STANDARD BANNERS SPECIFICATIONS

AD SIZES	BIOMED CENTRAL	NATURE & NATURE CAREERS	SCIENTIFIC AMERICAN	SPRINGERLINK	SPRINGEROPEN
728x90 Leaderboard	✓	✓	✓	✓	✓
970x250 Billboard		See Rich Media specs	✓		
300x250 MPU/Square	✓	✓	✓	✓	✓
300x600 Half Page			✓		
300x50/320x50 Mobile			✓		

» Creative Deadlines

• Please submit your banner creative files 3 business days prior to campaign start date

» Format Accepted

• GIF, JPEG, and PNG image files

• HTML5 : click here for more information

• Third party vendor tags

   See the list of certified vendors from Google Ad Manager. Non-certified vendors will need testing in advance of campaign agreement.
   https://developers.google.com/third-party-ads/googleads-vendors

» Specifications

• Maximum file size is 150kb

• A live click-through URL.

   If the banner ad needs multiple click-through URL, please see Rich Media specs

• Maximum of 3 loops

• Maximum animation length 15 seconds

• *Optional - provide alternative text. For example: "Brought to you by <Company Name>"*

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.
To keep up-to-date on marketing solutions like these, sign up for our alerts at partnerships.nature.com

✉ salesoperations@nature.com   ☎ (US): +1 (212) 726 9682   ☎ (EU): +44 (0) 20 7843 4960

SPRINGER NATURE

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» General Design Constraints

- Advertisements with white or grey backgrounds should have a one-pixel border around the graphic's perimeter and/or created within the graphic. The inclusion of the border must not exceed the ad's dimension restrictions

- Advertisements may not employ persistent rapid/`strobing' animation of any graphic, copy, or background element(s)

- Fonts used in all versions of banner ads must not be larger than those used for the journal's names

- Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages or the like

- Non-functioning drop-down menus, radio buttons and text boxes will not be accepted

- Nature Research has final approval over all creative supplied; in the case of extreme negative user feedback/interference Nature Research reserves the right to pull creative prior to campaign delivery

Note: In order to hit scheduling targets on booked inventory across the Springer Nature network an impression is defined by our Google Ad Manager ad-server data. If you have concerns that your choice of ad-serving vendor could result in some inconsistency with Google Ad Manager's delivery statistics, we recommend overbooking your campaign by 5% at the outset with your Nature Research Account Manager.

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