

2014 Media Kit

Science



There's only one **Science**

Science Recent Highlights

1

Science contributing correspondent Jon Cohen was named winner of the 2012 Victor Cohn Prize for Excellence in Medical Science Reporting. The award recognized his exemplary coverage of a broad range of biomedical topics, most notably his distinguished and persistent chronicling of the global HIV/AIDS epidemic.

2

Two *Science Translational Medicine* studies hinted that vaccines developed with chimp vectors can trigger immune protection against hepatitis C, a virus that affects the liver and is estimated to infect 170 million people globally.

3

Science's Inquiry-Based Instruction (IBI) Prize was developed to showcase outstanding materials for teaching introductory college science courses in a way that sparks students' natural curiosity about the world. In 2012, for instance, IBI Prize-winning essays published monthly in *Science* described a device developed by Rice University freshmen that could help doctors in Malawi to save the lives of gravely ill infants.



Nobel Prize Winners Published in *Science*

	2013	2012	2011	2010
Medicine/ Physiology	James E. Rothman (US) Randy W. Schekman (US) Thomas C. Südhof (US)	Shinya Yamanaka (Japan) Sir John B. Gurdon (UK)	Bruce A. Beutler (US) Jules A. Hoffmann (France) Ralph M. Steinman (US)	Robert G. Edwards (UK)
Chemistry	Martin Karplus (US) Michael Levitt (US) Arieh Warshel (US)	Brian Kobilka (US) Robert J. Lefkowitz (US)	Venkatraman Ramakrishnan (UK) Thomas A. Steitz (US) Ada E. Yonath (Israel)	Osamu Shimomura (US) Martin Chalfie (US) Roger Y. Tsien (US)
Physics	Serge Haroche (France) David J. Wineland (US)	Saul Perlmutter (US) Brian P. Schmidt (Australia)	Andre Geim (UK) Konstantin Novoselov (UK)	Albert Fert (France)

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There's only one **Science**

As an association journal, *Science* provides exciting opportunities for advertising that are targeted directly to science researchers. With two unique audiences, print and online, *Science* reaches a diverse group of interests within the scientific community. From AAAS members to site licensees, and free registrants to life scientists, *Science* has held consistent circulation through the years making the journal a stronghold in science news around the world.

Here are a few ways *Science* stays ahead:

- With 129,551* worldwide print subscribers, *Science* has the largest reach in our market
- Editorial content is of the highest caliber, featuring industry award-winners including Nobel Laureates
- Our Custom Publishing division offers a collaborative approach that was developed to address the needs of our clients—helping you craft the most effective media message.

There are other benefits to advertising in *Science*. When you advertise with us, you are strengthening the global scientific enterprise. The revenue generated by *Science* supports AAAS programs that inform science policymakers, enhance science diplomacy, strengthen the scientific workforce, and improve science education.

In the pages that follow, you'll see how *Science* reaches the individuals with purchasing power, and what you can do to target those decision-makers.

There's only one choice for your marketing campaigns—*Science*.

More than
3.4 million
 unique browsers to *Science*
 online each month.**



* *Science* December 2012 BPA Statement

** *Science* May 2012 ABC Interactive Audit

You're Always on Target with *Science*

5,616,090

Monthly visits to *Science*,
Science Careers, and *Science News**

570,400

Readers each week**

More than **269,000**

Readers receive weekly *Science*
Table of Contents e-mail alert**

129,551

Qualified Weekly Circulation***

92,200

Life Scientists receive
Science each week**





Science is both a leading scientific print journal and a high-traffic, award-winning website. Your product advertising belongs in this widely read, enormously respected journal. The numbers speak for themselves.

Science Gives You More

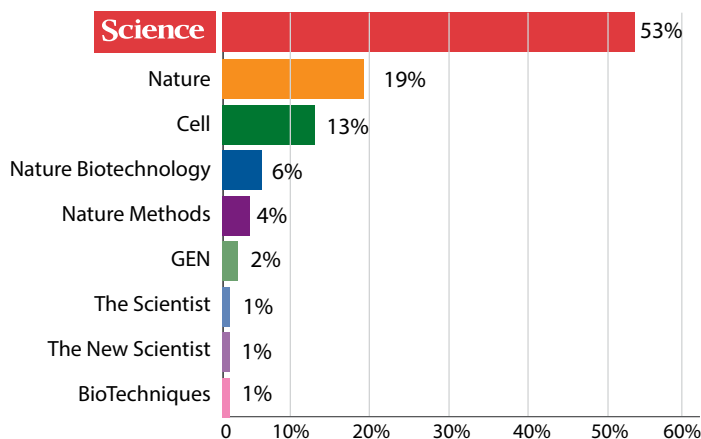
80%	Most Read Journal of readers surveyed said they read <i>Science</i> more often than any other journal*
66%	Most Frequently Read of readers read 3 to 4 issues of <i>Science</i> per month*
65%	Visitor Frequency of visitors spend more than 10 minutes per visit on the <i>Science</i> website*
46%	of visitors visit more than four times per month*

Proven Purchasing Power

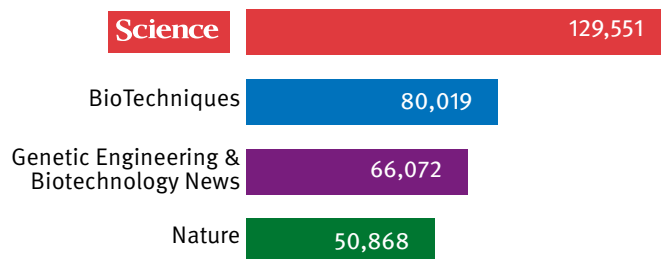
78%	of <i>Science</i> readers are involved in the purchasing of products and services for their lab*
70%	expect budgets to increase or stay the same in 2014*
70%	of print readers have taken action as a result of reading about a product in <i>Science</i> *
68%	of readers took action after reading a third-party e-mail*
67%	of readers took action after viewing a banner ad*

Research in Demand

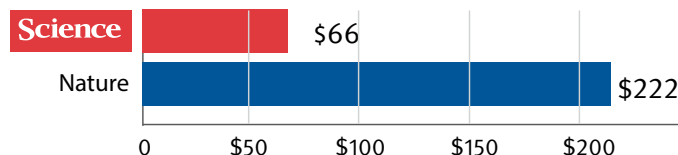
Most Relevant Resource*



Print Circulation Comparison**



2013 CPM***



* Publisher's Own Data ** *Science* December 2012 BPA Statements
 ***CPM: Cost per Thousand - *Science* December 2012 BPA Statement applied to 2013 Full-Page Rates
 **** Google Analytics July 2013

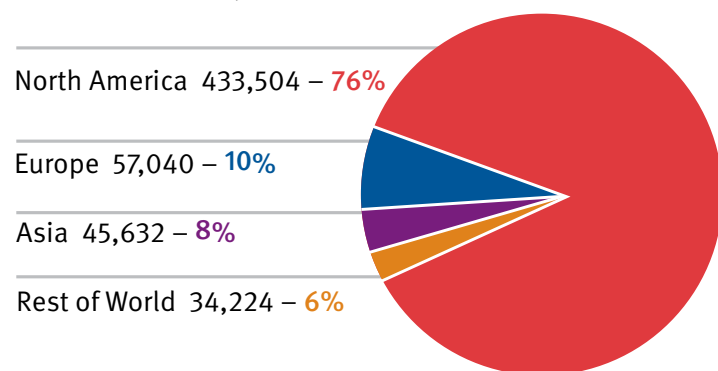
Science's online audience comprises AAAS members, institutional users, and individuals who register for free access to selected content. Each day, via memberships and more than 3,700 organizational subscriptions, *Science* online serves as a resource for millions of students, educators, and researchers at universities, corporations, and government agencies around the world.

