | | | 23 Nov. | 25 Nov. |

Editorial Calendar Key

Bold Red Text denotes Ad Feature
Bold Black Text denotes New Product Focus

Bold Blue Text denotes Lab Solutions
Bold Green Text denotes Science attending with a booth

Italic type denotes special editorial themed issue
(GRC) Gordon Research Conferences
(KS) Keystone Symposia

Ad Rates — Print

Covers and Preferred Positions

| Position | 1X | 3X | 6X | 12X | 18X | 24X | 30X |
|--|--|----|----|-----|-----|-----|-----|
| Cover 4 Cover 2, Page 1 Cover 3 TOC 1, TOC 2 TOC 3 TWIS 1, TWIS 2 Ed Choice 1, 2 | Please contact your sales representative for rates and additional information. | | | | | | |

| Position | 36X | 42X | 48X | 60X | 78X | 96X | 114X |
|--|--|-----|-----|-----|-----|-----|------|
| Cover 4 Cover 2, Page 1 Cover 3 TOC 1, TOC 2 TOC 3 TWIS 1, TWIS 2 Ed Choice 1, 2 | Please contact your sales representative for rates and additional information. | | | | | | |
| <i>All other editorial positions are a 10% premium.</i> | | | | | | | |

Full-Run Display Pages

| Size | 1X | 3X | 6X | 12X | 18X | 24X | 30X |
|---|--|----|----|-----|-----|-----|-----|
| Full $\frac{2}{3}$ $\frac{1}{2}$ $\frac{1}{3}$ $\frac{1}{4}$ $\frac{1}{6}$ | Please contact your sales representative for rates and additional information. | | | | | | |

| Size | 36X | 42X | 48X | 60X | 78X | 96X | 114X |
|---|--|-----|-----|-----|-----|-----|------|
| Full $\frac{2}{3}$ $\frac{1}{2}$ $\frac{1}{3}$ $\frac{1}{4}$ $\frac{1}{6}$ | Please contact your sales representative for rates and additional information. | | | | | | |

Lab Solutions

| Size | 1X | 3X | 6X | 12X |
|---|--|----|----|-----|
| $\frac{1}{4}$ | Please contact your sales representative for rates and additional information. | | | |
| <i>All Lab Solutions rates are net. Includes 4-color process.</i> | | | | |

Marketplace

| Size | 1X | 6X | 12X | 24X | 36X | 48X |
|--|--|----|-----|-----|-----|-----|
| Inch | Please contact your sales representative for rates and additional information. | | | | | |
| <i>1-inch minimum; sold in $\frac{1}{2}$-inch increments thereafter. 3-inch maximum length.</i> | | | | | | |
| <i>Marketplace frequency may be used in combination with display full-page and fractional-page frequencies as follows:</i> | | | | | | |
| <i>Four Marketplace ads = 1 insertion; 24 ads = 6 insertions; 48 ads = 12 insertions.</i> | | | | | | |

Color

All color charges are in addition to black and white space rates.
Please contact your sales representative for rates and additional information.

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

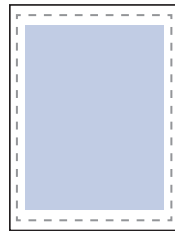
- Trim Size: 8 1/4" x 10 1/2"
(Depth: 266 mm x
Width: 209 mm)
For full page, keep "live
matter" at least 1/4" (6.3 mm)
from trim.
- For live area of fractional
ads use ad sizes above, not
ad bleed sizes.

| 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 |

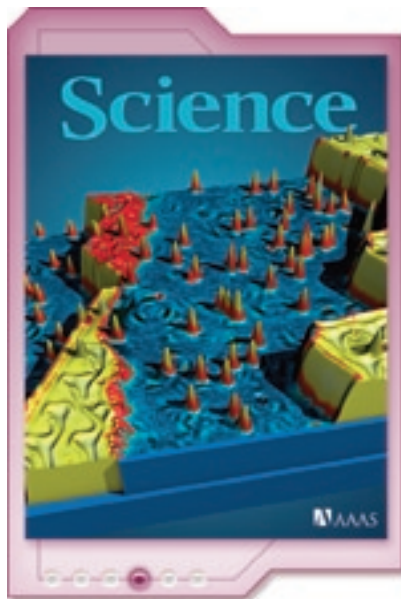
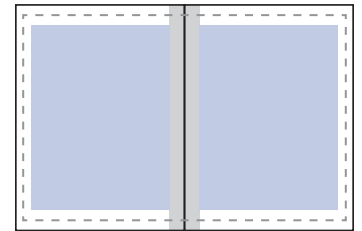
Full-Page Bleed Requirements

- 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"



PRINT ADVERTISING

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. 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

Please contact your sales representative for rates.

