



---

**ONLINE OPPORTUNITIES**

NewScientist.com enables advertisers to reach users across a variety of advertising opportunities in different formats.

**BANNER**

A great opportunity to place your brand in front of the right people – opinion formers and professionals from diverse backgrounds.

CREATIVE	PIXELS	FILE SIZE	COST
Banner	468 x 60 pixels	12K max	from £50 cpm

Positions available are *run of site*, *home page* or *guaranteed section*.

**SKYSCRAPER**

Maximise the presence of your brand with this slot, running down the side of the editorial in Hot Topics.

CREATIVE	PIXELS	FILE SIZE	COST
Skyscraper	120 x 600 pixels	15K max	from £60 cpm

Positions available are *guaranteed section* or *run of site* in Hot Topics only.

**POP-UP**

An excellent response generation ad format, available throughout the site.

CREATIVE	PIXELS	FILE SIZE	COST
Pop-up	200 x 200 pixels	12K max	from £50 cpm

Positions available are *run of site*, *home page* or *guaranteed section*.

**SPONSORSHIP**

**Hot Topics** This provides many sponsorship opportunities, enabling you to align your brand with the correct topic area. POA

**Newsletter** Weekly HTML emails to NewScientist.com users allow you to reach your target market. £75 cpm

**RICH MEDIA**

A wide range of Rich Media ads accepted – See terms and conditions for full details POA

Whatever your objectives, NewScientist.com can provide the solution. Bespoke packages utilising both NewScientist.com and New Scientist magazine can be created. Simply call for more information.

Tel +44 (0) 20 7331 2703, or email [displayads@newscientist.com](mailto:displayads@newscientist.com).