A Truly Global Audience

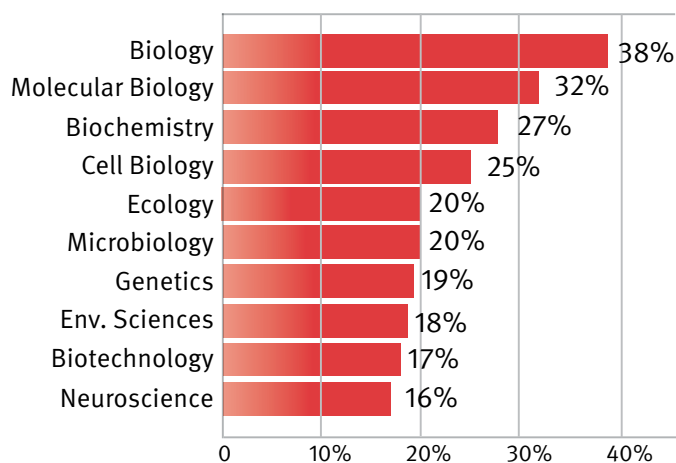
Top 10 Visitors by Country****

1. United States	6. Germany
2. China	7. India
3. United Kingdom	8. Australia
4. Japan	9. France
5. Canada	10. Italy

Global Readership*

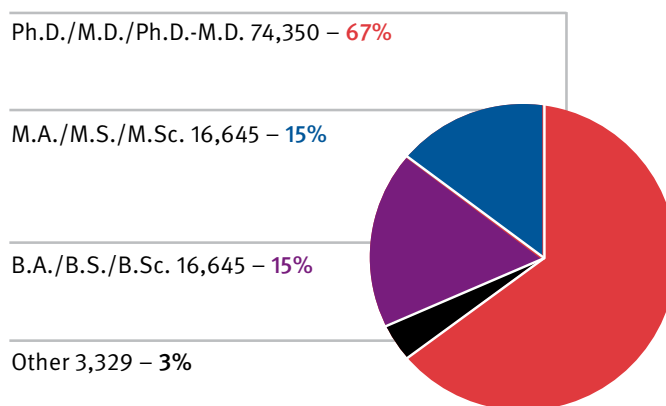


Readers' Areas of Work or Study*

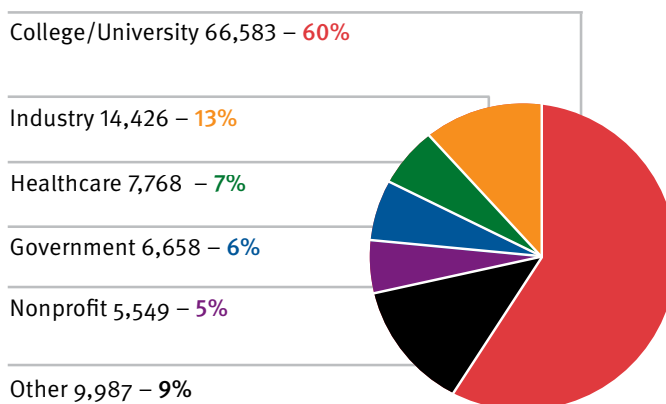


Educated and Influential

Academic Degree Breakdown*



Professional Segment Breakdown*



Hit the mark with the perfect combination of print, online, and custom publishing for maximum impact

Science readers are educated and engaged. Our audience is composed of some of the brightest thinkers, scholars, researchers, politicians, and students in the world. Most importantly, the majority of our audience sees advertising as a great way to stay abreast of technological developments in their field. That's why nearly 70% of our readers have taken action after reading a print ad in *Science*, a third party e-mail, or viewing a banner online.

Placing your ad in *Science* ensures that you'll be top of mind as our audience makes their purchasing decisions. With budgets expected to slightly increase or stay the same in 2014, don't miss this opportunity to influence your target audience.



Online & Mobile Strategies

Science offers a wide range of options for reaching a target audience in the online and on-the-go world of today. From online banner ads to mobile site ads, there is an ad spot just waiting to showcase your product.

Online Banner Ads

From leaderboards to towers to anchor banners, these high-visibility ads are available with added functionality:

- PointRoll lets viewers interact with your company while remaining on the *Science* website
- Flash animation can be added for higher impact.

Mobile Apps

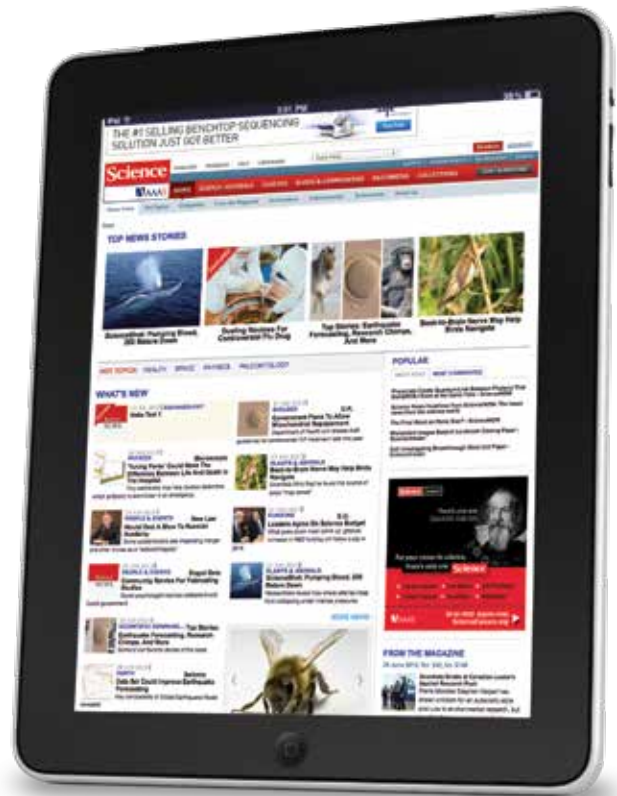
We have made our award-winning blend of news, analysis, and research available in apps for iPhone, iPod, iPad, and Android devices. As a *Science* app sponsor, you can reach potential customers in a unique and eye-catching way.

- 328 x 40 banner size (for retina display: 640 x 96)
- Sponsor logo on opening screen of app
- Banner ad cycling throughout all pages of app that scrolls as viewer moves screen (iPhone)
- Static banner ad located on bottom of all pages of app (Android)
- Detailed reporting on all banner metrics.

Science Mobile Website

Smart phones have become the go-to device for information, Internet access, and more. *Science* has optimized our most visited web pages for the mobile audience. You can choose from two ad options.

- Responsive ad where the size changes based on device (728 x 90)
- Regular mobile ad that retains its size regardless of device (320 x 50)/



iPad Science Reader App

More than 20,000 readers have downloaded our new *Science* Reader app. This comes with special ad spots for companies.

- Large-screen roadblock ad with audio capability (640 x 480)
- Sponsor logo as iPad button
- Detailed reporting on banner metrics/



E-mail Newsletters & Alerts

Science e-mail alerts and newsletters provide a cost-effective vehicle for delivering your message to a large audience. With the opportunity to sponsor a monthly e-mail newsletter or a weekly e-mail alert, there are many options for reaching interested parties. Please see page 22 for a full list of newsletters and alerts and their recipients.

Monthly E-Mail Newsletters

AAAS Advances

Newsletter for AAAS members providing updates on AAAS programs, announcements, and events

Science Roundup

Review of *Science* highlights for AAAS members

Science Bio-Med Roundup

Review of *Science* highlights for Bio-Med interested readers

Science Roundup in Chinese

Review of *Science* highlights translated into Chinese

Weekly E-Mail Alerts

Science Table of Contents

E-mailed weekly to opt-in readers

This Week in Science

Highlights the most compelling research articles in each issue of *Science*

Science News This Week

Short summaries of the latest news in *Science*

Editors' Choice

A diverse selection of articles, handpicked each week for their relevance and impact by *Science's* editorial team

Science Express

Links recipients to the electronic version of selected *Science* papers before they appear in print

Japan Highlights

A summary of stories from *Science*, *Science Translational Medicine*, and *Science Signaling* translated into Japanese

Science Translational Medicine Table of Contents

Target scientists interested in applying basic research to positively affect human health.