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

Please contact your sales representative for rates.

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
- 80# cover maximum weight
- Business reply cards must arrive at the printer nine calendar days prior to publication date

Please contact your sales representative for rates.

Delivery Methods

E-mail:

digitalads@aaas.org

FTP:

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

Advertising Policies – Print

General Advertising Policies

Rates are effective for the calendar year January-December 2009 only. Earned rates for product display ads are based on the number of print insertions placed within one calendar year regardless of size.

Agency commission of 15% applies to all display ads submitted with digital proofs and paid within 30 days; not applicable to Marketplace ads, business reply cards, and/or outserts.

Payment terms are net 30 days with established credit. Credit approval must be completed prior to placement of first insertion, or prepayment will be required. Payments are accepted via check, wire transfer, and credit card (MasterCard, VISA, Discover, American Express). Penalty after 60 days is 1.5% per month.

Prepayment discounts are available and are based on number of prepaid insertions per calendar year. Prepayment must be paid in US dollars via wire transfer or a check drawn on US bank. Prepayment discounts are 10% for prepayment of 12 or more insertions, 5% for 6 to 11 insertions, and 3% for 3 to 5 insertions. Prepayment discounts are not available for credit card payments.

Sequential liability clauses will not be accepted.

Publisher shall have the right to hold advertiser and/or its advertising agency liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published.

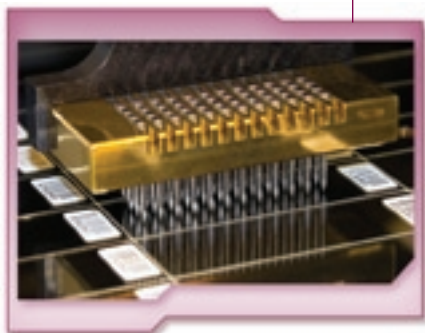
All advertising is subject to publisher's approval. The advertiser and/or its advertising agency agrees to indemnify and hold harmless *Science* and its employees and agents against any liability and costs, including but not limited to reasonable attorney's fees incurred in connection with any third-party claim arising out of the appearance of the ad. *Science* reserves the right to remove any ad which is inaccurate, misleading, defamatory, or otherwise violative of rights of *Science* or third parties.

Advertising schedule is subject to change.

Cancellation Policy

Written cancellation of order must be received at least three weeks prior to issue date to avoid billing. No cancellation, including those sent via fax, will be accepted without written acknowledgement from *Science* confirming receipt.

Any order canceled after the issue deadline stated in the Editorial Calendar will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost.

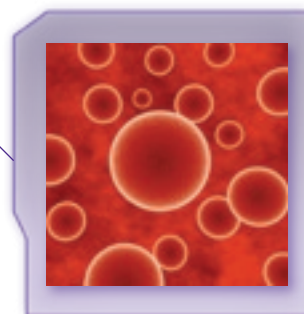
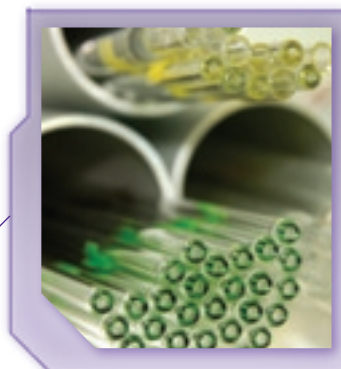


Online Readership

More than 10 million users have access to the online version of *Science* through institutional subscriptions.*

Who Has Access to the Online Version of *Science*?

More of your potential customers. More than 10 million users at major universities, corporations, and research institutions worldwide have access to the online version of *Science* through institutional subscriptions.* This means that your online advertising reaches the largest number of life science researchers with the decision-making power to buy your products and services.



