EVENT ADVERTISING 2017

nature events directory

natureevents.com
CONTENTS

- Natureevents Directory 1
- Natureevents Directory in print 2
- Nature 3
- Email alerts 4
- Banner advertising 5
- Online event posts 6
- Online event packages 7
- Advertorial 8
- Conference Proceedings & Meeting Abstracts 9
- 2017 Calendar 10
- A–Z of titles 13
- Inserts and outserts 16
- Print: other titles 18
- Print production guidelines 19
- Banner specifications 20
- Email and alert specifications 22
- Terms & conditions 23
Natureevents Directory is the global events resource for the scientific community, brought to you by Nature, the #1 journal in multidisciplinary sciences.*

**DID YOU KNOW?** The Nature platform has 45 million page views each month and 10.8 million monthly unique visitors.**
NATUREEVENTS DIRECTORY IN PRINT

The directory is published twice a year, providing scientists around the world with a quick reference guide for upcoming scientific events and conferences. The Natureevents Directory delivers the ideal opportunity to promote your event to thousands of scientists.

Natureevents Directory
The Natureevents Directory is published within Nature’s final issue in December, providing easy-to-view event listings for the upcoming year. The directory has been published for over 18 years and as an established feature on Nature’s editorial calendar has become a valuable resource for the global scientific community.

Bonus distribution
The end of year edition also benefits from substantial bonus distribution at a number of major conferences where Nature is exhibiting.

Mid-year edition
The Mid-year Natureevents Directory is published within the June 15 issue of Nature. It provides event organizers an ideal opportunity to promote events taking place during the latter part of the year and to announce previously unscheduled events.

DID YOU KNOW? Nature has a print readership of 374,364.*
EMAIL ALERTS

Journal alerts
Each journal has a corresponding alert that is sent to subscribers prior to publication and contains an overview of content for the upcoming issue. Natureevents Directory offers a prominent ad space across these alerts. The weekly Nature alert alone has over 500,000* subscribers.

Third party emails
Send a dedicated email message to 149,000* opt-in nature.com registrants without the distraction of other accompanying content. Recipients are segmented by demographic information in order to improve the campaigns’ performance.

All third party email campaigns can be targeted using the following selection criteria:
• Field of interest
• Place of work
• Geographic location
• Job type

Email specifications — page 22.

DID YOU KNOW? We publish 9 of the top 20 science journals by Impact Factor.**
**BANNER ADVERTISING**

**Button**  
Available run of site across Natureevents.  
*Specification: 180 × 150 pixels*

**Leaderboard Banner**  
Available across websites, including Natureevents.  
*Specification: 728 × 90 pixels*

**‘In Article’ Banner/MPU**  
Target to specific pages or articles and available across websites.  
*Specification: 300 × 250 pixels*

**Wallpaper**  
*Naturejobs* homepage or *Nature* journal homepage.  
*Specification: 1720 × 1100 pixels*

---

**BANNER ADVERTISEMENTS CAN BE TARGETED BY:**

**Behavioral** — Allows targeting of very specific user segments based on their preferences.

**Contextual targeting** — If you are interested in targeting your banner ads to content related to a specific term, ask your representative about availability.

**Geography** — Reach users in specified countries, regions, or states.

**Date/time** — Deliver your banner ads on specified hours of the day, days of the week, weeks of the month, and/or months of the year.

**Device** — Deliver your adverts specifically by the type of device the user is browsing on, speak to your representative for more information.
When you post your event on natureevents, you can select from a range of innovative online upgrades to attract more delegates and strengthen your brand within the scientific community.

**Event Matching**
Display your listing alongside relevant content anywhere on nature.com.

**Featured Event**
Flag your events within search results by placing a red ‘Featured’ label next to your listings.

**Highlighted Event**
Your event posting will appear highlighted in the event listings so that it stands out from other search results.

**Spotlighted Event**
Ensure event seekers on Natureevents see your listings first. Spotlighted events appear at the top of related searches.

**Event Logo**
Upload a company or institution logo to reinforce the brand. Available for use in both search results and event descriptions.

With nature.com you can target scientists in a specific field of research and not just those actively looking for a specific event.
ONLINE EVENT PACKAGES

You can select from a range of online upgrades to increase the effectiveness of your event post.

10% SAVINGS
TARGET
- Event Matching
- Event of the Week
- Logo in search results

15% SAVINGS
EXPOSURE
- Event Matching
- Event of the Week
- Spotlight
- Featured
- Logo in search results

30% SAVINGS
IMPACT
- Event Matching
- Event of the Week
- Spotlight
- Featured
- Logo in search results
- Logo in description
- Journal alert or button

Target
Reach the best event seekers on nature.com through keyword targeting and an Event of the Week slot on a journal homepage.

Exposure
Increase the visibility of your event with this package which includes the Target package options and additional upgrades to make your event stand out.

Impact
This package maximizes the effective targeting of scientists on nature.com with the added exposure on Natureevents and in a journal alert.
NATIVE ADVERTISING

Work with our editorial team to produce content that is of interest to our readers and promotes your organization.

Inside View
Show the outside world the secret of your success.

Choose the person best placed to tell Nature’s audience about the latest chapter in your organization’s story, and leave the rest to us. We’ll pair your ‘brand ambassador’ with an experienced feature writer, and deliver a double-page Inside View based on the interview and any information that you’d like to share about the workplace environment, culture and heritage, new projects, etc.

