

2021 Advertising Rate Card



advancedsciencenews.com

Advanced Science News is the place for science, news, views and more. It covers three key interdisciplinary research areas – healthcare, sustainability, and technology.

Advertising on this platform allows your products or services to reach an audience of practicing researchers in science, technology, and industry, from Ph.D. level to group leaders, institute heads, and other decision makers.

Statistics

Website

Users: 57.500

Page Views: 82.900

Newsletter

Subscribers: 5300

Open Rate: 21%

(average 2020)

www.advancedsciencenews.com

ADVANCED SCIENCE NEWS

Rates

Pricing in EUR.

All prices are subject to the statutory VAT.

Ad Size Website	2021 Price/Month
Leaderboard (728x90 px)	€ 1,230

Ad Size Newsletter	2021 Price/Month
Full Size Banner (428x60 px)	€ 1,010

Contact

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WILEY

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Newsletter Dates

Frequency weekly – Booking / Materials due one week before dispatch

Newsletter Date	Newsletter Date	Newsletter Date	Newsletter Date
06 January 2021	06 April 2021	06 July 2021	05 October 2021
12 January 2021	13 April 2021	13 July 2021	12 October 2021
19 January 2021	20 April 2021	20 July 2021	19 October 2021
26 January 2021	27 April 2021	27 July 2021	26 October 2021
02 February 2021	04 May 2021	03 August 2021	02 November 2021
09 February 2021	11 May 2021	10 August 2021	09 November 2021
16 February 2021	18 May 2021	17 August 2021	16 November 2021
23 February 2021	25 May 2021	24 August 2021	23 November 2021
02 March 2021	01 June 2021	31 August 2021	30 November 2021
09 March 2021	08 June 2021	07 September 2021	07 December 2021
16 March 2021	15 June 2021	14 September 2021	14 December 2021
23 March 2021	22 June 2021	21 September 2021	21 December 2021
30 March 2021	29 June 2021	28 September 2021	28 December 2021

Mechanical Requirements

Ad Size Website	Accepted file formats:
Leaderboard (728x90 px)	<ul style="list-style-type: none">• DoubleClick Tags• GIF, JPG & PNG

Ad Size Newsletter	Accepted file formats:
Full Size Banner (468x60 px)	<ul style="list-style-type: none">• GIF, JPG & PNG (static image)

Please submit all creative to our advertising production specialist,
Nicole Schramm at nschramm@wiley.com