59,900	Subscribers*	27%	Average Open Rate**
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Science Signaling Table of Contents

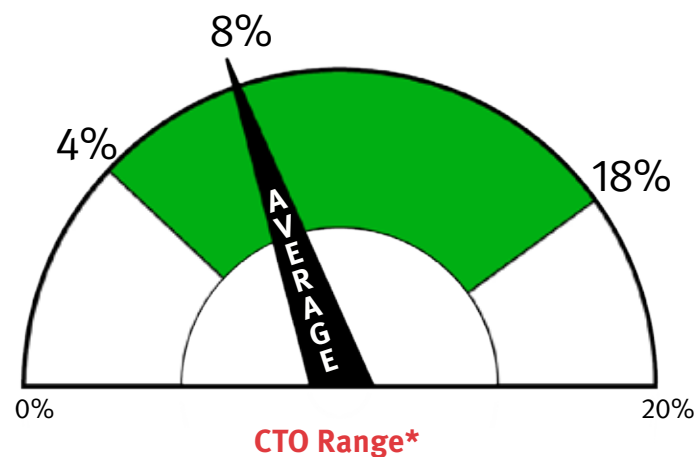
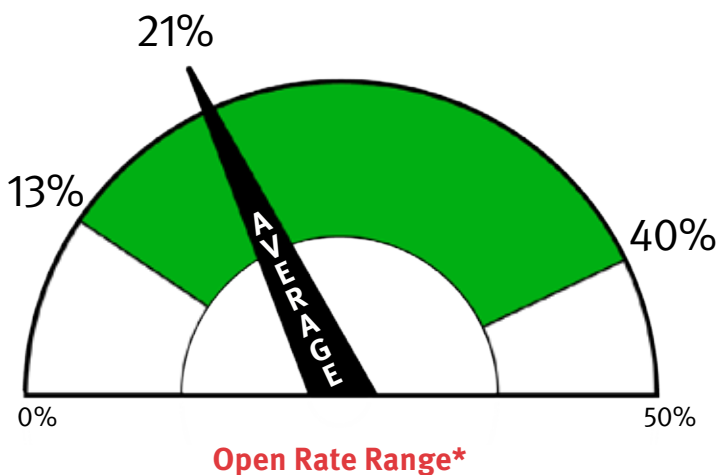
Target scientists interested in cell signaling.

66,700	Subscribers*	24%	Average Open Rate**
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* Publisher's Own Data ** Eloqua Reporting 2013

Third Party E-mails

Third-party e-mails are created by your company and sent by *Science* to a targeted audience of your choice. Through our opt-in program, we work with our audience to ensure the e-mails they receive are relevant and anticipated. We then work with our advertisers to send to the most targeted lists possible. The result is an e-mail universe growing by thousands of names each month, and campaign performance that's second to none.



Third-party names are available for purchase in a variety of fields. A few are listed below. Contact your Sales Representative for a complete list of field selects.

Biochemistry	Genetics
Cell Biology	Medicine
Microbiology	Neuroscience

Custom Newsletters

Our e-mail newsletters are a unique way to combine our award-winning journalism with your product or company message. The newsletters reach our members, job-seekers, and free registration readers based on targeted disciplines. Reach leaders in the life sciences with this sponsorship opportunity.

- Prominent sponsor banner at the top of the newsletter
- Highly visible placement for your company
- Optional link to your videos on Video Portal
- Direct link to your product or website.

Product & Technology Newsletter

Each year, we hand pick a selection of product and technology features that will be featured in the magazine. Partner with *Science* and sponsor the special newsletters that accompany these special features throughout the year.



Science Focus Newsletter

Your message is packaged with *Science*/AAAS articles around a specific scientific field of study. The specialized targeting helps the newsletter reach scientists and thought leaders with a genuine interest in your message.

Whether your product involves neuroscience, mass spectrometry, or another scientific specialty, the *Science* Focus newsletter puts your name out in front with the most up-to-date scientific and science policy content.



Audience Surveys

Product, Brand, & Market Surveys

Science's team works with your company to produce actionable intelligence through our product, brand, and market surveys. Whether your company is looking for a quick gauge of industry sentiment, or a detailed analysis of your newest product line, *Science* surveys can provide the answers you're looking for.

The Five-Question Survey

- Survey takes just a few minutes to complete
- 1,500 individuals surveyed
- Survey composed of closed questions about your product or service.

The 20-Question Survey

- Survey takes between five and six minutes to complete
- 3,000 individuals surveyed
- Open-ended responses allowed
- 15 questions related to your products or services
- Five demographic questions.

Customized Surveys

Please contact your *Science* sales representative for more information on building a custom survey tailored to your specific needs.

Readex Surveys

These surveys are conducted by Readex Research and are designed to study print advertisements in *Science*. They are value-added surveys that are available when advertisements are placed in special issues indicated in the editorial calendar.

- **On Target Study**
Conducted in three special issues of *Science* annually, the On Target Study answers open- and closed-ended questions about your ad and ranks it against others in the issue.
- **Red Sticker Study**
Conducted in three special issues of *Science* annually, the Red Sticker Study is a recall-based study that questions what *Science* readers saw, remembered, and found interesting about your advertisement.
- **Online Ad Measurement Study**
Conducted during two separate months, the Online Ad Measurement Study provides insight from our *Science* site audience on the overall effectiveness of your banner ad.

Science Custom Publishing

Published 51 times a year, our flagship journal *Science* is the world's leading scientific publication. *Science* also presents additional opportunities for leveraging your brand through our custom publishing projects and our ancillary journals *Science Signaling* and *Science Translational Medicine*.

Inserts, Outserts, and Cover Tips

Inserts generate reader interest with prominent placement inside the journal. Outserts and cover tips deliver maximum impact, ensuring your advertising or marketing piece is the first thing readers see when they receive their copy of *Science*. Target the recipients of your promotion via our subscriber demographic data or by timing your ad for distribution at specific trade shows.



Collection Booklets

Collection booklets help you build mindshare by associating your brand with some of the most important papers ever published in *Science*. Your company content can also be included. Used as a reference guide by readers, collection booklets offer sustained ROI over long periods of time.

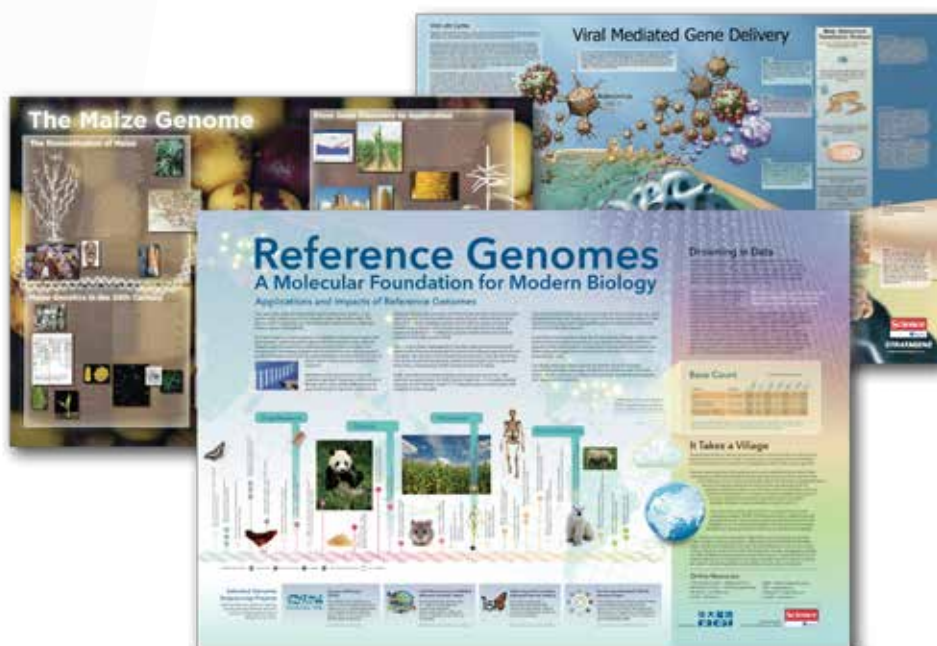
- Distributed at up to five trade shows of your choice
- Available online via PDF download for at least one year
- Promoted online and through e-mail to our subscriber base.



Posters

Boost your brand and get daily exposure to thousands of current and potential customers with a customized *Science* poster.

- Your choice of topic and original content
- Customized based on your budget
- Polybagged or inserted in the journal
- Additional advertising available on three panels
- Your logo visible on the front of the poster
- Topic area is yours exclusively for one year
- Available online and can be made interactive
- Bonus distributions at relevant trade shows
- Additional copies for your own distribution.



Webinars

Showcase your technology through sponsorship and participation in a live online panel discussion. With *Science* webinars, you'll build audience recognition and loyalty with a customizable, targeted, and all-inclusive marketing solutions.

Team up with *Science* to reach your potential buyers. Our webinars produce more than 2,000 leads on average by the live date.

Brand Perception

- Be seen as a valuable contributor to the scientific community.

Brand Penetration

- Attract your desired audience with a topic of interest (we can help you select one)
- Extend your ROI with 12 months of on-demand availability
- Receive unanswered audience questions for follow-up with potential customers
- Choose between live/recorded and audio/video formats.

Lead Generation

- Receive complete contact and demographic information on all registrants
- Ask relevant questions during registration to gain meaningful insight about your audience.