AAAS at Work

Historic Collaboration with US School Boards

AAAS has begun collaboration with the National School Boards Association in a historic effort to improve science, mathematics, and technology education. The three-year partnership provides training materials and a resource website to assist local school boards in developing state-of-the-art curriculum to improve student achievement.

*Publisher's Own Data, August 2008

Leaderboard and Skyscraper Ads

Leaderboard and skyscraper ads provide instant marketing impact for your company. These ads deliver cost-effective, high-impact advertising coverage for all of your products by allowing interested viewers to link directly to your website from your banner on the *Science* website.



Online Products

- **Science NOW** is an online news service of *Science* magazine. Fresh news items are posted each weekday. Sciencenow.org
- **Science Signaling** is a weekly electronic journal on cellular signaling with unique features like Personalization Tools, the Database of Cell Signaling, and original research. ScienceSignaling.org
- **Science Express** provides rapid electronic publication of selected *Science* papers several weeks before print versions of these papers will appear in *Science*. Sciencexpress.org

Ask your *Science* sales representative for information about advertising and sponsorship opportunities on these targeted sites.



E-mail Alerts and E-mails

- **Science Table of Contents:** Full Text and Notification — Recipients opt to receive a weekly notification of the complete Table of Contents of *Science*.
- **Science Express:** Subscribers have access to research articles posted online before print publication.
- **This Week in Science:** Subscribers receive this short summary of the research content of the current issue of *Science*.
- **Science News This Week:** Subscribers receive *Science* news summaries.
- **Editors' Choice:** Subscribers receive highlights of the recent literature.
- **AAAS Advances:** AAAS members receive this monthly newsletter that covers association news, events, and AAAS programs.
- **Science Roundup:** AAAS members receive this monthly update of top research appearing in *Science*.
- **Science Bio-Med Roundup:** Subscribers receive this new monthly newsletter featuring top biotechnology and medical research from *Science*.

Contact your *Science* sales representative for specifications and current distribution numbers.

3rd Party E-mails

Target your market with an e-mail from *Science* by selecting your e-mail recipients from multiple disciplines.

Contact your *Science* sales representative for specifications and current distribution numbers.

Ad Rates and Specifications – Online

Leaderboard or Skyscraper Banner Ads

| Annual Spend | Open | >=\$25K | >=\$100K | >=\$250K | Minimum CPM per Insertion |
|--------------|------|---------|----------|----------|---------------------------|
|--------------|------|---------|----------|----------|---------------------------|

Run of site
Targeted
(Site, discipline, page, geographic)
All rates are gross. For agency discounts please see General Advertising Policies on page 16.

Please contact your sales representative for rates and additional information.

These items should be included with your Leaderboard or Skyscraper Banner Ad:

- File size should not exceed 30KB
- File type can be a GIF or Animated GIF or certain acceptable rich media (please refer to your *Science* sales representative for more information on file types)
- Must have URL/web address where your ad is to be linked
- **Leaderboard banner size:** 728 pixels wide x 90 pixels deep
- **Skyscraper banner size:** 160 pixels wide x 600 pixels deep

Weekly E-mail Alerts

| Annual Spend | Open | >=\$25K | >=\$100K | >=\$250K | Minimum CPM per Insertion |
|--------------|------|---------|----------|----------|---------------------------|
|--------------|------|---------|----------|----------|---------------------------|

Science TOC
This Week in *Science*
Science News This Week
Editors' Choice
Science Express
All rates are gross. For agency discounts please see General Advertising Policies on page 16.

Please contact your sales representative for rates and additional information.

Monthly E-mails

| Annual Spend | Open | >=\$25K | >=\$100K | >=\$250K | Minimum CPM per Insertion |
|--------------|------|---------|----------|----------|---------------------------|
|--------------|------|---------|----------|----------|---------------------------|

AAAS Advances
Science Roundup
Science Bio-Med Roundup
All rates are gross. For agency discounts please see General Advertising Policies on page 16.

Please contact your sales representative for rates and additional information.

3rd Party E-mails

Please contact your sales representative for rates and current distribution numbers.



Advertising Policies – Online



Online Advertising Policies

All General Advertising Policies on page 16 apply. Additionally, Online Policies are applicable to online ads.

