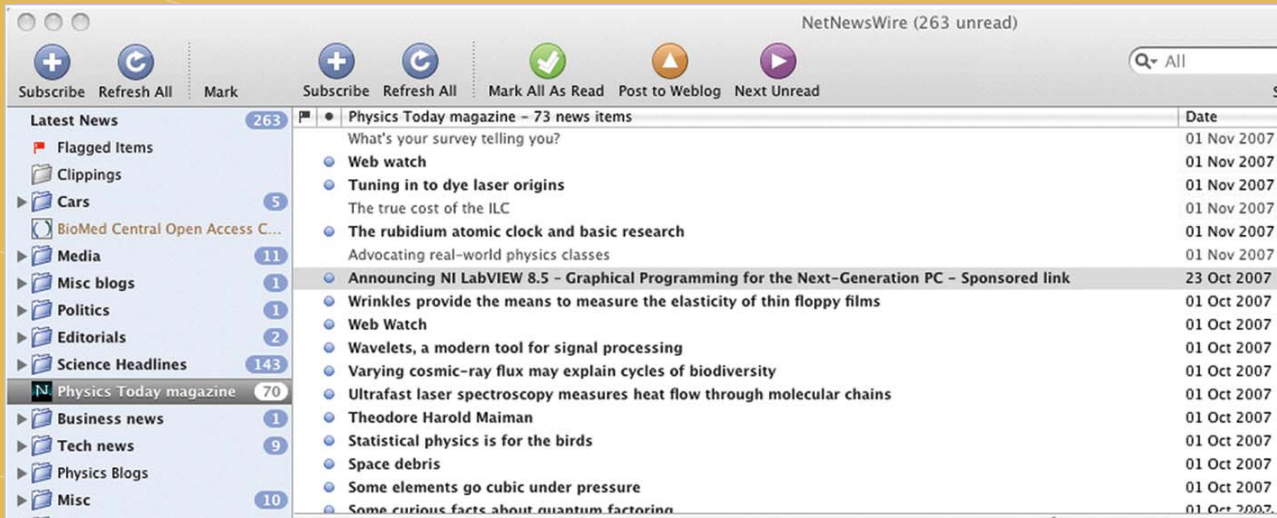




# RSS FEEDS:

REACH THE INBOXES OF 80,000 SCIENTISTS EACH MONTH!



## WHAT IS RSS?

RSS (*Rich Site Summary* or *Really Simple Syndication*) is a format for delivering regularly-changing web content.

## WHY USE RSS?

RSS solves a problem for people who regularly use the web. It allows them to retrieve the latest content from sites they are interested in WITHOUT having to

- Visit each site individually
- Sacrifice their e-mail privacy
- Join each site's e-mail newsletter
- Use different software for reading each site's content

Sites indicate that they have an RSS feed by an icon or by the acronyms RSS, XML, or RDF.

## RSS FEEDS

Your company's text message can accompany the 80,000 RSS feeds e-mailed each month.

- 1-3 months \$1,000/month
- 4-6 months \$750/month
- 7+ months \$500/month

Pricing for print advertisers only.

## 5-WORD HEADLINE + 40-WORD ABSTRACT

Deadlines= the 25th of each month, so May 25th for the RSS feed that goes out June 1st.

**RSS FEEDS**  
**80,000**  
**SUBSCRIBERS/MONTH**