In addition to your full-page interview in Nature’s print edition, an Inside View package guarantees:
• A full page print ad alongside
• An online version of the Inside View, live for 12 months
• 150 reprint leaflets with co-branded cover
• Promotion via the Naturejobs news section, newsletter, and across social media

Webcasts
Are you ready for your careers close-up?

Say hello to a six-month association by supporting a Naturejobs live and on-demand video webcast with your branded sponsor message in the opening credits. Your message could precede an expert panel discussion about relevant global job trends, or interviews with scientists whose career histories inform, inspire and entertain. You’ll have the opportunity to start a conversation with the audience, and access to the webcast registration data means you’ll be able to continue that conversation beyond the broadcast.

If you’re clamoring for a customized option, slip into the producer’s chair and work with our editorial team to deliver a one-off webcast or series on a subject of your choosing. Your organization could be the star of the show.

DID YOU KNOW? 20 of our titles are #1 in one or more subject category.*

*DID YOU KNOW? 20 of our titles are #1 in one or more subject category.*
CONFERENCE PROCEEDINGS & MEETING ABSTRACTS

Align your organization with select Springer Nature clinical and scientific research journals and turn your conference proceedings and meeting abstracts into internationally accessible science.

If your organization is hosting an event, publishing conference proceedings and meeting abstracts offers the unique opportunity to present your own peer-reviewed content to niche communities in relevant fields of research.

**BENEFITS:**

**High visibility** - Print and open-access online publications reaching thousands of researchers

**Short lead time** - We will publish your content within 12-14 weeks of acceptance

**Affordability** - Size based pricing to meet your needs

Available options

**PRINT:**

Your content will be featured in a Springer Nature journal, reaching highly targeted subscribers worldwide.

**ONLINE:**

To maximize reach, your custom publication will be available online and archived on the journal's website, enabling users to access your custom publication for years to come.

**E-ALERT:**

Nature.com users register for content e-alerts from Nature Research journals. A dedicated alert announcing your content will be sent to all users who have registered for content alerts from the main journal your publication accompanies.
## 2017 Advertising Features, Editorial & Conferences Calendar

### January

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>
| 19   | Conference/Bonus Distribution: Imperial College London Science Career Fair  
Deadline: 12 Jan 2017 (US), 13 Jan 2017 (EU) |
| 26   |                |

### February

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>
| 23   | SPOTLIGHT ON POSTDOC POSITIONS  
Conference/Bonus Distribution: MIT European Career Day  
Deadline: 16 Feb 2017 (US), 17 Feb 2017 (EU) |

### March

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Deadline</th>
</tr>
</thead>
</table>
| 2    | SPOTLIGHT ON GRADUATES  
Conference/Bonus Distribution: Natural History Museum Annual Student Conference  
Deadline: 23 Feb 2017 (US), 24 Feb 2017 (EU) |
| 9    | Conference/Bonus Distribution: American Physical Society March Meeting  
Society of Toxicology and Microbiology Conference  
Deadline: 02 Mar 2017 (US), 03 Mar 2017 (EU) |
| 16   |                |
| 23   | SPOTLIGHT ON CANCER  
Conference/Bonus Distribution: AACR Cancer and Biomedical Research Career Fair  
253rd ACS National Meeting & Exposition  
Microbiology Society Conference  
| 30   |                |

### April

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
| 13   | Conference/Bonus Distribution: European Geosciences Union General Assembly  
Materials Research Society - Spring  
Deadline: 06 Apr 2017 (US), 07 Apr 2017 (EU) |
| 20   |                |
| 27   |                |

---

10 | Event Advertising 2017 | Natureevents Directory
# 2017 Advertising Features, Editorial & Conferences Calendar

## May

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| 4    | **Event:** Event Advertising 2017  
**Spotlight on Immunology**  
Conference/Bonus Distribution:  
BCF Career Event Netherlands  
American Association of Immunology Annual Meeting  
**Deadline:** 27 Apr 2017 (US), 27 Apr 2017 (EU) |
| 11   | **Deadline:** 04 May 2017 (US), 05 May 2017 (EU) |
| 18   | **Event:** Event Advertising 2017  
**Spotlight on Genetics**  
Conference/Bonus Distribution:  
The European Human Genetics Conference 2017  
**Deadline:** 11 May 2017 (US), 12 May 2017 (EU) |
| 25   | **Deadline:** 18 May 2017 (US), 19 May 2017 (EU) |

## June

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Deadline:</strong> 25 May 2017 (US), 25 May 2017 (EU)</td>
</tr>
<tr>
<td>8</td>
<td><strong>Deadline:</strong> 01 Jun 2017 (US), 02 Jun 2017 (EU)</td>
</tr>
</tbody>
</table>
| 15   | **Spotlight on Biotech/Pharma**  
Conference/Bonus Distribution:  
BIO 2017  
**Deadline:** 15 May 2017 (US), 15 May 2017 (EU) |
| 22   | **Deadline:** 15 Jun 2017 (US), 16 Jun 2017 (EU) |
| 29   | **Deadline:** 22 Jun 2017 (US), 23 Jun 2017 (EU) |

