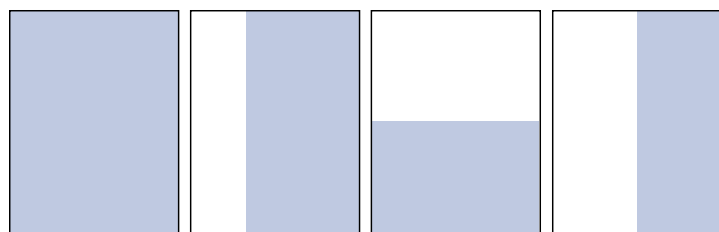


Print Display Ad Specifications

Display Ads (Represents size only, not placement on page)

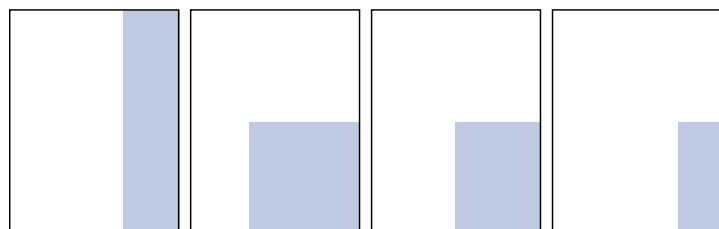


Full Page
7" wide
10" deep
(7" x 10")

2/3 Page
4 ⁹/₁₆" wide
10" deep
(4.5625" x 10")

1/2 Horizontal
7" wide
4 ³/₄" deep
(7" x 4.75")

1/2 Vertical
3 ³/₈" wide
10" deep
(3.375" x 10")



1/3 Vertical
2 ³/₁₆" wide
10" deep
(2.1875" x 10")

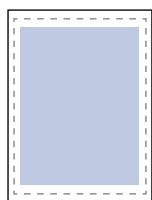
1/3 Square
4 ⁹/₁₆" wide
4 ³/₄" deep
(4.5625" x 4.75")

1/4 Page
3 ³/₈" wide
4 ³/₄" deep
(3.375" x 4.75")

1/6 Page
2 ³/₁₆" wide
4 ³/₄" deep
(2.1875" x 4.75")

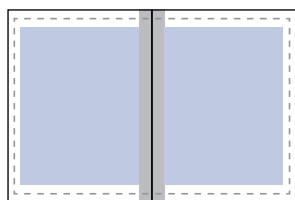
Full-Page Bleed Requirements

- 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"



Bleed Ad Notes

- For full page, keep "live matter" at least ³/₁₆" from trim
- When using a great deal of text, we recommend enlarging the gutter area and decreasing the live area width —
Gutter: ³/₄"
Live area: 7 ¹/₂" x 10"

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), 300dpi. Include a ¹/₈" bleed with trim/bleed marks and color bars. No application files are accepted.

Digital Proofing Requirements

All color ads must include a SWOP certified color proof. For SWOP certified proofing systems see – swop.org. A high-quality laser print is acceptable only for B&W ads. If a SWOP proof is not supplied with a color insertion, customer must purchase one of the SWOP Certified Color Proofing Packages below:

Customer Package: Two SWOP Certified Proofs

- One tabloid sized (11" x 17") proof for the customer (shipped to 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 and additional information.

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 and additional information.

Delivery Methods

- CD/DVD
- E-mail: recruitads@aaas.org
- FTP: sciads.aaas.org
User: sciads
Password: @ddrop

Paper Stock

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

Printing Process

- Covers & Text: Web offset

Print Display Ad Rates

Black & White Display Rates					
Size	1X	6X	12X	18X	24X
Full 2/3 1/2 1/3 1/4 1/6	Please contact your sales representative for space rates, color rates, and additional information.				
Size	36X	48X	60X	96X	
Full 2/3 1/2 1/3 1/4 1/6	Please contact your sales representative for space rates, color rates, and additional information.				

Display Ad Discounts

- **25% discount for multiple insertions of the same ad:** Display advertisers receive a 25% discount off all subsequent insertions following the first insertion that are noted on the original insertion order. The ad must be the same ad and size.
- **25% pickup discount:** A 25% discount is applied to any line or display ad repeated within an eight-week period.
- **15% agency commission discount:** All display ads are eligible to receive a 15% commission when placed by a third-party ad agency with the agency's insertion order. Agency discount only applies to ads paid within 60 days of invoice date.

Posting Display Ads Online

All ads placed in *Science* can be posted on the *Science Careers* website for a nominal fee. Ads will be posted the evening before print publication date.

By posting your ad online, you automatically receive:

- Eight-week posting
- Inclusion in the Job Alerts service
- E-mail link
- URL link

And your ad will be searchable on two additional websites:

- NPA (NationalPostdoc.org)
- *Science Signaling* (ScienceSignaling.org)

Featured and Spotlight Jobs

- Advertise your job postings on the homepage of ScienceCareers.org as well as the interior pages of ScienceMag.org. See page 17 for further details.

