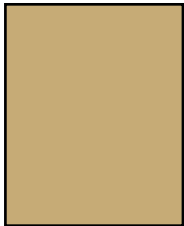


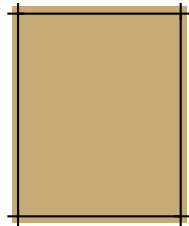
PRINT ADVERTISING SPECIFICATIONS

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. Print advertisements are available in sizes ranging from gateway folds to spreads and full pages to ¼ page placements.

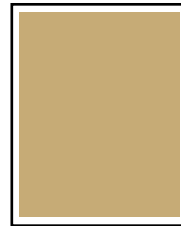
Full Page Advertisements



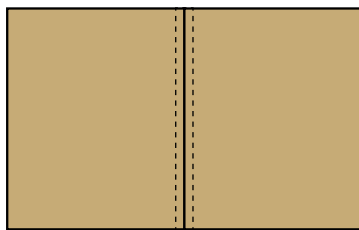
**Full Page
Trim Area**
8-1/2 in x 10-1/2 in
216 mm x 267 mm



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

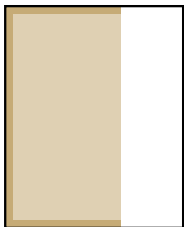


**Full Page
Live Area**
8 in x 10 in
203 mm x 254 mm

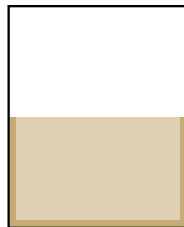


Spread
Bleed Size 17-1/4 in x 10-3/4 in
438 mm x 273 mm
Trim Area 17 in x 10-1/2 in
432 mm x 267 mm
Gutter Allowance
1-1/3 in gutter required in center of spread.
Avoid having text in this area.

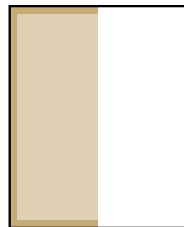
Fractional Advertisements



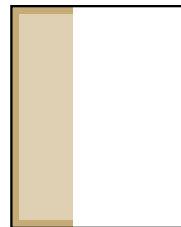
**2/3 Page Vertical
Bleed Size**
5-1/2 in x 10-3/4 in
140 mm x 273 mm
Non-Bleed Size
4-11/16 in x 9-1/16 in
119 mm x 230 mm



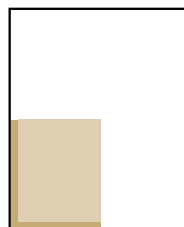
**1/2 Page Horizontal
Bleed Size**
8-3/4 in x 5-1/3 in
222 mm x 135 mm
Non-Bleed Size
7-1/8 in x 4-7/16 in
181 mm x 113 mm



**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

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 (6 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.

Contact our Ad Traffic Controller at ads@the-scientist.com or 215.351.1660 ext 3034 for FTP information.