## July

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| 6    | **Spotlight on Sports Science**  
**Deadline:** 29 Jun 2017 (US), 30 Jun 2017 (EU) |
| 13   | **Deadline:** 06 Jul 2017 (US), 07 Jul 2017 (EU) |
| 20   | **Deadline:** 13 Jul 2017 (US), 14 Jul 2017 (EU) |
| 27   | **Deadline:** 20 Jul 2017 (US), 21 Jul 2017 (EU) |

## August

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td><strong>Deadline:</strong> 27 Jul 2017 (US), 28 Jul 2017 (EU)</td>
</tr>
<tr>
<td>10</td>
<td><strong>Deadline:</strong> 03 Aug 2017 (US), 04 Aug 2017 (EU)</td>
</tr>
<tr>
<td>17</td>
<td><strong>Deadline:</strong> 10 Aug 2017 (US), 11 Aug 2017 (EU)</td>
</tr>
<tr>
<td>24</td>
<td><strong>Deadline:</strong> 17 Aug 2017 (US), 18 Aug 2017 (EU)</td>
</tr>
<tr>
<td>31</td>
<td><strong>Deadline:</strong> 24 Aug 2017 (US), 25 Aug 2017 (EU)</td>
</tr>
</tbody>
</table>
# 2017 Advertising Features, Editorial & Conferences Calendar

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7</strong></td>
<td><strong>5</strong> SPOTLIGHT ON FACULTY POSITIONS</td>
<td><strong>2</strong></td>
<td><strong>7</strong> Conference/Bonus Distribution: American Geophysical Union Fall Meeting</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td><strong>12</strong> SPOTLIGHT ON ANTI-AGEING</td>
<td><strong>9</strong> SPOTLIGHT ON NEUROSCIENCE</td>
<td><strong>14</strong></td>
</tr>
<tr>
<td><strong>21</strong></td>
<td><strong>19</strong></td>
<td><strong>16</strong></td>
<td><strong>21</strong> NATUREEVENTS DIRECTORY</td>
</tr>
<tr>
<td><strong>28</strong> SPOTLIGHT ON POSTDOC POSITIONS</td>
<td><strong>26</strong> SPOTLIGHT ON GRADUATE POSITIONS</td>
<td><strong>23</strong> Conference/Bonus Distribution: Materials Research Society - Fall</td>
<td><strong>28</strong></td>
</tr>
<tr>
<td><strong>14</strong></td>
<td><strong>19</strong></td>
<td><strong>16</strong></td>
<td><strong>7</strong></td>
</tr>
<tr>
<td><strong>21</strong></td>
<td><strong>26</strong> SPOTLIGHT ON GRADUATE POSITIONS</td>
<td><strong>23</strong></td>
<td><strong>28</strong></td>
</tr>
<tr>
<td><strong>28</strong> SPOTLIGHT ON POSTDOC POSITIONS</td>
<td><strong>26</strong> SPOTLIGHT ON GRADUATE POSITIONS</td>
<td><strong>23</strong> Conference/Bonus Distribution: Materials Research Society - Fall</td>
<td><strong>28</strong> SPOTLIGHT ON CELL BIOLOGY</td>
</tr>
<tr>
<td>JOURNAL NAME</td>
<td>INDUSTRY RANK</td>
<td>CATEGORY</td>
<td>IMPACT**</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>---------------</td>
<td>-------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Acta Pharmacologica Sinica</td>
<td>52/163</td>
<td>Chemistry, Multidisciplinary</td>
<td>528</td>
</tr>
<tr>
<td>American Journal of Gastroenterology</td>
<td>6/78</td>
<td>Gastroenterology &amp; Hepatology</td>
<td>13,120</td>
</tr>
<tr>
<td>Blood Cancer Journal</td>
<td>48/213</td>
<td>Oncology</td>
<td>Online Only</td>
</tr>
<tr>
<td>Bone Marrow Transplantation</td>
<td>10/25</td>
<td>Transplantation</td>
<td>145</td>
</tr>
<tr>
<td>Bone Research</td>
<td>12/21</td>
<td>Cell &amp; Tissue Engineering</td>
<td>Online Only</td>
</tr>
<tr>
<td>British Journal of Cancer</td>
<td>28/213</td>
<td>Oncology</td>
<td>198</td>
</tr>
<tr>
<td>Cancer Gene Therapy</td>
<td>58/124</td>
<td>Medicine, Research &amp; Experimental</td>
