

Online Recruiting

Rates for all online products are tiered based on your organisation's annual spending level. This includes print, online, and career fairs. Online product rates are commissionable.

Online Job Postings

Whether you need to hire 1 scientist or 20, our self-service job posting system takes the hassle out of recruiting. Just log in and follow the simple instructions to post your jobs at your own pace, on your own time. Jobs stay active for eight weeks and multiple posting rates are tiered so you can save money.

- Fast and easy
- Stays online for eight weeks
- Posted within one business day
- The more you post, the more you save (see below)

Online Job Posting Rates*

Tier	# of postings	Rate per posting
1	1 – 5	US \$425
2	6 – 10	US \$375
3	11 – 20	US \$350
4	21 – 49	US \$325
5	50 +	US \$299

Discounts:

- **Volume** – These are applied to postings run within a calendar year. As you post more jobs, your rate per posting will decrease. The system will track the number of postings you have run and alert you to your current rate when you log in and when you finalise your order. We will automatically move you to the next tier level as you order new jobs. Ad agencies will be alerted to the current tier rate for each of their clients.

You can get even bigger savings right now — starting with your first posting. If you already know the number of postings you plan to run in a calendar year, call our customer service representatives at +44 (0) 1223 326528 and let them know how many jobs you plan to run. We will set your account to start you at a lower rate today!

- **Agency** – All rates are agency commissionable if paid within 60 days of invoice date. Volume discounts are applied to each client account, not to the agency placing the postings.
- **Renewal** – Advertisers are eligible for a 25% discount when renewing a posting for eight additional weeks. This discount also applies if you choose to place your posting for eight additional weeks with your initial order.

AutoPost

Science will post all your scientific positions on *Science Careers* for you automatically. Advertisers can purchase in 3-month, 6-month, or 12-month packages. Rates are commissionable.

Benefits include:

- Unlimited access to the Resume/CV Database
- Your logo posted in the Current Employers section online
- Monthly Featured Employer listing in *Science*

AutoPost Rates

Interval	Open	>=€15K; £10K	>=€37K; £25K	>=€75K; £50K
3 months	Please contact your sales representative for rates and additional information.			
6 months				
12 months				

*Please note that all orders processed via the online self-service system will be in US \$. Euro and Sterling rates are only available to print advertisers. **Publisher's Own Data, August 2008

Featured Jobs

Advertise your job posting on the homepage of *Science Careers* as well as on the interior pages of *Science*. *Science Careers* averages more than 4.8 million visits annually.** A Featured Job is a great way to reach thousands of passive job seekers. Seven job postings will appear on the front page of *Science Careers*. Each job will rotate throughout the duration of the posting. All Featured Jobs will also be highlighted in the search results.



Rate: Add €94; £63; US \$125 to your posting fee

Spotlight Jobs

Spotlight Jobs appear at the top of the search results page whenever an online job is upgraded to a Spotlight Job and matches the relevant search criteria. On a monthly average, more than 518,000 job searches were performed in 2008.** If your job posting is spotlighted, it will be noticed first among the search results. Spotlight Jobs rotate throughout the duration of their job posting and there are two postings per spotlight.



Rate: Add €94; £63; US \$125 to your posting fee

Featured and Spotlight Jobs Combo

Save €40; £28; US \$50 when you purchase both the Featured and Spotlight Jobs options.

Rate: Add €150; £100; US \$200 to your posting fee

To add these features to your online job postings, select the appropriate box before finalising your order. *Science* print advertisers can order through their sales representative.

Banner Advertising

Science Careers offers different types of banners to suit your needs. All banners include a link back to your website. We will also include your organisation's logo online on our Current Employers page. Monthly activity reports provide click-through statistics.

Run-of-Site Banner Rates

Open >=€15K; £10K >=€37K; £25K >=€75K; £50K

Please contact your sales representative for rates and additional information.

Run-of-site banners: These banners run across most interior pages of *Science Careers* including all jobs pages, homepages, meetings pages, funding pages, and the About Us page. Leaderboard or skyscraper sizes are available. Please note that the skyscraper size will not rotate on the homepage. Run-of-site banners require a minimum buy of 50,000 impressions. Rates are commissionable.

Targeted/Homepage Banner Rates

Open >=€15K; £10K >=€37K; £25K >=€75K; £50K

Please contact your sales representative for rates and additional information.

Targeted banners: Banners can be targeted by geography or page on *Science Careers*. Leaderboard size available on all pages. Skyscraper size available on selected pages. Targeted banners require a minimum buy of 40,000 impressions. Rates are commissionable.

Homepage banners: This banner runs across the top of the *Science Careers* homepage. Leaderboard size only. Homepage banners require a minimum buy of 40,000 impressions. Rates are commissionable.

Banner Advertising Specifications:

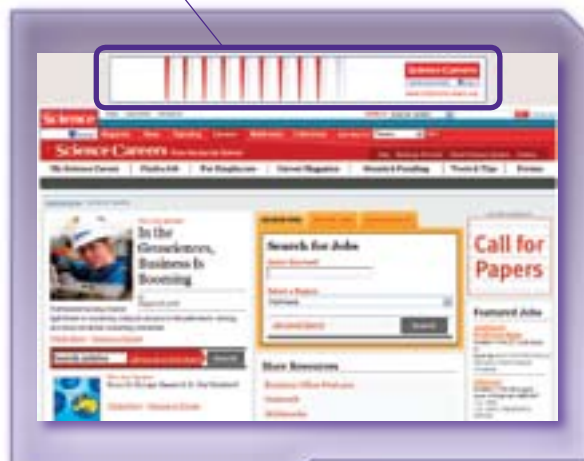
- Leaderboard banner size: 728 pixels wide x 90 pixels deep
- Skyscraper banner size: 160 pixels wide x 600 pixels deep
- Ads should be submitted as GIF, animated GIF, JPG, or Flash file not to exceed 30K. When submitting Flash files, please also include a GIF file to be used as a backup.
- Please provide the URL to which the banner ad will link

Please contact your sales representative for banner options on ScienceMag.org, rates, and additional information.