2,209

Average Registrants on Live Date*

1,462

Average Number of Unique Viewers*



Technology Features

Science's Technology Features provide a unique way to increase readership of your advertising message by pairing it with targeted editorial content. This means your ad is seen by interested buyers. The editorial focus of these sections emphasizes how these techniques and technologies impact advances, for example, in drug discovery and biotechnology. Concentrating on these leading areas offers targeted content and a high profile for your advertising.



New Products

Promote your product at no additional charge. Every issue of *Science* contains a New Product section in one of three formats:

- General section — published 29 times per year
- Focus section — concentrating on topic-specific technology, published 12 times per year
- Feature section — paired with editorial content highlighting an area of research and its associated technologies, published 10 times per year.

Please contact us three months in advance for placement in the Focus and Feature sections. Focus and Feature section topics are listed in the editorial calendar. For placement, e-mail a press release to new_products@aaas.org.

Sponsorship Opportunities

Science Signaling

Science Signaling is devoted to all aspects of cell signaling research. A must read for scientists involved in cell signaling, the journal is comprised of perspectives, reviews, and protocols along with original research in the fields of biochemistry, bioinformatics, cell biology, developmental biology, immunology, molecular biology, physiology and medicine, pharmacology, neuroscience, and systems biology. Sponsorship of the print and online journal can be purchased through your *Science* sales representative.

Science Translational Medicine

Science Translational Medicine is a journal from *Science* that focuses on how basic research knowledge can be applied to positively impact human health. The journal features original research articles that explore the growing interface between science and medicine, as well as in-depth reviews and commentary. Take this unique opportunity to leverage your brand across a diverse audience including biologists, engineers, chemists, and physicians who are making strides in this burgeoning field. For more information contact your *Science* sales representative today.

* Publisher's Own Data

See how other companies are benefiting from advertising with *Science*

The recent Leica-sponsored Science webinar on “Fluorescent Probes and Live Cell Imaging” was a resounding success. The Science team was a pleasure to work with, and we appreciated their support to reach out to the research community.

Leonard Ho
Marketing Manager - Life Science Division
Leica Microsystems, Inc.



It is important for BGI to seek out reliable advertising partners, and we value relationships with professional and effective communicators. The Science team has proven to be a reliable partner for us.

For example, this year we partnered with Science on the Reference Genome poster project. This project has been a pleasant partnership and learning experience. The Science team provided us with very professional advertising support and everyone on the team was dedicated to this project. The final poster was well received and BGI is satisfied with the outcome.

Bicheng Yang, Ph.D.
Director, Global Marketing Department
BGI



Science Works Harder for You

In 1880, Thomas Edison helped found *Science* with the goal of disseminating the latest advances in science and engineering. His legacy lives on as we continue to publish groundbreaking news and research that shapes the world we live in. News and breakthrough research like *Ardipithecus ramidus*, a potential AIDS vaccine, synthetic genomics, and more, are the reasons why *Science* continues to have the largest circulation of any life science publication.

While compelling content fill every issue of *Science*, we also offer more focused opportunities throughout the year including:

Editorial Features – *Science*'s award-winning team of editors produce special-themed issues focusing on important areas of science. Pick an issue that aligns with your company's focus and target a specific audience for maximum impact.

Technology Features – Reaffirm your organization's leadership in one or more science technologies by advertising in these topic-specific ad features.

Bonus Distributions – *Science* attends many conferences and meetings over the course of the year. By placing your ad in an issue distributed at these events, you can expand your reach to a targeted group of scientists beyond our regular circulation.

Issue Date	Feature	Meeting Bonus Distributions	Readership Studies	Reserve Ad Space	Files to Science
January					
3		Sensing and Signaling of Hypoxia: Interfaces with Biology and Medicine, 7-12 January, Breckenridge, CO (KS) The Ubiquitin System: From Basic Science to Drug Discovery, 7-12 January, Big Sky, MT (KS) Nuclear Receptors: Biological Networks, Genome Dynamics and Disease, 10-15 January, Taos, NM (KS) Glycolipid & Sphingolipid Biology, 12-17 January, Ventura, CA (GRC) Origins of Life, 12-17 January, Galveston, TX (GRC) Sensory Transduction in Microorganisms, 12-17 January, Ventura, CA (GRC) Nuclear Receptors: Biological Networks, Genome Dynamics and Disease, 10-15 January, Taos, NM (KS) Tissue-Resident Memory T Cells, 12-16 January, Snowbird, UT (KS) Aging - Pushing the Limits of Cellular Quality Control, 12-17 January, Steamboat Springs, CO (KS) Challenges and Opportunities in Diabetes Research and Treatment, 12-17 January, Vancouver, Canada (KS) Obesity: A Multisystems Perspective, 12-17 January, Vancouver, Canada (KS) Optimizing Biologics Formulation Development, 13-14 January, Palm Springs, CA (CHI) Protein Purification and Recovery, 13-14 January, Palm Springs, CA (CHI) Recombinant Protein Therapeutics, 13-14 January, Palm Springs, CA (CHI) Engineering Genes, Vectors, Constructs and Clones, 13-14 January, Palm Springs, CA (CHI) Enhancing Antibody Binding and Specificity, 13-14 January, Palm Springs, CA (CHI) Single-Use Technologies and Continuous Processing in Biopharm Manufacturing, 13-14 January, Palm Springs, CA (CHI) Peptalk, 13-17 January, Palm Springs, CA (CHI) Protein-Device Combinations, 15-16 January, Palm Springs, CA (CHI) Lyophilization and Emerging Drying Technologies, 15-16 January, Palm Springs, CA (CHI) Higher-Throughput Protein Purification, 15-16 January, Palm Springs, CA (CHI) Antibody-Drug Conjugates, 15-16 January, Palm Springs, CA (CHI) Recombinant Protein Expression and Production, 15-16 January, Palm Springs, CA (CHI) Improving the Clinical Efficacy of Antibody Therapeutics, 15-16 January, Palm Springs, CA (CHI) Flexible Manufacturing of Biopharmaceuticals, 15-16 January, Palm Springs, CA (CHI)		Dec 13	Dec 16
10		Protein Aggregation and Emerging Analytical Tools, 16-17 January, Palm Springs, CA (CHI) Bispecific Antibody Therapeutics, 16-17 January, Palm Springs, CA (CHI) Transient Protein Production, 16-17 January, Palm Springs, CA (CHI) Extractables and Leachables, 16-17 January, Palm Springs, CA (CHI) Turning Antibodies into Drug Products, 16-17 January, Palm Springs, CA (CHI) Emerging Cytokine Networks, 17-22 January, Vancouver, Canada (KS) Inflammatory Diseases, 17-22 January, Vancouver, Canada (KS) Society for Lab Automation and Screening, 18-22 January, San Diego, CA Innate Immunity to Viral Infections, 19-24 January, Keystone, CO (KS) Pathogenesis of Respiratory Viruses, 19-24 January, Keystone, CO (KS) Biology of Spirochetes, 19-24 January, Ventura, CA (GRC) Pineal Cell Biology, 19-24 January, Galveston, TX (GRC) Renewable Energy: Solar Fuels, 19-24 January, Ventura, CA (GRC)		Dec 20	Dec 23
17	RNA Technologies	Mechanisms and Consequences of Invertebrate-Microbe Interactions, 26-30 January, Tahoe City, CA (KS) New Frontiers in the Discovery and Treatment of Thrombosis, 26-30 January, Banff, Canada (KS) Growth and Wasting in Heart and Skeletal Muscle, 26-31 January, Santa Fe, NM (KS) Bones & Teeth, 26-31 January, Galveston, TX (GRC) Metals in Biology, 26-31 January, Ventura, CA (GRC) Plant Volatiles, 26-31 January, Ventura, CA (GRC) RNA Silencing, 31 January - 5 February, Seattle, WA (KS)		Dec 27	Dec 30
24		Developmental Pathways and Cancer: Wnt, Notch and Hedgehog, 2-7 February, Banff, Canada (KS) The Science of Malaria Eradication, 2-7 February, Merida, Mexico (KS) Stem Cells and Cancer, 2-7 February, Banff, Canada (KS) Basal Ganglia, 2-7 February, Ventura, CA (GRC) Isotopes in Biological & Chemical Sciences, 2-7 February, Galveston, TX (GRC) Practical Applications of NMR in Industry (PANIC), 3-5 February, Charlotte, NC (CHI) Electronic Data in Clinical Trials, 4-5 February, Miami, FL (CHI) Global Site Selection, Feasibility Assessment, Operations and Site Management, 4-5 February, Miami, FL (CHI)		Jan 3	Jan 6