<td>396</td>
</tr>
<tr>
<td>Cell Death Differentiation</td>
<td>23/289</td>
<td>Biochemistry &amp; Molecular Biology</td>
<td>66</td>
</tr>
<tr>
<td>Cell Death &amp; Disease</td>
<td>38/187</td>
<td>Cell Biology</td>
<td>Online Only</td>
</tr>
<tr>
<td>Cell Death Discovery</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
</tr>
<tr>
<td>Cell Research</td>
<td>9/187</td>
<td>Cell Biology</td>
<td>Online only</td>
</tr>
<tr>
<td>Cellular &amp; Molecular Immunology</td>
<td>31/150</td>
<td>Immunology</td>
<td>442</td>
</tr>
<tr>
<td>Clinical &amp; Translational Gastroenterology</td>
<td>24/78</td>
<td>Gastroenterology &amp; Hepatology</td>
<td>Online Only</td>
</tr>
<tr>
<td>Clinical &amp; Translational Immunology</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
</tr>
<tr>
<td>Emerging Microbes &amp; Infections</td>
<td>27/123</td>
<td>Microbiology</td>
<td>Online only</td>
</tr>
<tr>
<td>European Journal of Clinical Nutrition</td>
<td>31/78</td>
<td>Nutrition &amp; Dietetics</td>
<td>116</td>
</tr>
<tr>
<td>European Journal of Human Genetics</td>
<td>30/165</td>
<td>Genetics &amp; Heredity</td>
<td>725</td>
</tr>
<tr>
<td>Experimental &amp; Molecular Medicine</td>
<td>14/124</td>
<td>Medicine, Research &amp; Experimental</td>
<td>Online only</td>
</tr>
<tr>
<td>Eye</td>
<td>19/56</td>
<td>Ophthalmology</td>
<td>3,631</td>
</tr>
<tr>
<td>Gene Therapy</td>
<td>39/124</td>
<td>Medicine, Research &amp; Experimental</td>
<td>60</td>
</tr>
<tr>
<td>Genes and Immunity</td>
<td>86/165</td>
<td>Genetics &amp; Heredity</td>
<td>70</td>
</tr>
<tr>
<td>Genetics in Medicine</td>
<td>15/167</td>
<td>Genetics &amp; Heredity</td>
<td>1,887</td>
</tr>
<tr>
<td>Heredity</td>
<td>12/45</td>
<td>Evolutionary Biology</td>
<td>145</td>
</tr>
<tr>
<td>Horticulture Research</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
</tr>
<tr>
<td>Human Genome Variation</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
</tr>
<tr>
<td>Hypertension Research</td>
<td>19/63</td>
<td>Peripheral Vascular Disease</td>
<td>4,413</td>
</tr>
<tr>
<td>Immunology &amp; Cell Biology</td>
<td>35/150</td>
<td>Immunology</td>
<td>111</td>
</tr>
<tr>
<td>International Journal of Impotence Research</td>
<td>51/77</td>
<td>Urology &amp; Nephrology</td>
<td>79</td>
</tr>
<tr>
<td>International Journal of Obesity</td>
<td>6/78</td>
<td>Nutrition &amp; Dietetics</td>
<td>109</td>
</tr>
<tr>
<td>International Journal of Oral Science</td>
<td>15/89</td>
<td>Dentistry, Oral Surgery &amp; Medicine</td>
<td>Online only</td>
</tr>
<tr>
<td>Journal of Exposure Science &amp; Environmental Epidemiology</td>
<td>22/89</td>
<td>Toxicology</td>
<td>37</td>
</tr>
<tr>
<td>Journal of Human Genetics</td>
<td>84/165</td>
<td>Genetics &amp; Heredity</td>
<td>200</td>
</tr>
<tr>
<td>Journal of Human Hypertension</td>
<td>30/63</td>
<td>Peripheral Vascular Disease</td>
<td>40</td>
</tr>
<tr>
<td>Journal of Perinatology</td>
<td>33/80</td>
<td>Obstetrics &amp; Gynecology</td>
<td>3,177</td>
</tr>
<tr>
<td>Laboratory Investigation</td>
<td>12/78</td>
<td>Pathology</td>
<td>546</td>
</tr>
<tr>
<td>Leukemia</td>
<td>1/70</td>
<td>Hematology</td>
<td>105</td>
</tr>
<tr>
<td>Light: Science and Applications</td>
<td>2/90</td>
<td>Optics</td>
<td>Online only</td>
</tr>
</tbody>
</table>