2,695,084

average weekly page views on ScienceMag.org*

Leaderboard Banner



Skyscraper Banner



18 million
annual page views on *Science Careers**

3rd Party E-mails

Target scientists with an e-mail from *Science* and *Science Careers*.

Whether you are recruiting, promoting a meeting, or announcing a prize, proactively target scientists by geography and/or discipline. Your message will be delivered to a relevant audience and the effectiveness of your campaign can be measured by the metrics we provide.

- Detailed metrics 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.
- Select e-mail recipients from among job seekers and registered users of *Science* online in categories that include education level, primary discipline, and geography.

Please contact your sales representative for rates and additional information.

*Publisher's Own Data, August 2008

Resume/CV Database

The *Science* Careers database boasts thousands of CVs and resumes. Advertisers can purchase in 2-day, 1-week, 1-month, 3-month, 6-month, or 12-month time intervals.

Resume/CV Database Rates

Interval	Open	>=€15K; £10K	>=€37K; £25K	>=€75K; £50K
2 days	Please contact your sales representative for rates and additional information.			
1 week				
1 month				
3 months				
6 months				
12 months				

Resume/CV Database Discounts:

- Print advertisers who place a 1/2 page or larger ad will receive a 25% discount off the Resume/CV Database rates above when purchased with the print ad.
- 15% agency commission discount is given to qualified advertising agencies.

Webinars

Generate excitement about career opportunities with your organisation or profile your region by showcasing them through sponsorship and participation in a live online panel discussion. This new webinar solution reaches *Science's* audience with an educational forum about your company and available career opportunities.

A superior lead generation tool, webinars allow you to capture the targeted viewership you seek for your recruiting needs. Options include a full-scale webinar as well as a shortened audio-only version.

Please contact your sales representative for rates and additional information.



Sponsor Company Logo

Recent Webinar Viewership:

90% of viewers rated speakers as exceptional
80% of viewers rated the quality of the content excellent

Employer Profiles

The profile is a custom designed template that captures a company's unique story. A company's employment brand is a valuable recruiting tool and the Employer Profile gives organisations the opportunity to showcase their brand. It allows job seekers to take a virtual tour of the company's facility, listen to a personal message from the company's CEO, or view a series of employee video testimonials.

The Employer Profile is flexible and can use a combination of images, video, and Flash animation to bring your company's recruitment message to life.

Please contact your sales representative for rates and additional information.



Jobs of the Week

List your job(s) in *Science's* weekly Table of Contents e-mail. Listing includes job title, employer name, and job location. This listing links back to your full job posting on *Science* Careers. Available to print advertisers only.

Jobs of the Week Rates

Open	>=€15K; £10K	>=€37K; £25K	>=€75K; £50K
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Please contact your sales representative for rates and additional information.

Monthly Newsletters

AAAS Advances

- Choice of banner ad or text ad
- Newsletter focusing on organisation news sent to 68,000 AAAS members around the 15th of each month
- Banner art – 468 x 60 pixels – file size 15K with no animation (send GIF files)
- Text ads – 600 characters (includes spaces)
- Art due by the first Friday of each month

Bio-Med Roundup

- Choice of banner ad or text ad
- Newsletter including summaries of health and medical *Science* articles sent to 27,000 AAAS members around the 8th of each month
- Banner art – 468 x 60 pixels – file size 15K with no animation (send GIF files)
- Text ads – 600 characters (includes spaces)
- Art due by the 1st of each month

Career Path

- Banner ad
- Newsletter including job openings, career trends, and advice sent to 60,000 *Science* Careers registrants
- Banner art – 728 x 90 pixels – file size 15K with no animation (send GIF files)
- Art due by the 12th of each month



Weekly E-mails

Science TOC – Includes *Science* weekly table of contents

Science Express – Research articles posted online before print publication

This Week in Science – Short summary of research content in *Science*

Science News This Week – Short summaries of the latest news in *Science*

Editors' Choice – Highlights of recent content from other journals chosen by the Editors of *Science*



Weekly E-mail Rates

Open >=€15K; £10K >=€37K; £25K >=€75K; £50K

Please contact your sales representative for rates and additional information.

Weekly E-mail Specifications:

- Choice of banner ad or text ad
- Banner art – 468 x 60 pixels – file size 15K with no animation (send GIF files)
- Text ads – 600 characters (includes spaces)
- Art due one week prior to send date
- Contact your sales representative for individual distribution numbers

Graduate Programmes

Online Index of Graduate Programmes

Science Careers online index of graduate school programmes showcases the top science programmes in the world. Students can search the database by subject area, geographic locations, or university name and then link directly to your programme.

Banners Promoting Graduate Programmes

Science offers both leaderboard and skyscraper ad banners to suit your needs.

- Post your message on ScienceCareers.org, ScienceMag.org, or any combination of the two websites
- All banners include a link back to your programme information
- Monthly activity reports provide click-through statistics
- We can help design your banner at no additional cost

Please contact your sales representative for rates and additional information.

Monthly Newsletter Rates

Open >=€15K; £10K >=€37K; £25K >=€75K; £50K

Please contact your sales representative for rates and additional information.

Greater visibility = Higher enrollment