Editorial Calendar Key	Bold Red text denotes a Life Science Technology Feature (<i>Science Business Office</i>)	Bold Black text denotes a New Product Focus	RED STICKER denotes a Readership Study;
	Bold Green text indicates <i>Science</i> will have a booth at a meeting	Bold Purple text denotes a Career Ad Feature (<i>Science Business Office</i>)	ON TARGET get free feedback on what readers think about your ad — and your competitors' ads
	Bold Blue text denotes an Innovations & Opportunities Feature	Bold Orange text denotes a special editorial theme	(CHI) Cambridge Healthtech Institute (GRC) Gordon Research Conferences (KS) Keystone Symposia
		■ denotes a Readex Online Study	

Science 2014 Editorial Calendar

Issue Date	Feature	Meeting Bonus Distributions	Readership Studies	Reserve Ad Space	Files to Science
January					
24		Managing Post-Marketing Studies and Registries, 4-5 February, Miami, FL (CHI) Enrollment Planning and Patient Recruitment, 4-5 February, Miami, FL (CHI) Aggregate Spend and Transparency Reporting in Clinical Trials, 4-5 February, Miami, FL (CHI) Summit for Clinical Ops Executives (SCOPE), 4-6 February, Miami, FL (CHI) Cancer Epigenetics, 4-9 February, Santa Fe, NM (KS) Transcriptional Regulation, 4-9 February, Santa Fe, NM (KS) Integrating and Leveraging Clinical Trial Operations Data , 5-6 February, Miami, FL (CHI) Clinical Trial Forecasting, Budgeting and Project Management , 5-6 February, Miami, FL (CHI) Innovative Technologies for Post-Marketing and Real World Data Research, 5-6 February, Miami, FL (CHI) Improving Site-Study Activation and Performance, 5-6 February, Miami, FL (CHI) Subject Retention and Compliance in Studies and Registries , 5-6 February, Miami, FL (CHI) Plant Signaling: Dynamic Properties, 5-10 February, Breckenridge, CO (KS)		Jan 3	Jan 6
31	DNA/RNA Analysis	Biology of B Cell Responses, 9-14 February, Keystone, CO (KS) Molecular Cell Biology of Macrophages in Human Diseases, 9-14 February, Santa Fe, NM (KS) Prophylactic and Therapeutic Antibodies, 9-14 February, Keystone, CO (KS) Genes & Behavior, 9-14 February, Galveston, TX (GRC) Oxygen Radicals, 9-14 February, Ventura, CA (GRC) Plasminogen Activation & Extracellular Proteolysis, 9-14 February, Ventura, CA (GRC) Molecular Med Tri-Con 2014, 19-24 February, San Francisco, CA (CHI)		Jan 10	Jan 13
February					
7	Visualization Prize Career Feature: Faculty	2014 AAAS Annual Meeting, 13-17 February, Chicago, IL Alcohol & the Nervous System, 16-21 February, Galveston, TX (GRC) Biology & Pathobiology of the Cornea, 16-21 February, Ventura, CA (GRC) Colloidal, Macromolecular & Polyelectrolyte Solutions, 16-21 February, Ventura, CA (GRC) The Chemistry and Biology of Cell Death, 18-23 February, Santa Fe, NM (KS) Mitochondrial Dynamics and Physiology, 18-23 February, Santa Fe, NM (KS) Omics Meets Cell Biology: Applications to Human Health and Disease, 18-23 February, Santa Fe, NM (KS)		Jan 17	Jan 20
14		The NF-KB System in Health and Disease, 23-28 February, Keystone, CO (KS) Biology of Acute Respiratory Infection, 23-28 February, Il Ciocco, Italy (GRC) Chemistry & Biology of Peptides, 23-28 February, Ventura, CA (GRC) Photoionization & Photodetachment, 23-28 February, Galveston, TX (GRC) Protons & Membrane Reactions, 23-28 February, Ventura, CA (GRC) Long Noncoding RNAs: Marching toward Mechanism, 27 February - 4 March, Taso, NM (KS)		Jan 24	Jan 27
21	Gordon Research Conference Proteomics	PittCon, 2-6 March, Chicago, IL From Fundamental Insights to Light at the End of the Translational Tunnel, 2-7 March, Keystone, CO (KS) Cilia, Development and Human Disease, 2-7 March, Tahoe City, CA (KS) Parkinson's Disease: Genetics, Mechanisms and Therapeutics, 2-7 March, Keystone, CO (KS) Angiotensin, 2-7 March, Il Ciocco, Italy (GRC) Fibroblast Growth Factors in Development & Disease, 2-7 March, Ventura, CA (GRC) Marine Natural Products, 2-7 March, Ventura, CA (GRC) Reprogramming Cell Fate, 2-7 March, Galveston, TX (GRC) Building Bridges in Medical Sciences (BBMS) Conference, 7 March, Cambridge, UK	ON TARGET	Jan 31	Feb 3
28	Automation/Robotics Career Feature: Postdocs	Cambridge Science Festival, 10-23 March, Cambridge, UK Mobile Genetic Elements and Genome Evolution, 9-14 March, Santa Fe, NM (KS) HIV Pathogenesis - Virus vs. Host, 9-14 March, Banff, Canada (KS) HIV Vaccines: Adaptive Immunity and Beyond, 9-14 March, Banff, Canada (KS) Immune Evolution in Cancer, 9-14 March, Whistler, Canada (KS) Inflammation, Infection and Cancer, 9-14 March, Whistler, Canada (KS) Batteries, 9-14 March, Ventura, CA (GRC) Mechanical Systems in the Quantum Regime, 9-14 March, Ventura, CA (GRC) Molecular Mechanisms in Lymphatic Function & Disease, 9-14 March, Il Ciocco, Italy (GRC) Protein Transport Across Cell Membranes, 9-14 March, Galveston, TX (GRC)		Feb 7	Feb 10
March					
7	Year of Crystallography	American Chemical Society, 16-20 March, Dallas, TX Metabolism and Angiogenesis, 16-21 March, Whistler, Canada (KS) Tumor Metabolism, 16-21 March, Whistler, Canada (KS) Autophagy in Stress, Development & Disease, 16-21 March, Il Ciocco, Italy (GRC) DNA Damage, Mutation & Cancer, 16-21 March, Ventura, CA (GRC) New Antibacterial Discovery & Development, 16-21 March, Ventura, CA (GRC) Sleep Regulation & Function, 16-21 March, Galveston, TX (GRC) Targeting Mitochondrial Dysfunction & Toxicity, 19-20 March, Boston, MA (CHI) Lipid Pathways in Biology and Disease, 19-24 March, Dublin, Ireland (KS)		Feb 14	Feb 17
14	Toxicology	Science/UCSF Career Event, 21 March, San Francisco, CA Society of Toxicology, 23-27 March, Phoenix, AZ Big Data in Biology, 23-25 March, San Francisco, CA (KS) Chromatin Mechanisms and Cell Physiology, 23-28 March, Oberstdorf, Germany (KS) Complications of Diabetes , 23-28 March, Whistler, Canada (KS) Fibrosis: From Bench to Bedside, 23-28 March, Keystone, CO (KS) Antibody Biology & Engineering, 23-28 March, Il Ciocco, Italy (GRC) Ligand Recognition & Molecular Gating, 23-28 March, Ventura, CA (GRC)		Feb 21	Feb 24

Editorial Calendar

Editorial Calendar Key	<p>Bold Red text denotes a Life Science Technology Feature (<i>Science Business Office</i>)</p> <p>Bold Green text indicates <i>Science</i> will have a booth at a meeting</p> <p>Bold Blue text denotes an Innovations & Opportunities Feature</p>	<p>Bold Black text denotes a New Product Focus</p> <p>Bold Purple text denotes a Career Ad Feature (<i>Science Business Office</i>)</p> <p>Bold Orange text denotes a special editorial theme</p> <p>■ denotes a Readex Online Study</p>	<p>RED STICKER denotes a Readership Study; get free feedback on what readers think about your ad — and your competitors' ads</p> <p>ON TARGET</p> <p>(CHI) Cambridge Healthtech Institute (GRC) Gordon Research Conferences (KS) Keystone Symposia</p>
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Science 2014 Editorial Calendar