Please contact your sales representative for rates and additional information.

More than **518,000** job searches are conducted on *Science Careers* every month. Your ad will be included in these search results.*

*Publishers Own Data, August 2008

Color Display Rates

All color charges are in addition to black and white space rates.

- Individual process colors (Cyan, Magenta, Yellow)
- 4-color process (full-color)
- PMS or matched colors (subject to press availability)
- DPS color

Premium Position

First right-hand full page in classified section. Available on a first-come, first-served basis. This page includes a special banner labeled *Employer of the Week*.

Print Line Ad Specifications and Rates

Line Ad Formats

You can include a headline, box, or logo. Cost is based on the number of text lines and lines taken up by the logo. Sample versions of the same ad are shown below (not shown in actual size).

Wrapped

FACULTY POSITIONS, University of America Department of Biology. The Department of Biology seeks applicants for one senior and two junior tenure-track positions. Although the field of interest is open, our goal is to establish a cohort of developmental biologists. Application review will begin October 12, 2008. Applicants should send curriculum vitae and statements for research and teaching interests and have three letters of reference sent to: Prof. John Doe, Search Committee Chair, Department of Biology, University of America, 1200 Patriot Drive, NW, Room 303, Washington, DC 20005. E-mail: jdoe@uamerica.edu. The University of America is an Equal Opportunity/Affirmative Action Educator and Employer.

Headline/Address Stacked

FACULTY POSITIONS
University of America
Department of Biology

The Department of Biology seeks applicants for one senior and two junior tenure-track positions. Although the field of interest is open, our goal is to establish a cohort of developmental biologists. Application review will begin October 12, 2008. Applicants should send curriculum vitae and statements for research and teaching interests and have three letters of reference sent to:

Prof. John Doe
Search Committee Chair
Department of Biology
University of America,
1200 Patriot Drive, NW, Room 303
Washington, DC 20005
E-mail: jdoe@uamerica.edu.

The University of America is an Equal Opportunity/Affirmative Action Educator and Employer.

Logo Stacked

Science Careers
from the journal *Science* AAAS

FACULTY POSITIONS
University of America
Department of Biology

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Washington, DC 20005
E-mail: jdoe@uamerica.edu.

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Box/Stacked

FACULTY POSITIONS
University of America
Department of Biology

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Washington, DC 20005
E-mail: jdoe@uamerica.edu.

The University of America is an Equal Opportunity/Affirmative Action Educator and Employer.

Line Rates

- 10-line minimum

Contact your sales representative for rates and additional information.

Line Ad Upgrades

Make your ad stand out among the pages in *Science*. We now offer upgrade options which include:

Science Careers
from the journal *Science* AAAS

FACULTY POSITIONS
University of America Department of Biology
The Department of Biology seeks applicants for one senior and two junior tenure-track positions. Applicants should send curriculum vitae and have three letters of reference sent to:
Professor John Doe
Search Committee Chair
Department of Biology
University of America
1200 Patriot Drive, N.W.
Washington, DC 20005
E-mail: jdoe@uamerica.edu
The University of America is an Equal Opportunity/Affirmative Action Educator and Employer.

1. Colored box (blue, green, or red) and URL (or e-mail address) in blue
2. 4-color logo and bold text lines in the body copy
3. Combo of options 1 and 2

Please contact your sales representative for rates and additional information.

Estimating the Cost of Your Ad

Science will provide a cost estimate for line ads. This is an approximate cost only. All classified line ads are estimated at approximately 6 words or 49 characters per line (including spaces and punctuation marks). For the most accurate estimate, please e-mail your ad to *Science*. Purchase orders must allow for variation between estimated lines and actual typeset lines as well as the resulting final cost.

Line Ad Discounts

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- **25% pickup discount:** A 25% discount is applied to any line or display ad repeated within an eight-week period.

Posting Line Ads Online

All ads placed in *Science* can be posted on the *Science* Careers website for a nominal fee. Ads will be posted the evening before the print publication date.

By posting your ad online, you automatically receive:

- Eight-week posting
- URL link
- E-mail link
- Inclusion in the Job Alerts service

And your ad will be searchable on two additional websites:

- NPA (NationalPostdoc.org)
- *Science Signaling* (ScienceSignaling.org)

Featured and Spotlight Jobs

- Advertise your job postings on the homepage of ScienceCareers.org as well as the interior pages of ScienceMag.org. See page 17 for further details.

Please contact your sales representative for rates and additional information.

How to Submit a Line Ad

Send your ad text to: advertise@sciencecareers.org

Do not boldface or italicize any words. *Science* will edit and typeset ads according to *Science's* style. *Science's* style guidelines do not allow abbreviations. *Science* cannot provide proofs of typeset line ads. All recruitment line ads will appear under a *Positions Open* banner. *Science* makes every effort to group similar ads together but cannot guarantee positioning of any ad.