



**Advertising on Marine Science Today connects you with as many as 35,000 ocean enthusiasts every month.**

Marine Science Today provides its readers and subscribers with emerging information about the largest natural resource on the planet and, arguably, the one that will have the biggest impact on their lives over the next 100 years. When you advertise on MST, you are connecting that audience with your products, services and ideas. And you can do so at a cost that lets you reach them in ways that print media simply can't.

### **Why is MST right for you?**

- Our huge monthly website audience is growing by more than 10% per month.
- Readers view 3 million of our pages each year. What magazine can deliver that number of impressions at our prices?
- Our newsletter audience gets exclusive content directly into their email inboxes at least two times per month.
- Demographics include both young adults and a mature group with significant buying power.
- The readers include nature enthusiasts, students, parents, scientists and grandparents.
- The majority of our current audience is in the U.S., but our international readership is growing strongly and we plan international language editions in the future.

### **Who is *Marine Science Today*?**

MST is a media company devoted to news and information about the world's oceans. Topics range from marine biology and physical oceanography to technology and policy. Our visitors are, by self-selection, interested in science, conservation, and the marine world. If the ocean touches your market space, MST is the place you should be advertising. Our rates are extremely competitive and you'll be pleased to see how inexpensively you can get directly to the people you want to reach.

### **How do you get started?**

Send us an e-mail with your instructions and ad attached. We'll get it up and running right away. Not only will you be targeting the right audience, but you'll have extreme flexibility in doing so. You can change your message to the reader with the drop of an email. Running a special sale? Send us the new copy and we'll make the change; no extra charge.

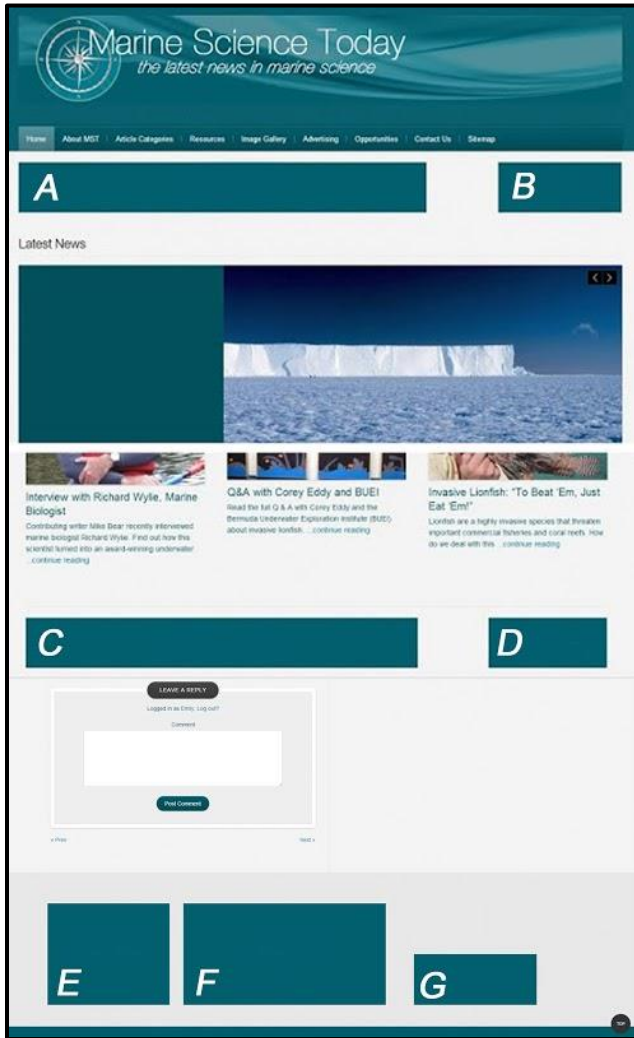
### **In short, *Marine Science Today* offers you the opportunity to:**

- advertise on the website and/or our newsletter,
- reach a specific target group around the world,
- be flexible and quick communicating with your targeted audience,
- choose from a wide selection of formats and ad sizes to best convey your message,
- and time your ad to coincide with events, new product releases, etc.