*2015 Journal Citation Reports* (Thomson Reuters, 2016) *BPA June 2015, ABC Audit, Spring MRI 2015, and Publisher’s Data 2016 **Webtrends 2015
## A–Z OF TITLES

<table>
<thead>
<tr>
<th>JOURNAL NAME</th>
<th>IMPACT*</th>
<th>PRINT**</th>
<th>ONLINE***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsystems &amp; Nanoengineering</td>
<td>New</td>
<td>Online only</td>
<td>Online only</td>
</tr>
<tr>
<td>Modern Pathology</td>
<td>5/78</td>
<td>Pathology</td>
<td>18,868</td>
</tr>
<tr>
<td>Molecular Psychiatry</td>
<td>4/140</td>
<td>Psychiatry</td>
<td>654</td>
</tr>
<tr>
<td>Mucosal Immunology</td>
<td>23/150</td>
<td>Immunology</td>
<td>3,381</td>
</tr>
<tr>
<td>Nature</td>
<td>1/63</td>
<td>Multidisciplinary Sciences</td>
<td>51,416</td>
</tr>
<tr>
<td>Nature Astronomy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature Biomedical Engineering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature Biotechnology</td>
<td>2/161</td>
<td>Biotechnology &amp; Applied Microbiology</td>
<td>10,483</td>
</tr>
<tr>
<td>Nature Cell Biology</td>
<td>6/187</td>
<td>Cell Biology</td>
<td>374</td>
</tr>
<tr>
<td>Nature Chemical Biology</td>
<td>9/289</td>
<td>Biochemistry &amp; Molecular Biology</td>
<td>459</td>
</tr>
<tr>
<td>Nature Chemistry</td>
<td>3/163</td>
<td>Chemistry, Multidisciplinary</td>
<td>710</td>
</tr>
<tr>
<td>Nature Climate Change</td>
<td>1/84</td>
<td>Meteorology &amp; Atmospheric Sciences</td>
<td>655</td>
</tr>
<tr>
<td>Nature Communications</td>
<td>3/36</td>
<td>Multidisciplinary Sciences</td>
<td>Online only</td>
</tr>
<tr>
<td>Nature Ecology &amp; Evolution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature Energy</td>
<td>New</td>
<td>New</td>
<td>Online Only</td>
</tr>
<tr>
<td>Nature Genetics</td>
<td>2/165</td>
<td>Genetics &amp; Heredity</td>
<td>827</td>
</tr>
<tr>
<td>Nature Geoscience</td>
<td>1/184</td>
<td>Geosciences, Multidisciplinary</td>
<td>833</td>
</tr>
<tr>
<td>Nature Human Behaviour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature Immunology</td>
<td>4/150</td>
<td>Immunology</td>
<td>681</td>
</tr>
<tr>
<td>Nature Materials</td>
<td>1/271</td>
<td>Materials Science, Multidisciplinary</td>
<td>634</td>
</tr>
<tr>
<td>Nature Medicine</td>
<td>1/289</td>
<td>Biochemistry &amp; Molecular Biology</td>
<td>1,845</td>
</tr>
<tr>
<td>Nature Methods</td>
<td>1/77</td>
<td>Biochemical Research Methods</td>
<td>60,758</td>
</tr>
<tr>
<td>Nature Microbiology</td>
<td>New</td>
<td>New</td>
<td>Online Only</td>
</tr>
<tr>
<td>Nature Nanotechnology</td>
<td>1/83</td>
<td>Nanosciences &amp; Nanotechnology</td>
<td>482</td>
</tr>
<tr>
<td>Nature Neuroscience</td>
<td>4/256</td>
<td>Neurosciences</td>
<td>654</td>
</tr>
<tr>
<td>Nature Photonics</td>
<td>1/90</td>
<td>Optics</td>
<td>597</td>
</tr>
<tr>
<td>Nature Physics</td>
<td>2/77</td>
<td>Physics, Multidisciplinary</td>
<td>697</td>
</tr>
<tr>
<td>Nature Plants</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
</tr>
<tr>
<td>Nature Protocols</td>
<td>2/77</td>
<td>Biochemical Research Methods</td>
<td>Online only</td>
</tr>
<tr>
<td>Nature Reviews Cancer</td>
<td>2/213</td>
<td>Oncology</td>
<td>958</td>
</tr>
<tr>
<td>Nature Reviews Cardiology</td>
<td>5/124</td>
<td>Cardiac &amp; Cardiovascular Systems</td>
<td>393</td>
</tr>
<tr>
<td>Nature Reviews Chemistry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature Reviews Clinical Oncology</td>
<td>7/213</td>
<td>Oncology</td>
<td>578</td>
</tr>
<tr>
<td>Nature Reviews Disease Primers</td>
<td>New</td>
<td>New</td>
<td>Online Only</td>
</tr>
<tr>
<td>Nature Reviews Drug Discovery</td>
<td>1/253</td>
<td>Pharmacology &amp; Pharmacy</td>
<td>7,437</td>
</tr>
<tr>
<td>Nature Reviews Endocrinology</td>
<td>3/131</td>
<td>Endocrinology &amp; Metabolism</td>
<td>461</td>
</tr>
<tr>
<td>Nature Reviews Gastroenterology &amp; Hepatology</td>
<td>3/78</td>
<td>Gastroenterology &amp; Hepatology</td>
<td>403</td>
</tr>
<tr>
<td>Nature Reviews Genetics</td>
<td>1/165</td>
<td>Genetics &amp; Heredity</td>
<td>618</td>
</tr>
<tr>
<td>Nature Reviews Immunology</td>
<td>1/150</td>
<td>Immunology</td>
<td>816</td>
</tr>
</tbody>
</table>

*2015 Journal Citation Reports* (Thomson Reuters, 2016) | **BPA June 2015, ABC Audit, Spring MRI 2015, and Publisher’s Data 2016 | ***Webtrends 2015 | Webtrends 2016
### A-Z OF TITLES