Issue Date	Feature	Meeting Bonus Distributions	Readership Studies	Reserve Ad Space	Files to Science
March					
21	General Lab Equipment	Analytica, 1-4 April, Munich, Germany Frontiers of Structural Biology, 30 March - 4 April, Snowbird, UT (KS) G Protein-Coupled Receptors: Structural Dynamics and Functional Implications, 30 March - 4 April, Snowbird, UT (KS) The Ins and Outs of Viral Infection: Entry, Assembly, Exit and Spread, 30 March - 4 April, Breckenridge, CO (KS) Craniofacial Morphogenesis & Tissue Regeneration, 30 March - 4 April, Il Ciocco, Italy (GRC) Regulated Proteolysis of Cell Surface Proteins, 30 March - 4 April, Ventura, CA (GRC) PEGS CHINA, 1-3 April, Shanghai, China (CHI)		Feb 28	Mar 3
28	Breast Cancer Career Feature: Cancer Research	American Association for Cancer Research Career Fair, 5 April, San Diego, CA American Association for Cancer Research, 5-9 April, San Diego, CA National Science Teachers Association, 7-11 April, New Orleans, LA National Postdoctoral Association, 4-6 April, St. Louis, MO US Human Proteome Annual Meeting, 6-9 April, Seattle, WA Epigenetic Programming and Inheritance, 6-10 April, Boston, MA (KS) Emerging Concepts and Targets in Islet Biology, 6-11 April, Keystone, CO (KS) Engineering Cell Fate and Function, 6-11 April, Olympic Valley, CA (KS) Stem Cells and Reprogramming, 6-11 April, Olympic Valley, CA (KS) Photosensory Receptors & Signal Transduction, 6-11 April, Il Ciocco, Italy (GRC)	RED STICKER	Mar 7	Mar 10
April					
4		Society for General Microbiology Spring, 14-16 April, Liverpool, England		Mar 14	Mar 17
11	Genomics	Experimental Biology, 26-30 April, San Diego, CA Anti-Inflammatories: Small Molecule Approaches, 23-24, April, San Diego, CA (CHI) Protein-Protein Interactions, 23-24, April, San Diego, CA (CHI) Drug Discovery Chemistry, 23-25, April, San Diego, CA (CHI) HUGO Human Genome Meeting, 27-30 April, Geneva, Switzerland		Mar 21	Mar 24
18		NIH Spring Research Festival, 23-24 April, Bethesda, MD American Association of Immunologists, 2-6 May, Pittsburgh, PA Medical Informatics World Conference, 28-29 April, Boston, MA (CHI) Provider-Payer-Pharma Cross-Industry Data Collaboration, 28-29 April, Boston, MA (CHI) Coordinated Patient Care, Engagement and Empowerment, 28-29 April, Boston, MA (CHI)		Mar 28	Mar 31
25	Software/ Data Analysis	Biotech, 14-16 May, Tokyo, Japan Electronic Processes in Organic Materials, 4-9 May, Les Diablerets, Il Ciocco, Italy (GRC)		Apr 4	Apr 7
May					
2	Microscopy	American Society for Microbiology, 17-20 May, Boston, MA Environmental Endocrine Disruptors, 11-16 May, Il Ciocco, Italy (GRC) Adult Neurogenesis, 12-17 May, Stockholm, Sweden (KS)		Apr 11	Apr 14
9	Inequality	Nox Family NADPH Oxidases, 18-23 May, Il Ciocco, Italy (GRC) American Society of Gene and Cell Therapy, 21-24 May, Washington, DC Autophagy: Fundamentals to Disease, 23-28 May, Austin, TX (KS)		Apr 18	Apr 21
16		Visual System Development, 25-30 May, Il Ciocco, Italy (GRC) European Human Genetics Conference, 31 May - 3 June, Milan, Italy		Apr 25	Apr 28
23		Biopolymers, 1-6 June, Salve Regina University, RI (GRC) Cell Polarity Signaling, 1-6 June, Bentley University, MA (GRC) Crystal Engineering, 1-6 June, Waterville Valley Resort, NH (GRC) Cyclic Nucleotide Phosphodiesterases, 1-6 June, Mount Holyoke College, MA (GRC) Drug Safety, 1-6 June, Stonehill College, MA (GRC) Fragile X and Autism-related Disorders, 1-6 June, Mount Snow Resort, VT (GRC) Immunochemistry & Immunobiology, 1-6 June, Sunday River Resort, ME (GRC)	May is a Readex Online Study Month	May 2	May 5
30	Protein Analysis	Bioorganic Chemistry, 8-13 June, Proctor Academy, NH (GRC) Cardiac Regulatory Mechanisms, 8-13 June, Colby-Sawyer College, NH (GRC) Cell Death, 8-13 June, Mount Snow Resort, VT (GRC) Chromatin Structure & Function, 8-13 June, Bentley University, MA (GRC) CO ₂ Assimilation in Plants: Genome to Biome, 8-13 June, Waterville Valley Resort, NH (GRC) Host-Parasite Interactions, Biology of, 8-13 June, Salve Regina University, RI (GRC) Image Science, 8-13 June, Stonehill College, MA (GRC) Inorganic Chemistry, 8-13 June, University of New England, ME (GRC)		May 9	May 12
June					
6	Global Supply Chain Mass Spectrometry	ESOF Euroscience Open Forum, 21-26 June, Copenhagen, Denmark American Society for Mass Spectrometry, 15-19 June, Baltimore, MD The Brain: Adaptation and Maladaptation in Migraine and Chronic Pain, 15-20 June, Keystone, CO Barriers of the CNS, 15-20 June, Colby-Sawyer College, NH (GRC) Biointerface Science, 15-20 June, Il Ciocco, Italy (GRC) Cellular & Molecular Fungal Biology, 15-20 June, Holderness School, NH (GRC) Energetic Materials, 15-20 June, Sunday River Resort, ME (GRC) Graphitic Carbon Materials, Chemistry and Physics of, 15-20 June, Bates College, ME (GRC) Heterocyclic Compounds, 15-20 June, Salve Regina University, RI (GRC) ISSCR12 th Annual Meeting, 18-21 June, Vancouver, Canada		May 16	May 19

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		■ denotes a Readex Online Study	