For Online Policies, please refer to:

www.ScienceMag.org/help/advertisers/Science_Online_Ad_Specs.pdf

Payment terms are net 30 days from receipt of invoice with established credit. Credit approval must be completed prior to online posting, or prepayment will be required.

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

Submitting an Ad for *Science* Online

Submit information for online advertising — including banner ads, sponsorship buttons, and e-mail alerts — via e-mail to: digitalads@aaas.org.

Technical Questions for *Science* Online Advertising

Technical questions concerning electronic files, formatting, and other online advertisement issues should be directed to our trafficking department.

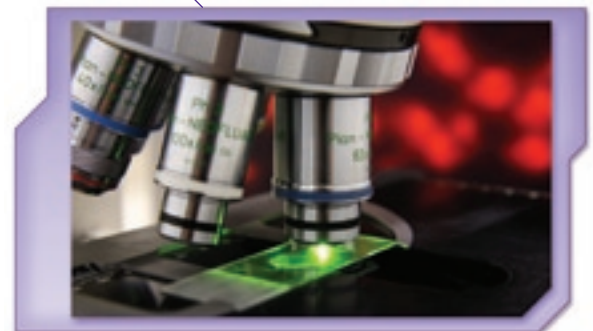
Phone: 202-326-7037

For additional information please contact your *Science* sales representative.

AAAS at Work

Award Cites International Research Cooperation

The 2008 Public Welfare Medal of the US National Academy of Sciences was awarded to Norman P. Neureiter as a champion for international research cooperation while serving as the first S&T adviser to the US Secretary of State. Neureiter, director of the AAAS Center for Science, Technology, and Security Policy, is the second current AAAS senior manager to receive this honor. Previously, Shirley Malcom, AAAS director of Education and Human Resources, was cited for her lifelong efforts to advance science careers for those normally underrepresented.



Advertising Solutions

You can count on *Science* for new ways to reach your target audience and brand with the leading research journal.

Science Collections Booklets

Target by Discipline

A *Science* Collections Booklet highlights you as a leader in the field and gets your message to a targeted audience. In addition to your logo on the cover of the booklet, you will have the opportunity to place an ad inside and on the back of the booklet. These booklets contain seminal research articles previously published in *Science*, or original research. They also include a one-page, self-written introduction explaining why you are in this area of science, highlighting your support to that research community.

Reach Subscribers, Nonsubscribers, Labs, Universities, and More

Because your booklet is discipline focused, it will reach *Science* subscribers with an interest in that particular topic. In addition it will be distributed at a variety of trade shows, five of which are your choice, thus reaching nonsubscribers as well. The booklet has a long shelf life and will be passed on to labs and universities, where past Collections Booklets have even been adopted for classroom use.

Benefits

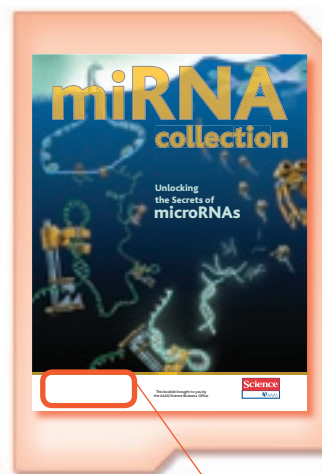
- Print — link your company with top research
- Online — hosted on the product pages of ScienceMag.org
- Trade shows — you may choose 5 from the Editorial Calendar
- E-mail — targeted announcements to selected researchers

Webinars

Showcase your new technology through sponsorship and participation in a live online panel discussion. This turnkey webinar solution provides a means to reach *Science's* broad audience with an educational forum about your latest technology. A superior lead generation tool, a webinar allows you to capture that targeted viewership you seek for your directed marketing needs. You will receive full reports down to the name, address, and e-mail of each registrant. We will continue to collect data from those who register during the 12 months the webinar is posted.



Sponsor Company Logo



Sponsor Company Logo

3rd Party E-mails

Target your market with an e-mail from *Science*.

As an advertiser, you need to find viable consumers while demonstrating the effectiveness of your products. E-mail allows you to proactively target the type of scientists you want and deliver your message directly to them. Whether you're launching a new product, driving sales to existing products, or repositioning your company, the *Science* e-mail program delivers your message.