<table>
<thead>
<tr>
<th>JOURNAL NAME</th>
<th>INDUSTRY RANK</th>
<th>CATEGORY</th>
<th>IMPACT*</th>
<th>PRINT**</th>
<th>ONLINE***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature Reviews Materials</td>
<td>New</td>
<td>New</td>
<td>Online Only</td>
<td>Online Only</td>
<td>2,734†</td>
</tr>
<tr>
<td>Nature Reviews Microbiology</td>
<td>1/119</td>
<td>Microbiology</td>
<td>508</td>
<td>3,545</td>
<td>66,579</td>
</tr>
<tr>
<td>Nature Reviews Molecular Cell Biology</td>
<td>1/184</td>
<td>Cell Biology</td>
<td>435</td>
<td>2,451</td>
<td>114,651</td>
</tr>
<tr>
<td>Nature Reviews Nephrology</td>
<td>5/78</td>
<td>Urology &amp; Nephrology</td>
<td>446</td>
<td>2,564</td>
<td>43,146</td>
</tr>
<tr>
<td>Nature Reviews Neurology</td>
<td>2/192</td>
<td>Clinical Neurology</td>
<td>570</td>
<td>4,484</td>
<td>55,649</td>
</tr>
<tr>
<td>Nature Reviews Neuroscience</td>
<td>1/252</td>
<td>Neurosciences</td>
<td>669</td>
<td>6,461</td>
<td>85,491</td>
</tr>
<tr>
<td>Nature Reviews Rheumatology</td>
<td>2/32</td>
<td>Rheumatology</td>
<td>1,091</td>
<td>6,109</td>
<td>43,256</td>
</tr>
<tr>
<td>Nature Reviews Urology</td>
<td>7/78</td>
<td>Urology &amp; Nephrology</td>
<td>288</td>
<td>2,163</td>
<td>43,192</td>
</tr>
<tr>
<td>Nature Structural &amp; Molecular Cell Biology</td>
<td>2/73</td>
<td>Biophysics</td>
<td>361</td>
<td>2,913</td>
<td>99,863</td>
</tr>
<tr>
<td>Neuropsychopharmacology</td>
<td>11/255</td>
<td>Pharmacology &amp; Pharmacy</td>
<td>304</td>
<td>2,765</td>
<td>66,946</td>
</tr>
<tr>
<td>NPG Asia Materials</td>
<td>14/260</td>
<td>Materials Science, Multidisciplinary</td>
<td>Online only</td>
<td>Online only</td>
<td>3,745</td>
</tr>
<tr>
<td>Nutrition &amp; Diabetes</td>
<td>32/77</td>
<td>Nutrition &amp; Dietetics</td>
<td>Online only</td>
<td>Online only</td>
<td>8,816</td>
</tr>
<tr>
<td>Oncogene</td>
<td>12/167</td>
<td>Genetics &amp; Heredity</td>
<td>87</td>
<td>711</td>
<td>58,220</td>
</tr>
<tr>
<td>Oncogenesis</td>
<td>60/211</td>
<td>Oncology</td>
<td>Online only</td>
<td>Online only</td>
<td>7,139</td>
</tr>
<tr>
<td>Pediatric Research</td>
<td>29/120</td>
<td>Pediatrics</td>
<td>3,287</td>
<td>13,755</td>
<td>6,847</td>
</tr>
<tr>
<td>Polymer Journal</td>
<td>41/82</td>
<td>Polymer Science</td>
<td>268</td>
<td>2,631</td>
<td>6,986</td>
</tr>
<tr>
<td>Prostate Cancer and Prostatic Diseases</td>
<td>16/78</td>
<td>Urology &amp; Nephrology</td>
<td>63</td>
<td>515</td>
<td>43,357</td>
</tr>
<tr>
<td>Scientific American</td>
<td>20/57</td>
<td>Multidisciplinary Sciences</td>
<td>520,000</td>
<td>3,500,000</td>
<td>721,000</td>
</tr>
<tr>
<td>Scientific Data</td>
<td>New</td>
<td>Multidisciplinary Sciences</td>
<td>Online only</td>
<td>Online only</td>
<td>5,619</td>
</tr>
<tr>
<td>Scientific Reports</td>
<td>5/57</td>
<td>Multidisciplinary Sciences</td>
<td>Online only</td>
<td>Online only</td>
<td>62,666</td>
</tr>
<tr>
<td>Signal Transduction and Targeted Therapy</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
<td>Online only</td>
<td>1,006†</td>
</tr>
<tr>
<td>Spinal Card</td>
<td>20/64</td>
<td>Rehabilitation</td>
<td>907</td>
<td>3,317</td>
<td>471,031</td>
</tr>
<tr>
<td>The ISME Journal</td>
<td>4/145</td>
<td>Ecology</td>
<td>231</td>
<td>1,116</td>
<td>20,689</td>
</tr>
<tr>
<td>The Journal of Antibiotics</td>
<td>88/119</td>
<td>Microbiology</td>
<td>390</td>
<td>4,146</td>
<td>91,363</td>
</tr>
<tr>
<td>The Pharmacogenomics Journal</td>
<td>37/167</td>
<td>Genetics &amp; Heredity</td>
<td>62</td>
<td>512</td>
<td>68,455</td>
</tr>
<tr>
<td>Translational Psychiatry</td>
<td>16/140</td>
<td>Psychiatry</td>
<td>Online only</td>
<td>Online only</td>
<td>4,753</td>
</tr>
</tbody>
</table>

†2015 Journal Citation Reports® (Thomson Reuters, 2016)  
**BPA June 2015, ABC Audit, Spring MRI 2015, and Publisher’s Data 2016  
***Webtrends 2015  
††Webtrends 2016
**INSERTS AND OUTSERTS**

In addition to traditional print advertisements, *Nature* and select *Nature*-branded research and review titles also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal. Below you will see examples of the unique print options available to you.

