

## ADS SPECS

### PRINT

#### Spread

Trim size: 10.5" H x 17" W  
w/bleed: 10.75" H x 17.25" W  
Live area (min. safety area): 10" H x 16.5" W

#### Full Page

Trim size: 10.5" H x 8.5" W  
w/bleed: 10.75" H x 8.75" W  
Live area (min. safety area): 10" H x 8" W

#### 1/2 Page Horizontal

Trim size: 5.125" H x 8.5" W  
w/bleed: 5.375" H x 8.75" W  
Live area (min. safety area): 4.625" H x 8" W

#### 1/2 Page Vertical

Trim size: 10.5" H x 4.16" W  
w/bleed: 10.75" H x 4.41" W  
Live area (min. safety area): 10" H x 3.66" W

#### 2/3 Page Vertical

Trim size: 10.5" H x 5.375" W  
w/bleed: 10.75" H x 5.5" W  
Live area (min. safety area): 10" H x 4.875" W

#### 1/3 Page Vertical

Trim size: 10.5" H x 2.875" W  
w/bleed: 10.75" H x 3" W  
Live area (min. safety area): 10" H x 2.375" W

#### 1/4 Page Vertical

Trim size 5.125" H x 4.16" W  
w/bleed: 5.375" H x 4.41" W  
Live area (min. safety area): 4.625" H x 3.66" W

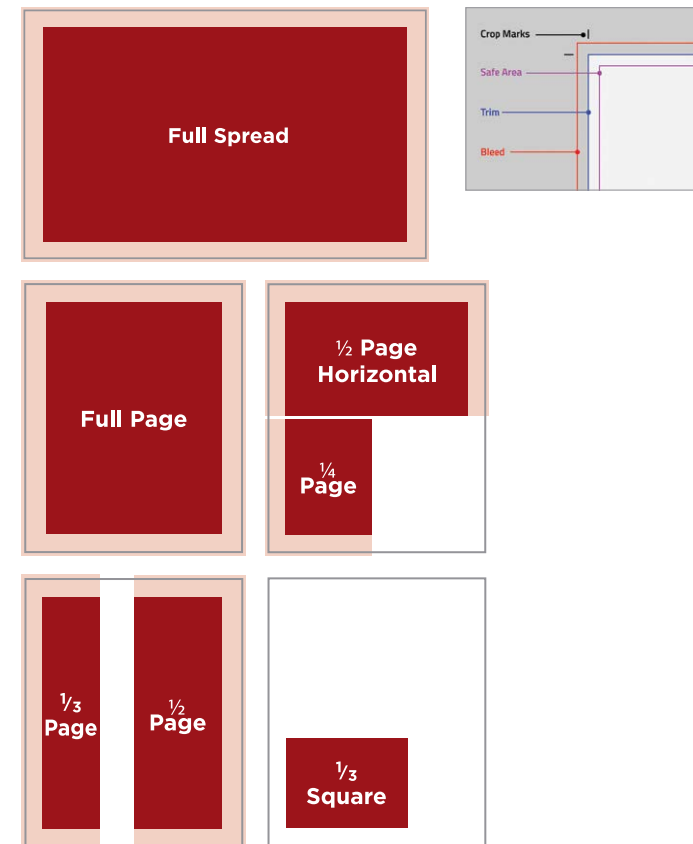
#### 1/3 Page Square

Trim size: 4" H x 4.75" W  
Does not bleed: 4" H x 4.75" W  
Live area (min. safety area): 4" H x 4.75" W

**Formats:** Advertising materials must be prepared in digital formats as specified. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For Guide and Classified ads, please submit the text electronically, either within an email message or as an attachment, in MS Word.

**Images:** We prefer TIFF, EPS, JPEG, or PDF file formats. Any digital images must have an original resolution of at least 266 dpi.

SEND MATERIALS TO: [ad.production@thescientist.com](mailto:ad.production@thescientist.com)



### HIGH IMPACT - PRINT

#### Cover Tip-on

Cover tip-ons are affixed by glue.  
Trim size: 6" H x 8" W; w/bleed 6.25" H x 8.25" W

#### Polybagged Outsert

Outsert weight limit may apply.  
Trim size: 10.5" H x 8.5" W; w/bleed 10.75" H x 8.75" W

#### Tip-In

Tip-ins are affixed by glue.  
Trim size: 10.25" H x 8" W; w/bleed 10.5" H x 8.25" W

#### Inserts/Supplements

Inserts and supplements are bound into the magazine at limited locations. Insert weight limit may apply.  
Trim size: 10.5" H x 8.5" W; w/bleed 10.75" H x 8.75" W  
Live area (min. safety area): 10" H x 8" W

#### Belly Band

Width variable – based on issue thickness.  
6.25" H x 18" W; Trim size 6" H x 17.25" W;  
Live area (min. safety area) 5.75" H x 8" W

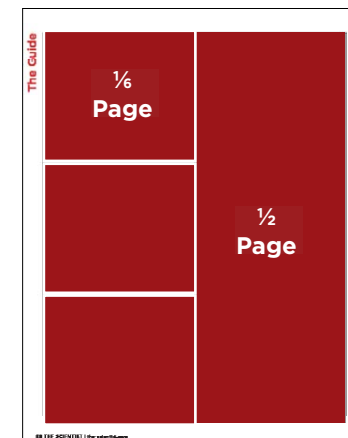
### GUIDE ADVERTISEMENT

Formatted by *The Scientist*

#### 1/6 Page

3" H x 3.5" W  
Please submit the following materials:

- Body text: 60 words maximum
- Headline: 36 characters maximum
- Company contact information: phone, fax, email, and web address only
- Photo or illustration measuring 2" H x 1.5" W



#### 1/2 Page

9" H x 3.5" W

Please submit the following materials:

- Body text: 275 words maximum
- Headline: 65 characters maximum
- Company contact information: phone, fax, email, and web address only
- Photo or illustration measuring 2" H x 3.1875" W
- Company logo

### EMAIL

#### Sponsored Email

(*The Scientist* Daily and eTOC/OTC)

- Sponsorship of *The Scientist* Daily, monthly eTOC, or OTC includes two leaderboard banners and a skyscraper banner.

2x Leaderboard	728 x 90	40K (max. file size)
Skyscraper	160 x 600	40K (max. file size)

#### Direct Email

- Text or HTML email material and target recipient selections are due one week prior to launch of campaign.
- Do not include any executable code, JavaScript, ActiveX, etc.
- Please do not attach any images. *The Scientist* will not host images.
- Point to image files on an external website.

#### Banner Ads

Impression-Based Advertising Options

- Artwork must be provided as GIFs or JPEGs.
- Animated GIFs must be limited to 3 frames and must go through the full rotation no more than 3 times (non-animated ads preferred).
- Flash banners are NOT accepted
- Please contact your account manager for rich media ad specs.

	Website	Mobile	Max. File Size
<b>Leaderboard</b>	728 x 90	320 x 50	35k
<b>Boombbox</b>	300 x 250	300 x 250	35k
<b>Peel Back</b>	500 x 500 / 100 x 100 (Top Right 50%)		35k
<b>Anchor</b>	960 x 45	300 x 50	35k