- Detailed metrics that include e-mails sent, e-mails delivered, e-mails opened, unique opens, click throughs, and unique click throughs. You can also request a report on which links or graphics generated the clicks.
- Hit your target market and select your e-mail recipients from multiple disciplines.

“The results of our first webinar with *Science/AAAS* exceeded our expectations. Their team was very engaged on all aspects of the webinar, from design to execution. And their reputation and credibility in the industry allowed us to attract a high-quality global audience. We look forward to work with *Science/AAAS* again.”

— Sunitha B.
General Manager, Protein Arrays
Invitrogen

“The *Science* webinar experience exceeded all expectations in regards to developing brand recognition and lead generation. It was a great experience for our speakers which helped to further relationships with key opinion leaders as well. In addition *Science/AAAS* managed all of the marketing and logistics around the event. In total I feel that this will result in an excellent ROI.”

— Marketing Manager, Roche Diagnostics
Roche Applied Science

Poster Inserts

Special topics covered in an issue of *Science* can be accompanied by a pullout poster to enhance the readers' understanding of the topic. These posters can be branded with your advertisements on the outside of the poster, for when it is folded into the issue, and your logo on the front of the poster, for when a reader chooses to display the poster.



Sponsor Company Logo



Sponsor Company Logo

Outserts/Polybagging

Reach targeted readership with *Science*'s Outserts/Polybagging program. This program allows marketers to cost effectively put your catalogs or brochures into the hands of the readers you want to reach.

Science offers many different selects to choose from, including:

- Molecular Biology
- Cell Biology
- Genetics
- ...and more

Call your *Science* sales representative to discuss how you can reach our readership in a targeted and cost-effective manner.

Mini-Surveys

These five-question Mini-Surveys are developed by the advertiser in conjunction with the *Science* Office of Publishing and Member Services. Topics can range from product/brand awareness alone or versus competitors to new product development or market intelligence. Each survey takes approximately six weeks from start to finish and once the data are compiled, a report is delivered to the advertiser. Mini-Surveys can target researchers using specific products and techniques, or in specific fields, including:

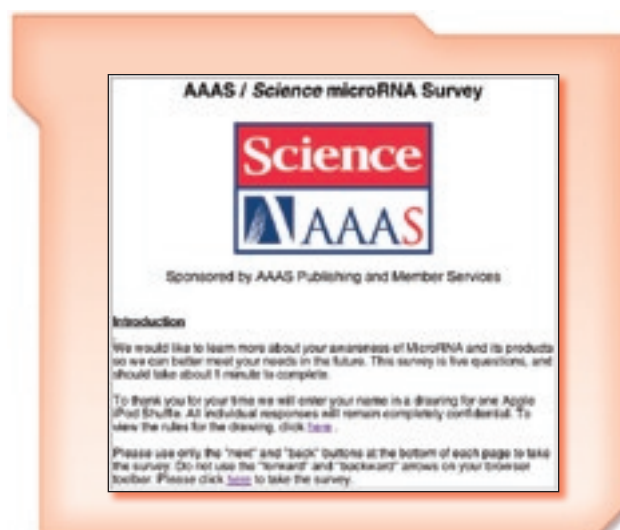
Product/Techniques

- Cell/Tissue Culture
- Gene Expression Analysis
- PCR
- Robotics and Automation

Fields of Disciplines

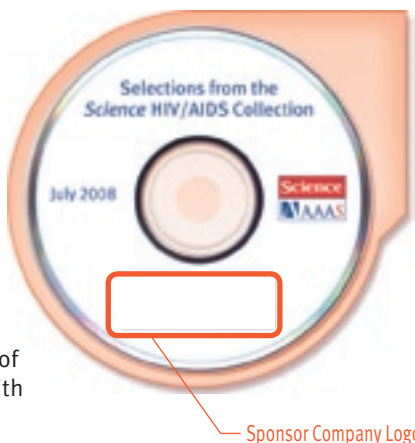
- Biochemistry
- Cell Biology
- Immunology
- Molecular Biology

Targeted demographics can also be used to reach respondents in a particular position or geographic location.