Science 2014 Editorial Calendar

Issue Date	Feature	Meeting Bonus Distributions	Readership Studies	Reserve Ad Space	Files to Science
June					
13	Big Data Career Feature: Biotech/Pharma	BIO International Convention Career Fair, 23 June, San Diego, CA BIO International Convention, 23-26 June, San Diego, CA Bacterial Cell Surfaces, 22-27 June, Mount Snow Resort, VT (GRC) Bioanalytical Sensors, 22-27 June, Salve Regina University, RI (GRC) Bioinspired Materials, 22-27 June, Sunday River Resort, ME (GRC) Catalysis, 22-27 June, Colby-Sawyer College, NH (GRC) Cell Biology of the Neuron, 22-27 June, Waterville Valley Resort, NH (GRC) Correlated Electron Systems, 22-27 June, Mount Holyoke College, MA (GRC) Environmental Sciences: Water, 22-27 June, Colby-Sawyer College, NH (GRC) High Pressure, Research at, 22-27 June, Holderness School, NH (GRC) Hybrid Electronic & Photonic Materials and Phenomena, 22-27 June, Hong Kong Uni. of Science & Technology, China (GRC) Marine Microbes, 22-27 June, Bentley University, MA (GRC) Metals in Medicine, 22-27 June, Proctor Academy, NH (GRC) Proteolytic Enzymes & Their Inhibitors, 22-27 June, Il Ciocco, Italy (GRC) Signaling by Adhesion Receptors, 22-27 June, Bates College, ME (GRC) Three Dimensional Electron Microscopy, 22-27 June, Melia Golf Vichy Catalan, Spain (GRC)		May 23	May 27
20		9th FENS Forum of Neuroscience, 5-9 July, Milan, Italy Biogenic Hydrocarbons & the Atmosphere, 29 June - 4 July, Melia Golf Vichy Catalan, Spain (GRC) Molecular & Cellular Neurobiology, 30 June - 4 July, Hong Kong Uni. of Science & Technology, China (GRC) Transglutaminases in Human Disease Processes, 31 June - 4 July, Il Ciocco, Italy (GRC)		May 30	Jun 2
27	The Gas Revolution	Biocatalysis, 6-11 July, Bryant University, RI (GRC) Bioelectrochemistry, 6-11 July, University of New England, ME (GRC) Drug Metabolism, 6-11 July, Holderness School, NH (GRC) Endothelial Cell Phenotypes in Health & Disease, 6-11 July, Melia Golf Vichy Catalan, Spain (GRC) Flow & Transport in Permeable Media, 6-11 July, Bates College, ME (GRC) Genomic Instability, 6-11 July, Hong Kong Uni. of Science & Technology, China (GRC) Intrinsically Disordered Proteins, 6-11 July, Stonehill College, MA (GRC) Ion Channels, 6-11 July, Mount Holyoke College, MA (GRC) Membranes: Materials & Processes, 6-11 July, Colby-Sawyer College, NH (GRC) Mitochondria & Chloroplasts, 6-11 July, Il Ciocco, Italy (GRC) Muscle & Molecular Motors, 6-11 July, Mount Snow Resort, VT (GRC) Ocean Global Change Biology, 6-11 July, Waterville Valley Resort, NH (GRC) Organometallic Chemistry, 6-11 July, Salve Regina University, RI (GRC)		Jun 6	Jun 9
July					
4		Atomic & Molecular Interactions, 13-18 July, Stonehill College, MA (GRC) Auditory System, 13-18 July, Bates College, ME (GRC) Complex Adaptive Matter, 13-18 July, The Chinese University of Hong Kong, China (GRC) Corrosion - Aqueous, 13-18 July, Colby-Sawyer College, NH (GRC) Drug Resistance, 13-18 July, Sunday River Resort, ME (GRC) Enzymes, Coenzymes & Metabolic Pathways, 13-18 July, Waterville Valley Resort, NH (GRC) Lasers in Medicine & Biology, 13-18 July, Holderness School, NH (GRC) Membrane Transport Proteins, 13-18 July, Mount Snow Resort, VT (GRC) Nanostructure Fabrication, 13-18 July, University of New England, ME (GRC) Organic Reactions & Processes, 13-18 July, Bryant University, RI (GRC) Oscillations & Dynamic Instabilities in Chemical Systems, 13-18 July, Melia Golf Vichy Catalan, Spain (GRC) Polymer Physics, 13-18 July, Mount Holyoke College, MA (GRC) Post-Transcriptional Gene Regulation, 13-18 July, Salve Regina University, RI (GRC) Radiation Chemistry, 13-18 July, Proctor Academy, NH (GRC) Single Molecule Approaches to Biology, 13-18 July, Il Ciocco, Italy (GRC) Thin Film & Small Scale Mechanical Behavior, 13-18 July, Bentley University, MA (GRC)		Jun 14	Jun 17
11	HIV/AIDS	20 th International AIDS Conference (AIDS 2014), 20-25 July, Melbourne, Australia Chemistry & Biology of Tetrapyrroles, 20-25 July, Salve Regina University, RI (GRC) Colloidal Semiconductor Nanocrystals, 20-25 July, Bryant University, RI (GRC) Computational Chemistry, 20-25 July, Mount Snow Resort, VT (GRC) Granular & Granular-Fluid Flow, 20-25 July, Stonehill College, MA (GRC) Microbial Toxins & Pathogenicity, 20-25 July, Waterville Valley Resort, NH (GRC) Natural Products, 20-25 July, Proctor Academy, NH (GRC) Neurobiology of Cognition, 20-25 July, Sunday River Resort, ME (GRC) Notch Signaling in Development, Regeneration & Disease, 20-25 July, Bates College, ME (GRC) Plant Molecular Biology, 20-25 July, Holderness School, NH (GRC) Protein Processing, Trafficking & Secretion, 20-25 July, Colby-Sawyer College, NH (GRC) Solid State Studies in Ceramics, 20-25 July, Mount Holyoke College, MA (GRC) Structural Nanomaterials, 20-25 July, The Chinese University of Hong Kong, China (GRC) Thiol-Based Redox Regulation & Signaling, 20-25 July, Melia Golf Vichy Catalan, Spain (GRC)		Jun 21	Jun 24
18	DNA/RNA Analysis	Centromere Biology, 27 July - 1 August, Bentley University, MA (GRC) Chemotactic Cytokines, 27 July - 1 August, Mount Snow Resort, VT (GRC) Hemostasis, 27 July - 1 August, Waterville Valley Resort, NH (GRC) In Vivo Magnetic Resonance, 27 July - 1 August, Proctor Academy, NH (GRC) Microbial Stress Response, 27 July - 1 August, Mount Holyoke College, MA (GRC) Neurobiology of Brain Disorders, 27 July - 1 August, Melia Golf Vichy Catalan, Spain (GRC) Plasma Processing Science, 27 July - 1 August, Bryant University, RI (GRC) Quantum Science, 27 July - 1 August, Stonehill College, MA (GRC)		Jun 27	Jun 30

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			(KS) Keystone Symposia

Science 2014 Editorial Calendar

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July					
25	Defaunation/Refaunation Digital Lab Management	Advanced Materials for Sustainable Infrastructure, 3-8 August, Hong Kong Uni. of Science & Technology, China (GRC) Conductivity & Magnetism in Molecular Materials, 3-8 August, Bates College, ME (GRC) Defects in Semiconductors, 3-8 August, Bentley University, MA (GRC) Electron Donor-Acceptor Interactions, 3-8 August, Salve Regina University, RI (GRC) Fuel Cells, 3-8 August, Bryant University, RI (GRC) Human Single Nucleotide Polymorphisms & Disease, 3-8 August, Stonehill College, MA (GRC) Medicinal Chemistry, 3-8 August, Colby-Sawyer College, NH (GRC) Musculoskeletal Biology & Bioengineering, 3-8 August, Proctor Academy, NH (GRC) Organic Geochemistry, 3-8 August, Holderness School, NH (GRC) Rare Cells in Circulation, 3-8 August, Mount Holyoke College, MA (GRC) Salt & Water Stress in Plants, 3-8 August, Sunday River Resort, ME (GRC)		Jul 3	Jul 7
August					
1	Cell/Tissue Culture	DNA Topoisomerases in Biology & Medicine, 10-15 August, Sunday River Resort, ME (GRC) Mammalian Reproduction, 10-15 August, Colby-Sawyer College, NH (GRC) Molecular Basis of Microbial One-Carbon Metabolism, 10-15 August, Mount Holyoke College, MA (GRC) Multiferroic & Magnetoelectric Materials, 10-15 August, University of New England, ME (GRC) Neural Development, 10-15 August, Salve Regina University, RI (GRC) Photonuclear Reactions, 10-15 August, Holderness School, NH (GRC)		Jul 11	Jul 14
8		Biom mineralization, 17-22 August, Colby-Sawyer College, NH (GRC) Drug Carriers in Medicine & Biology, 17-22 August, Waterville Valley Resort, NH (GRC) Ionic Liquids, 17-22 August, Sunday River Resort, ME, VT (GRC) Mechanisms of Epilepsy & Neuronal Synchronization, 17-22 August, Mount Snow Resort, VT (GRC)		Jul 18	Jul 21
15	Parenting	FEBS/EMBO 2014, 30 August - 4 September, Amsterdam, Paris, France 5th EuCheMS Chemistry Congress, 31 August - 4 September, Istanbul, Turkey		Jul 25	Jul 28
22	Career Feature: Postdocs			Aug 1	Aug 4
29				Aug 8	Aug 11
September					
5	Sample Prep/Handling			Aug 15	Aug 18
12	Global Health Career Feature: Faculty	Immunogenomics 2014, 29 September -1 October, Huntsville, AL		Aug 22	Aug 25
19	Metabolomics	Human Proteome Organization (HUPO) World Congress, 5-8 October, Madrid, Spain		Aug 29	Sep 2
26			RED STICKER	Sep 5	Sep 8
October					
3	Genomics Career Feature: Faculty	American Society of Human Genetics, 18-22 October, San Diego, CA		Sep 12	Sep 15
10	Robots Grow Up General Lab Equipment	NIH Fall Research Festival, Dates TBD, Bethesda, MD		Sep 19	Sep 22
17	Career Feature: Top Employers Survey			Sep 26	Sep 29
24	2014 AAAS Annual Meeting Program			Oct 3	Oct 6
31	Neuroscience Career Feature: Neuroscience	Society for Neuroscience, 15-19 November, Washington, DC		Oct 10	Oct 14
November					
7				Oct 17	Oct 20
14	Career Feature: Nanotechnology/Biotechnology	Materials Research Society Fall, 30 November - 5 December, Boston, MA		Oct 24	Oct 27
21	Skin Cell Culture	American Society for Cell Biology, 6-10 December, Philadelphia, PA		Oct 31	Nov 3
28	Microscopy/Imaging Career Feature: Europe	American Geophysical Union, 15-19 December, San Francisco, CA		Nov 7	Nov 10
December					
5				Nov 14	Nov 17
12	Protein Analysis Career Feature: Asia			Nov 21	Nov 24
19	Breakthrough of the Year			Nov 26	Dec 1

October is a Readex Online Study Month

ON TARGET

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			(KS) Keystone Symposia

Science Print Rates

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Cover 4							
Cover 2, Page 1							
Cover 3	Contact your <i>Science</i> sales representative for more information and to obtain pricing.						
TOC 1, TOC 2							
Lead Edit, News							

Position	36x	42x	48x	60x	78x	96x
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Lead Edit, News						

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$\frac{1}{6}$							

Size	36x	42x	48x	60x	78x	96x
Full						
$\frac{2}{3}$						
$\frac{1}{2}$	Contact your <i>Science</i> sales representative for more information and to obtain pricing.					
$\frac{1}{3}$						
$\frac{1}{4}$						
$\frac{1}{6}$						

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All Marketplace ads are net.

