

Recruitment Advertising Options

PRINT ADVERTISING

Ideal for promoting high-profile positions, reaching a senior-level audience or for branding campaigns, events, or grant announcements. Options include the Recruitment section, Best Places to Work survey series, our annual Life Science Salary Survey results and special careers features.

ONLINE ADVERTISING

Our Careers portal, The-Scientist.com/Careers, funnels proactive jobseekers to your postings. Options include:

Featured listings

Have your job, event, or grant advertising displayed on the front page of Careers for a month.

Individual postings and posting packages

Post one job or several to increase efficiencies.

BANNER ADVERTISING

Wrap your message around The-Scientist.com or just target the Careers site. Highlight a specific position, launch a new division, or promote an event or career fair – your options are limitless.

EMAIL ADVERTISING

Select and deliver emails to the candidates of your choice. The-Scientist.com's database of over 111,000 opt-in registrants are waiting to hear about your positions.

LIST RENTAL & CREATION

Want to reach a targeted group of candidates or build your database? Create your own dedicated list or allow our registered users to opt-in to receive your opportunities.

See the Tools section at the back of this book and a full list of The-Scientist.com selects. Careers opt-in jobseekers can be targeted by geography, area of work and more.

Recruitment Advertising Specifications

PRINT ADVERTISEMENTS	INCHES	MILLIMETERS
Spread* bleed	17 ¹ / ₄ in x 10 ³ / ₄ in	438 mm x 273 mm
Spread* non-bleed	17 in x 10 ¹ / ₂ in	432 mm x 267 mm
Full Page bleed	8 ³ / ₄ in x 10 ³ / ₄ in	222 mm x 273 mm
Full Page non-bleed	8 ¹ / ₂ in x 10 ¹ / ₂ in	216 mm x 267 mm
¹ / ₂ Page Horizontal bleed	8 ³ / ₄ in x 5 ¹ / ₃ in	222 mm x 135 mm
¹ / ₂ Page Horizontal non-bleed	7 ¹ / ₈ in x 4 ⁷ / ₁₆ in	181 mm x 113 mm
¹ / ₂ Page Vertical bleed	4 ¹ / ₄ in x 10 ³ / ₄ in	108 mm x 273 mm
¹ / ₂ Page Vertical non-bleed	3 ⁷ / ₁₆ in x 9 ¹ / ₁₆ in	87 mm x 230 mm
² / ₃ Page Vertical bleed	5 ¹ / ₂ in x 10 ³ / ₄ in	140 mm x 273 mm
² / ₃ Page Vertical non-bleed	4 ¹¹ / ₁₆ in x 9 ¹ / ₁₆ in	119 mm x 230 mm
¹ / ₃ Page Vertical bleed	3 in x 10 ³ / ₄ in	76 mm x 273 mm
¹ / ₃ Page Vertical non-bleed	2 ¹ / ₄ in x 9 ¹ / ₁₆ in	57 mm x 230 mm
¹ / ₄ Page bleed	4 ³ / ₁₆ in x 5 ¹ / ₃ in	106 mm x 135 mm
¹ / ₄ Page non-bleed	3 ³ / ₈ in x 4 ¹ / ₂ in	86 mm x 114 mm
¹ / ₆ Page non-bleed	2 ¹ / ₄ in x 4 ¹ / ₂ in	57 mm x 114 mm
Trim Size	8 ¹ / ₂ in x 10 ¹ / ₂ in	216 mm x 267 mm
Live Area	8 in x 10 in	203 mm x 254 mm

*Gutter Safety: 1 ¹/₃ in gutter required in center of spread. Avoid having text in this area.

IMPRESSION BASED ADVERTISING OPTIONS	DIMENSION	MAX FILE SIZE
Standard Banners	468 x 60	25K
Leaderboard Banners	728 x 90	30K
Skyscrapers	160 x 600	30K

BANNER WRAP SPECIFICATION

- Artwork and target URL's are due one week prior to launch of campaign.
- Artwork should be provided in either GIF or JPG format.
- Flash is accepted.
- Control horizontal and vertical space on any page, set of pages or targeted email.
- Banner wrap package includes top and bottom banners and a skyscraper advertisement. Banner and skyscraper dimensions and file size limitations are at left.

MATERIAL SUBMISSION DETAILS

All print advertisements for The Scientist must be delivered by the material submission deadline for the relevant issue. The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production of your advertisements.

- Live area on all bleed ads should be at least 1/4 in (7 mm) from the trim edge.
- PostScript (PS) and PDF files must be prepared at 2400 or 2540 dpi (press optimized).
- Spread advertisements should be prepared and submitted as one file.
- Crop marks, if included, should be set at an offset of 12 points.
- All fonts and images should be embedded in your output file.
- Images submitted in RGB color will be converted to CMYK. There is not a CMYK equivalent for many RGB colors. Matches will be as close as possible but may be imperfect.
- For best print quality, digital images used in the file should have a resolution of 300 dpi or greater.
- Any images placed in a document at sizes larger than 100% will have their resolution reduced by the same percentage.

We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.

SEND MATERIALS TO: careers@the-scientist.com, or by mail to
Ad Traffic Controller at The Scientist
400 Market Street, Suite 1250
Philadelphia, PA 19106-2501

FOR FTP INFORMATION:
Call 215.351.1660 ext 3019 or
Email careers@the-scientist.com