

# 2020 Science Connected Magazine and Newsletter Advertising



# Welcome to Science Connected

Science Connected Inc. is a 501(c)(3) nonprofit organization dedicated to connecting people with scientific research and information. We publish Science Connected Magazine. Our users trust us to only publish accurate, reliable, and scientifically verifiable information. Therefore, we only permit ads on that website that meet strict standards. These standards can be found in our Online Advertising Policy, Principles and Acceptance and at the end of this document.

## Website Advertising

### Top Banner Ads

**Page:** <https://magazine.scienceconnected.org>

**Circulation:** Avg. 2,000 users/mo

**Size:** 728x90 leaderboard

**Formats:** jpg or png image with destination link only

**Exclusive Voice:** Only one top banner ad is accepted at a time

### Display Ads in Articles

**Size:** Most horizontal rectangles are acceptable, 970x90 is recommended

**Placement:** In a published article of your choice, subject to approval

**Other:** Will be identified with the word "Advertisement"

### Text Ads in Existing Articles

**Size:** Varies

**Placement:** In a published article of your choice, subject to approval

**Other:** Will be identified with the word "Advertisement"

### Sponsored Posts

Sponsored posts must comply with the Online Advertising Policy, Principles and Acceptance, be 400-1,000 words in length, and not make misleading or unfounded claims. Sponsored post submissions will be reviewed by the editors, and acceptance is not guaranteed. Accepted posts will be tagged and preceded by the word "Advertisement" and be removed from the website after the agreed-upon period of time.

# Email Sponsorships: SC Digest

**Distribution:** Approximately 2,500 highly targeted and engaged subscribers

**Frequency:** Weekly on Friday, with some exceptions

**Average open rate:** 35%

**Average click rate:** 6.3%

**Exclusive Voice:** Only one advertisement accepted per newsletter, per week

**Sizes:** Most horizontal rectangles or squares are acceptable, 970x90 is recommended

**Placement:** We cannot guarantee the exact location of your ad in the Digest email.

		7 Days	14 Days	30 Days
Leaderboard, top banner	728x90	\$100	\$185	\$350
Website, in article display	970x90	--	\$100	\$200
Website, in article text	NA	--	\$100	\$200
Sponsored post	NA	--	\$150	\$250
				<b>Per Issue</b>
Digest	970x90, 728x90, other horizontal standard			\$40

# Online Magazine and Newsletter Advertising Specifications

Location	Ad Unit	Expand on Click	Third Party	Max File Size	Alt Text	Formats
Website, leaderboard	728x90	No	No	40K	None	JPG, PNG
Website, in article display	970x90	No	Accepted	40K	25 chars	JPG, PNG, HTML
Website, in article display/text	Variable	No	Accepted	NA	NA	HTML, plain text with link
Digest	970x90, 728x90, other horizontal	No	No	40K	None	JPG, PNG

## Online Advertising Policy, Principles and Acceptance

Science Connected Inc. publishes Science Connected Magazine. The editors may accept advertising on the Science Connected Magazine website. The appearance of advertising on this website does not imply endorsement of the advertised company or product, nor is advertising allowed to affect editorial decisions or editorial content. Advertising revenue is used to support Science Connected programs.

### Advertising Acceptance

Science Connected has the right to refuse any advertisement that is inappropriate or incompatible with our mission and to stop accepting any advertisement previously accepted. Acceptance, rejection, or termination of any advertisement is entirely at the discretion of Science Connected.

The following types of advertisements are prohibited on the Science Connected Magazine website:

- Advertisements for alcohol, tobacco, or drugs
- Advertisements for weapons, firearms, ammunition and fireworks

- Gambling and lottery advertisements
- Advertisements for pornography or related materials and services
- Political and religious advertisements
- Advertisements that claim to offer a “miracle” cure or method
- Advertisements that make health claims that are unsubstantiated by peer-reviewed empirical research
- Advertisements directed at minors
- Advertisements flagged by our editorial team as inappropriate for our audience

The following advertisement formats are prohibited:

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identifiable information from visitors to the Science Connected Magazine website without their knowledge or permission
- Ads that expand across or down the page without the visitor having clicked or rolled-over the ad
- Ads that send visitors to another site without the visitor having clicked the ad
- Any ad that the Science Connected Magazine editorial staff feel interferes with the user experience
- Hyperlinked text within the body of editorial content that, when clicked, sends users to commercial web pages.

## Advertising Policy

1. Advertisements new to the Science Connected Magazine website require editorial staff approval before they can appear on the sites. Such review will extend to any landing page(s) the advertisement links to. The company sponsoring the Web site of any landing page must be clearly identified on that page.
2. Advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content. In addition, Science Connected Magazine will label all advertisements with the word “Advertisement.”
3. Advertisers may be required to submit supporting documentation to substantiate claims.
4. Science Connected does not allow in-text advertisement hyperlinks to appear in editorial content.

5. Advertisements may not imply endorsement by, nor affiliation with, Science Connected or our publications or programs.
6. Neither advertisers nor their agents may collect any personal information from any user viewing the Science Connected Magazine website except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
7. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.

For questions about online advertising and sponsoring Science Connected, contact [info@scienceconnected.org](mailto:info@scienceconnected.org).