- Add value and impact to your ongoing campaigns
- Showcase recruitment opportunities or raise employer branding
- Target delegates at a particular conference or career fair

---

**Cover tip-on**

**Loose insert**

**Magnastrip insert**

**Multi page bound insert**

**Multi page bound rollfold**

**Cigarband**

**Butterfly gatefold**

**Poster**

**French door cover**

*Only available on conference copies of Nature.*
Mechanical specifications for Nature and the following journals:

- Nature
- Nature Biotechnology
- Nature Cell Biology
- Nature Chemical Biology
- Nature Chemistry
- Nature Climate Change
- Nature Genetics
- Nature Geoscience
- Nature Immunology
- Nature Materials
- Nature Medicine
- Nature Methods
- Nature Nanotechnology
- Nature Neuroscience
- Nature Photonics
- Nature Structural & Molecular Biology
- Nature Reviews Cancer
- Nature Reviews Drug Discovery
- Nature Reviews Genetics
- Nature Reviews Immunology
- Nature Reviews Microbiology
- Nature Reviews Molecular Cell Biology
- Nature Reviews Cardiology*
- Nature Reviews Endocrinology*
- Nature Reviews Gastroenterology & Hepatology*
- Nature Reviews Nephrology*
- Nature Reviews Neurology*
- Nature Reviews Clinical Oncology*
- Nature Reviews Rheumatology*
- Nature Reviews Urology*

Column Width Advertisements

- 44mm wide
  - 1 ¼" wide
- 92mm wide
  - 3 ¼" wide
- 140mm wide
  - 5 ½" wide
- 186mm wide
  - 7 ½" wide

Full Page Advertisements

- 210mm width
  - 276mm depth
  - 8 ¼" width
  - 10 ¾" depth
- 186mm width
  - 260mm depth
  - 7 ¼" width
  - 10 ½" depth
- 216mm width
  - 282mm depth
  - 8 ½" width
  - 11 ¼" depth

Fractional Advertisements

- 166mm width
  - 130mm depth
  - 7 ¼" width
  - 5 ½" depth
- 92mm width
  - 260mm depth
  - 3 ¼" width
  - 10 ½" depth
- 92mm width
  - 130mm depth
  - 3 ¼" width
  - 5 ¼" depth

These can be 1–4 columns wide with the depth in increments of 1cm up to a maximum of 26cm. e.g: 2 columns wide × 16cm deep (size = 2 × 16)

Print production guidelines — page 19.

These sizes are only available via our US sales team.
The following journals are sized 8 ⅛ × 11 (210 × 279mm)

American Journal of Gastroenterology*, Genetics in Medicine, Laboratory Investigation, Modern Pathology, Mucosal Immunology, Pediatric Research

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim Size (210 × 279mm size)</td>
<td>210</td>
<td>279</td>
<td>8 ⅛</td>
<td>11</td>
</tr>
<tr>
<td>Full Page Bleed Size (210 × 279mm size)</td>
<td>216</td>
<td>285</td>
<td>8 ½</td>
<td>11⅛</td>
</tr>
<tr>
<td>Double Page Spread Trim Size (210 × 279mm size)</td>
<td>420</td>
<td>279</td>
<td>16 ½</td>
<td>11</td>
</tr>
<tr>
<td>Double Page Spread Bleed Size (210 × 279mm size)</td>
<td>426</td>
<td>285</td>
<td>16 ½</td>
<td>11⅛</td>
</tr>
</tbody>
</table>

All other journal sizes are 8⅛ × 11 (210 × 280mm)


<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim Size (210 × 280mm size)</td>
<td>210</td>
<td>280</td>
<td>8 ⅛</td>
<td>11</td>
</tr>
<tr>
<td>Full Page Bleed Size (210 × 280mm size)</td>
<td>216</td>
<td>286</td>
<td>8 ½</td>
<td>11¼</td>
</tr>
<tr>
<td>Double Page Spread Trim Size (210 × 280mm size)</td>
<td>420</td>
<td>280</td>
<td>16 ½</td>
<td>11</td>
</tr>
<tr>
<td>Double Page Spread Bleed Size (210 × 280mm size)</td>
<td>426</td>
<td>286</td>
<td>16 ½</td>
<td>11¼</td>
</tr>
</tbody>
</table>

Applicable to both journal sizes

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Type Area</td>
<td>178</td>
<td>254</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>178</td>
<td>124</td>
<td>7</td>
<td>4 ¼</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>86</td>
<td>254</td>
<td>3 ¼</td>
<td>10</td>
</tr>
</tbody>
</table>

**Scientific American & Spektrum der Wissenschaft**

When supplying materials for *Scientific American* or *Spektrum der Wissenschaft* please use the same file format and follow the same guidelines as for *Naturejobs*. Please submit ads to your regional *Naturejobs* representative or contact us for more information.

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific American</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7</td>
<td>4 ½</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 ¼</td>
<td>4 ½</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spektrum der Wissenschaft</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>173</td>
<td>243</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>173</td>
<td>117</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Print production guidelines — page 19.

Please check with your sales representative to ensure that the advert size you require is available.
PRINT PRODUCTION GUIDELINES

Please take care to follow the guidelines in this document to ensure your artwork is compatible with our production workflow.

Acceptable file formats
Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard CMYK, high resolution PDF (at least 300dpi), with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks.

We can also accept artwork supplied in these formats:
Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIFF and EPS
• Corel Draw and Microsoft Office files cannot be accepted
• PDFs should not use any passwords or security options
• Artwork should be pre-flattened so there are no transparent objects in the supplied file
• Full page advertisements must have a bleed of 3mm or 0.125"
• Adobe Illustrator files need to be supplied with fonts and images or saved with images embedded and the text converted to outlines

Colour
• All files must use a CMYK or greyscale colour space
• No spot colours should be used
• Should not exceed ink density of 300%

Fonts
• Embed or supply fonts as necessary
• Do not use ‘multiple master’ fonts

Images
• Images should be no less than 300dpi

Proofs
For best colour reproduction you must supply an accurate colour proof. Send via conventional mail to your production contact. The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a laser print is sufficient.