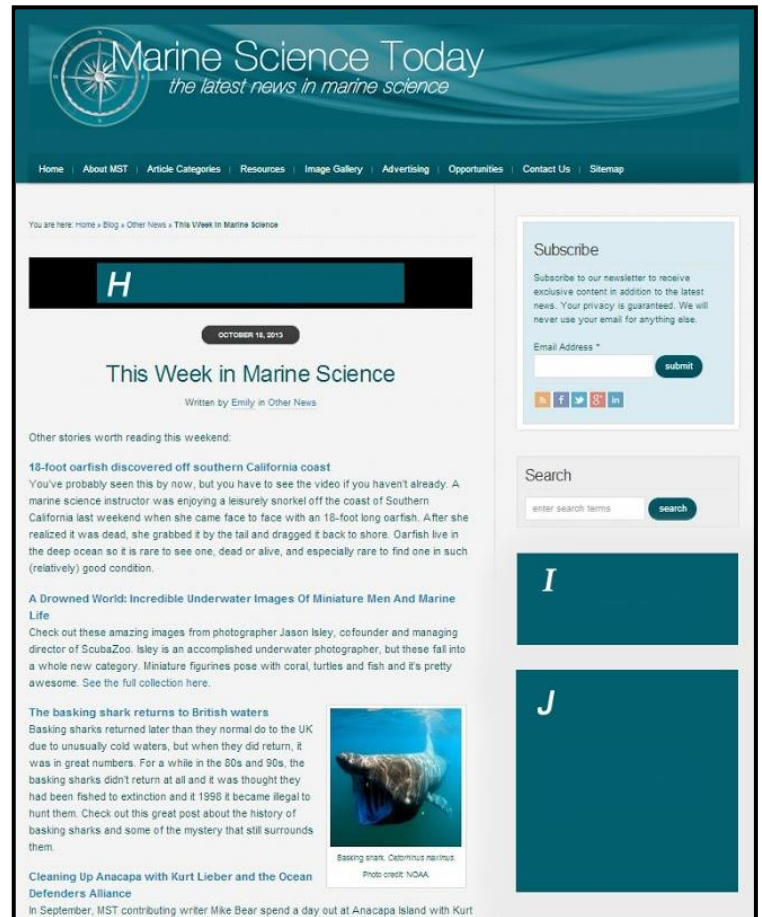
## Possible ad sizes and rates per month on MarineScienceToday.com

### Site-Wide



Site-Wide		
Location	Size	Monthly Price*
A	728 x 90	\$250
B	220 x 90	\$150
C	728 x 90	\$100
D	220 x 90	\$75
E	300 x 300	\$100
F	600 x 300	\$150
G	300 x 125	\$75

### Post-Only



Post-Only		
Location	Size	Price*
H	468 x 60	\$150
I	300 x 125	\$100
J	300 x 300	\$125

\*First-time purchase requires a three-month commitment. All advertising will be paid in advance via PayPal. Rates are subject to change at any time.



## Possible ad sizes and rates per month in Marine Science Today Newsletter



Location	Size	Price*
A	728 x 90	\$50
B	728 x 90	\$40
C	728 x 90	\$30
D	728 x 90	\$20

\*Price per edition – two editions every month. First-time purchase requires a three-month commitment. All advertising will be paid in advance via PayPal. Rates are subject to change at any time.

*If you don't see an ad size or location that works for you or an image just isn't enough, let us know and we can arrange something else. There are plenty of other options:*

- *Let MST host your Twitter feed or Facebook updates*
- *Design a full-page spread within MST (get your own menu tab).*
- *Create an ad for the homepage in any shape and size - location is negotiable.*