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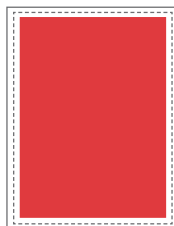
Science Print Specifications

Ad Sizes	Imperial		Metric	
Page Unit	Width	Depth	Depth	Width
Full Page	7 ³ / ₄ "	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 ³ / ₁₆ "	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 ³ / ₁₆ "	x 4 ³ / ₄ "	121 mm	x 57 mm
Marketplace	2 ¹ / ₄ "	x 1"		

Bleed Ad 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

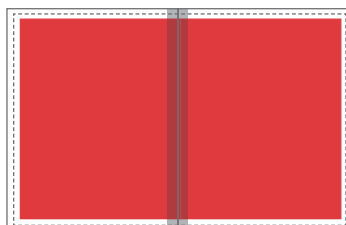
Full-Page Bleed Requirements

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



Two-Page Bleed Requirements

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Bleed Ad Notes

- Trim size: 8 ¹/₄" x 10 ¹/₂"
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Paper Stock & Printing Process

- Covers: 70 lb. (31.75 kg)
- Text: 36 lb. (16.33 kg) matte finish
- Covers & Text: Web offset

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 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 CMYK or grayscale and 300 dpi. Include ¹/₈" bleed with trim/bleed marks and color bars. No application files are accepted.

All files from advertisers will be held for one year.

Digital Proofing Requirements

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Inserts/Outserts

Inserts: Approved pre-printed 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.

- 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.

Please contact your sales representative for rates.

Outserts: Approved preprinted outserts must arrive at the printer nine calendar days prior to publication date. Advertisers must supply a sample copy to *Science* by the space reservation deadline.

Please contact your sales representative for a quotation and availability.

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

Ad Delivery Made Easy

E-mail, FTP, or mail a CD/DVD of your advertisement for quick insertion in the journal.

E-mail: digitalads@aaas.org

FTP: digitalads.aaas.org

User: daddrop

Pswd: daddrop

CD/DVD:

- Media will not be returned
- All insertion orders, ad materials, and media should be sent to:

Product Advertising Trafficking Department

Science, Room 364

1200 New York Avenue, NW, Washington, DC 20005 USA

Phone: 202-326-7072 Fax: 202-289-7825

Leaderboard or Skyscraper Banner Ads

Annual Spend	Open	>=\$25K	>=\$100K	>=\$250K	Minimum Number of Impressions per Order
Run-of-site					Contact your <i>Science</i> sales representative for more information and to obtain pricing.
Targeted (site, discipline, page, geographic)					

All rates are gross. (For agency discounts please see Advertising Terms & Conditions at www.ScienceMag.org/help/advertisers/terms.dtl)

Specifications:

- 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 and Monthly E-mails

Open	>=\$25K	>=\$100K	>=\$250K
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Contact your *Science* sales representative for current distribution numbers, specifications, and pricing.

To calculate sponsorship of a weekly *Science* e-mail, apply the above CPM rates to current distribution numbers.

All rates are gross. (For agency discounts please see Advertising Terms & Conditions at www.ScienceMag.org/help/advertisers/terms.dtl)

Publishing Dates:

AAAS Advances — Monthly, on the 15th
Bio-Med Roundup — Monthly, on the 8th
Editors' Choice — Weekly, Thursday
Japan Highlights — Weekly, Thursday
<i>Science</i> Express — Weekly, Thursday
<i>Science</i> TOC — Weekly, Thursday
<i>Science</i> News This Week — Weekly, Thursday
<i>Science</i> Roundup — Monthly, on the 30th
<i>Science</i> Roundup in Chinese — Monthly, on the 30th
<i>Science Signaling</i> TOC — Weekly, Tuesday
<i>Science Translational Medicine</i> TOC — Weekly, Wednesday
<i>ScienceNOW</i> Daily Alert — Daily
<i>ScienceNOW</i> Weekly Alert — Weekly, Saturday
This Week in <i>Science</i> — Weekly, Thursday

Contact your sales representative for current distribution numbers.

General Advertising Policies

All Advertising Terms & Conditions apply.

Please see: www.ScienceMag.org/help/advertisers/terms.dtl

Additionally, online policies are applicable to online ads.

Please see: 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 via e-mail for all online advertising.

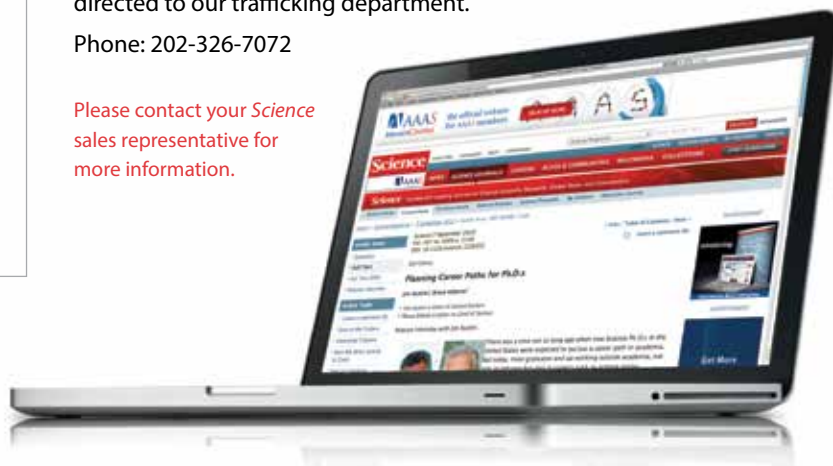
E-mail: digitalads@aaas.org

Technical Questions for Online Advertising

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

Phone: 202-326-7072

Please contact your *Science* sales representative for more information.



Since 1848, AAAS has worked to advance science and serve society.

In service of this mission, the American Association for the Advancement of Science (AAAS) offers programs focused on science policy, international cooperation, science education, diversity and inclusion, and career development for scientists. When you advertise with us, not only are you reaching the qualified scientists you need, you are also supporting AAAS and its many programs. Your advertising dollars help sustain efforts including the following:

Project 2061 is a long-term initiative of AAAS to promote literacy in science, mathematics, and technology.

To achieve that goal, Project 2061 conducts research and develops tools and services that educators, researchers, and policymakers can use to make critical and lasting improvements in the education system.

R&D Budget and Policy Program sponsors studies and public meetings on funding and policy issues affecting

federal government support of research and development (R&D). This program's purpose is to contribute to an informed public discussion regarding federal support for R&D by providing timely, objective, and accurate information on federal R&D support.

AAAS Science & Technology Policy Fellowships provide the opportunity for accomplished scientists and engineers to participate in, and contribute to the federal policymaking process while learning firsthand about the intersection of science and policy.

AAAS International Office develops partnerships and maintains relationships between AAAS and leading scientific organizations worldwide, including foreign government agencies and non-governmental actors. Our overarching goal is to create linkages, and to facilitate new initiatives that drive the shared mission of advancing science and serving society.

Chinese educators visit AAAS to learn about the long-term efforts of Project 2061 to improve science literacy.



The 2012-2013 class of AAAS's Science and Technology Policy Fellows gather on the Capitol steps.



Credit: Foster Wiley

Albert H. Teich of AAAS testifies at a hearing before the U.S. House Subcommittee on Research and Science Education.



AAAS is here – bringing scientific expertise to policy making.

Good science policy is the result of politicians understanding science and scientists understanding policy. Toward this end, AAAS manages the Science & Technology Policy Fellowships program, which embeds scientists and engineers in the federal government for up to two years. From Congress to the State Department, each class of Fellows contributes to the policy-making process while getting hands-on experience at the intersection of science and policy. As a AAAS member your dues support these efforts. If you're not yet a AAAS member, join us. Together we can make a difference.

To learn more, visit aaas.org/plusyou/fellows



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