Custom CDs

Customized content from *Science*, including research articles, reports, videos, and more. Customized CDs offer many opportunities to extend your brand exposure. Including an ad on your branded CD is optional. *Science* can promote it in advance, distribute it at trade shows of your choice, or polybag it with *Science* issues.



Product Ad Features

Science's Product Ad Features are a unique way to increase readership of your advertising message by pairing it with targeted editorial content. 59% of *Science* subscribers working in the life sciences read the product ad features.* In addition, 59% of them took action such as accessing a company's website or purchasing products after reading about them in an ad feature.*



Feature Videos

Science's Feature Videos highlight important topics published in the journal by expanding upon the articles through interviews with notable scientists and others in a particular field. *Science* and its partners produce these 10- to 15-minute videos, available from the *Science* webpage to scientists worldwide.

That means your ad is seen by interested buyers. The editorial focus of these sections will emphasize how these techniques and technologies relate to and impact advances in drug discovery and biotechnology. Concentrating on these two leading areas will offer targeted content and a high profile for your advertising.



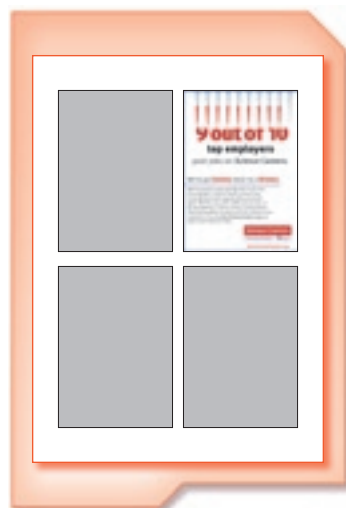
New Product Focuses

The New Product Focuses appear 12 times per year and highlight new products in a specific area of technology, such as Cell and Tissue Culture, Mass Spectrometry, or Imaging. It's a perfect way to get access to your target audience of scientists interested in your area of expertise. Press releases submitted to new_products@aaas.org are chosen by the Commercial Editor for these sections, or placement in a particular New Product Focus may be requested at no cost to your company.



Lab Solutions

Reach far and wide with greater cost efficiency, in a prime position in *Science* opposite **NEWSMAKERS**. Our quarter-page, 4-color ads are offered in 12 special issues of *Science*. These bonus issues include additional distribution to your prime prospects at industry meetings and conferences.



*Publisher's Own Data, August 2007

AAAS – a Nonprofit Membership Organization with Impact

In addition to publishing *Science*, AAAS runs many other programs to advance science and serve society. Your advertising dollars support AAAS and *Science* by providing funding and encouragement for the endeavor of science on a global level.



