

# RECRUITMENT RATES (\$)

Effective January 1, 2008

A print advertisement in The Scientist is one of the most effective ways of getting your message in front of our proactive and highly qualified audience.

## Advertising Rates (USD \$) (4-color)

	1x	3x	6x
<b>Full Page</b>	\$4,800	\$4,560	\$4,285
<b>2/3 Page</b>	\$3,840	\$3,650	\$3,430
<b>1/2 Page</b>	\$2,880	\$2,735	\$2,575
<b>1/3 Page</b>	\$2,305	\$2,190	\$2,060
<b>1/4 Page</b>	\$1,730	\$1,640	\$1,545
<b>1/6 Page</b>	\$1,040	\$985	\$925
<b>Spread</b>	\$7,630	\$7,250	\$6,815
<b>Line Ads</b>	\$185 per column inch		

## Material Submission Details

All recruitment or event advertisements for The Scientist must be delivered by the advertising close deadline for the relevant issue. The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production.

- Live area on all bleed ads should be at least 1/4 in (6 mm) from the trim edge.
- PostScript (PS) and PDF files must be prepared at 2400 or 2540 dpi (press optimized)
- 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.

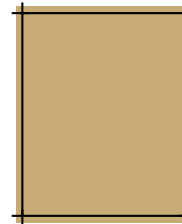
# PRINT SPECIFICATIONS

Print advertisements are available in sizes ranging from gateway folds to spreads and full pages to 1/6 page placements.

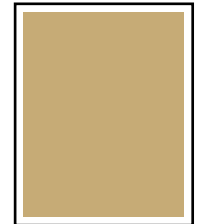
## Full Page Advertisements



**Full Page Trim Area**  
8-1/2 in x 10-1/2 in  
216 mm x 267 mm

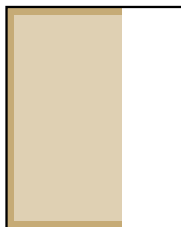


**Full Page Bleed Size**  
8-3/4 in x 10-3/4 in  
222 mm x 273 mm

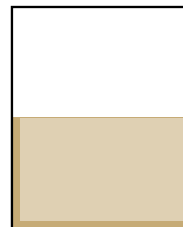


**Full Page Live Area**  
8 in x 10 in  
203 mm x 254 mm

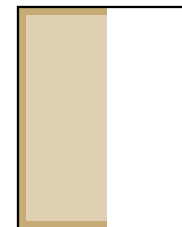
## Fractional Advertisements



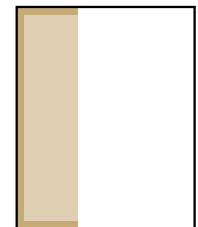
**2/3 Page Vertical Bleed Size**  
5-1/2 in x 10-3/4 in  
140 mm x 273 mm  
**Non-Bleed Size**  
4-11/16 in x 9-1/16 in  
119 mm x 230 mm



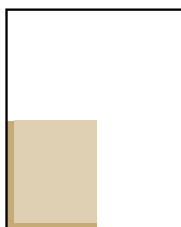
**1/2 Page Horizontal Bleed Size**  
8-3/4 in x 5-1/3 in  
222 mm x 135 mm  
**Non-Bleed Size**  
7-1/8 in x 4-7/16 in  
181 mm x 113 mm



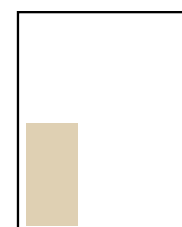
**1/2 Page Vertical Bleed Size**  
4-1/4 in x 10-3/4 in  
108 mm x 273 mm  
**Non-Bleed Size**  
3-7/16 in x 9-1/16 in  
87 mm x 230 mm



**1/3 Page Vertical Bleed Size**  
3 in x 10-3/4 in  
76 mm x 273 mm  
**Non-Bleed Size**  
2-1/4 in x 9-1/16 in  
57 mm x 230 mm



**1/4 Page Bleed Size**  
4-3/16 in x 5-1/3 in  
106 mm x 135 mm  
**Non-Bleed Size**  
3-3/8 in x 4-1/2 in  
86 mm x 114 mm



**1/6 Page Non-Bleed Size**  
2-1/4 in x 4-1/2 in  
57 mm x 114 mm

Contact our Recruitment and Event Team at [careers@the-scientist.com](mailto:careers@the-scientist.com) or 215.351.1660 ext 3019 for more information.