| | Education Sector | | | | | Career Stage | | | | Work Sector | | | | | |
|--|--------------------------|-----------------------|-------------------------|----------|--------------|--------------|------------|-------------|---------|-------------|----------|----------|-----------|---------------|------------------------|
| | Schools Middle & High | Community Colleges | Undergraduate 4 Year | Graduate | Postdoctoral | Early Career | Mid-Career | Late Career | Retired | Government | Industry | Academic | Nonprofit | International | Special Populations |
| Annual Meeting | | | | | | | | | | | | | | | |
| Career Resource Center | • | • | • | • | • | • | • | | • | • | • | • | • | • | • |
| Career Workshops | • | • | • | • | • | • | • | | • | • | • | • | • | • | • |
| Family Science Day | • | • | | | | | | | | | | | | | |
| Receptions and Networking Events | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Scientific Symposia | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Awards & Recognition | | | | | | | | | | | | | | | |
| AAAS Newcomb Cleveland Prize | | | | • | • | • | • | • | • | • | • | • | • | • | • |
| Award for International Scientific Cooperation | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Award for Public Understanding of Science & Technology | | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Eppendorf and <i>Science</i> Prize for Neurobiology | | | | • | • | • | • | • | • | | • | • | • | • | • |
| GE & <i>Science</i> Prize for Young Life Scientists | | | | • | • | • | • | • | • | | • | • | • | • | • |
| Leadership in Science Education Prize for High School Teachers | • | | | | | | | | | | • | • | • | • | • |
| Lifetime Mentoring Award | | • | • | • | • | • | • | • | • | | • | • | • | • | • |
| Mentor Award | | • | • | • | • | • | • | • | • | | • | • | • | • | • |
| NAAS/AJAS Honorary AAAS Student Membership | • | • | • | | | | | | | | | | | | |
| Philip Hauge Abelson Award | | | | • | • | • | • | • | • | • | • | • | • | • | • |
| Science Journalism Awards | | | | | | • | • | • | • | • | • | • | • | • | • |
| Scientific Freedom and Responsibility Award | | | | | | • | • | • | • | • | • | • | • | • | • |
| Subaru SB&F Prize for Excellence in Science Books | • | | | | | • | • | • | • | • | • | • | • | • | • |
| Internships and Fellowships | | | | | | | | | | | | | | | |
| BEN Scholars Program | | • | • | • | | • | • | • | | | • | • | • | • | • |
| Canon National Parks Science Scholars | | | | • | • | | | | | • | • | • | • | • | • |
| Center for Science, Technology and Congress Internship | | | • | • | • | | | | | • | • | • | • | • | • |
| Center for Science, Technology and Security Policy Internship | | | • | • | • | | | | | • | • | • | • | • | • |
| Dialogue on Science, Ethics and Religion Internship | | | • | • | • | | | | | | • | • | • | • | • |
| ENTRY POINT! / ACCESS Internships for Students with Disabilities | | • | • | • | • | | | | | • | • | • | • | • | • |
| Fellowships for Reporters from Developing Regions | | | | | | • | • | • | • | | • | • | • | • | • |
| L'Oreal USA Fellowship for Women in Science | | | | • | • | • | • | • | • | | • | • | • | • | • |
| Mass Media S&E Fellowships | | | • | • | • | | | | | | • | • | • | • | • |
| Merck AAAS Undergraduate Science Research Scholars | | | • | • | • | | | | | | • | • | • | • | • |
| Minority Science Writing Internship | | • | • | • | • | | | | | | • | • | • | • | • |
| Packard Graduate Scholars Program | | | • | • | • | | | | | | • | • | • | • | • |
| Science & Technology Policy Fellowships | | | | | | • | • | • | • | • | • | • | • | • | • |
| Science Newswriting Internship | | | • | • | • | | | | | | • | • | • | • | • |
| Science Writing Internships | | | • | • | • | | | | | | • | • | • | • | • |
| Scientific Freedom, Responsibility and Law Program Internship | | | • | • | • | | | | | | • | • | • | • | • |
| Science Careers | | | | | | | | | | | | | | | |
| Career Fairs | | | | • | • | • | • | • | • | | • | • | • | • | • |
| Editorial | | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| FaceBook Networking | | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Business Supplements | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Diversity Portal | | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| GrantsNet | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Job Listing | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Meetings Calendar | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Minority Scientist Network | | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Outreach | | | | • | • | • | • | • | • | • | • | • | • | • | • |
| Education and Human Resources, Office of Public Programs, Centers | | | | | | | | | | | | | | | |
| AGEP Evaluation Capacity Building | | | | | • | | | | | | | | | | • |
| Center for Advancing S&E Capacity | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Center for Careers Presentations and Outreach | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Communicating Science Broadly | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| DC ACTS - Teacher Development Program | • | | | | | | | | | | | | | | |
| GK-12 Annual Meeting Career Workshops | • | | | • | • | • | • | • | • | | • | • | • | • | • |
| HBCU-UP Research Conference Career Workshops | | | • | • | • | • | • | • | • | | • | • | • | • | • |
| Integrating SBES into AAAS Career & Ed Resources | | | • | • | • | • | • | • | • | • | • | • | • | • | • |
| NAAS/AJAS Student Research Awards | • | • | • | • | • | | | | | | • | • | • | • | • |
| Plain Language in Science Communication | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Resource Directory of S&E with Disabilities | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| <i>Science Book & Films</i> | • | | | | | | | | | | • | • | • | • | • |
| Science Mentoring Research Website | | • | • | • | • | • | • | • | • | | • | • | • | • | • |
| Science NetLinks | • | | | | | | | | | | • | • | • | • | • |
| Senior Scientists & Engineers Program | • | | | | | | | | • | | • | • | • | • | • |

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Science



ScienceMag.org



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