Electronic Submission
Sending Files via the internet
The easiest way to send files is by using this web site:
http://stingray.nature.com
username: naturejobs
password: naturejobs
Please follow the instructions on the site to upload your files to us. If you have any problems please contact us using the details below.

Sending Files via E-Mail
PDFs can be submitted by email to your sales representative.

Contact Information
Please submit ads to your regional Naturejobs representative.
For further information, help and advice on any aspect of digital production please contact us using the details below:

Jason Rayment
T: +44 (0) 20 7843 4807
E: j.rayment@nature.com
# Banner Specifications

<table>
<thead>
<tr>
<th>BANNER POSITIONS AND DIMENSIONS</th>
<th>DESCRIPTION AND MAX FILE SIZES</th>
<th>FILE TYPE</th>
</tr>
</thead>
</table>
| **Leaderboard** 728 × 90 | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 300px max height for all child files (must expand downwards)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio |
| **MPU/Square 300 × 250** | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 300px max width for all child files (must expend left)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio |
| **Button 180 X 150** | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load | GIF, JPEG |
| **Wallpaper 1720 × 1100** | Standard — Up to 80kb  
1720px by 1100px with middle center section to be blank of width 1000px.  
Not available for mobile, static image (no animation), frequency capped 5 views per user in 24 hours. Due to the high impact nature of these formats we can only run these on selected areas of the nature.com network – please contact your account manager for more details. | GIF, JPEG, PNG |
| **Baseboard 980 × 90** | Standard — Up to 80kb  
Not available for mobile, static image (no animation), frequency capped 5 views per user in 24 hours. Due to the high impact nature of these formats we can only run these on selected areas of the nature.com network – please contact your account manager for more details. | GIF, JPEG |
| **Mobile Ad 300 × 50  
320 × 50 (Naturejobs App Mobile Banner)** | Standard — Up to 10kb  
Supported on the Naturejobs App. | GIF, JPEG |
BANNER SPECIFICATIONS

**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).
- 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.
- We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.
- We strongly recommend rich media creatives to be built in HTML5 and not Flash to ensure these serve fully functional in all popular browsers. HTML5 needs to be third party ad served. The Springer Nature design team offer a HTML5 design build service – contact your account manager for more details. For enhanced rich media formats contact your account manager for more details.

**Creative deadlines**
Please submit your banner creative 3 business days prior to campaign start date.

**Standard banner advertising**
- GIF or a JPEG
  - Go-Live Time: 48 Hours (2 business days)
  - For file size and available dimensions please see table
  - Best practice maximum animation length 15 seconds
  - Please provide a live clickthrough URL
  - Please provide alternative text

**Rich media options**
- Expanding adverts
  - Go live time: 10–14 business days
  - For file size and available dimensions please see table
  - Maximum of 5 child files (expanding panels)
  - Frequency capping: none required
  - Rollover-expands should automatically close when the cursor moves off the banner or additional load file but still contain a clearly labelled “close” button, 10 pt. font minimum
  - Click-expands can stay expanded until the user clicks a clearly labelled “close” button, 10 pt. font minimum

**Video streaming adverts**
- Go live time: 10–14 business days
- For file size and available dimensions please see table
- 50kb initial load
- Up to 2MB of high quality streaming media no longer than 30 seconds in duration
- Please create video in the same size as your chosen format
- The Frames per second (FPS) should not exceed 18fps
- Bandwidth detection set to exclude dial-up
- Frequency capping: none required
- Video animation can autostart
- User initiated on click only. Audio must stop when the panel is closed

Suitable original video formats for conversion to third party rich media vendors:
- Electronic: FLV, AVI, MPEG-1, MPEG-2, MPEG-4, MOV, WMV, other un-encoded formats
- Physical: Digital Beta, DVCAM, MiniDV, DVD, VHS

**Using third party rich media vendors**
Our currently approved third party rich media vendors are: DoubleClick Studio, Sizmek and Point Roll.

New vendors will need testing in advance of campaign agreement. Our websites contain W3C validated CSS and XHTML which can cause conflicts with some non-validated vendors.

**NOTE:** in order to hit scheduling targets on booked inventory across the nature.com network an impression is defined by our DFP data, and not by your own vendor. If you have concerns that your choice of ad-serving vendor could result in some inconsistency with DFP delivery statistics we recommend overbooking your campaign by 5% at the outset with your sales rep.

At least one business day before rotating new advertisements into existing campaigns, users of third party advertising servers should give a copy to their Account Manager for review.
EMAIL AND ALERT SPECIFICATIONS

Third party emails
Please send your materials a minimum of 3 days before the send day. If materials are received after this deadline, we cannot guarantee that we can send the email on the booked day.

General
- We require a fully tested HTML file with all images hosted.
- We also require an ANSI text file as a back-up.
- Max width 570px, max file size 75kb

HTML
- Use basic HTML 4.0
- Stacked table structure is recommended over CSS, nested table and advanced formatting such as colspans and rowspans
- Center align the main table containing your HTML content
- Use the attribute target="_blank" with every link otherwise requested page will appear within webmail interface
- Do not use image maps within HTML code

Font
- Regular HTML font formatting is recommended, inline style tags may be used but are not universally accepted by all email programs
- Font styles are defined inline in the nearest tag <td>, <a> or <span>
- Include the full font attributes in each tag that contains HTML text or the font may default to the browsers settings
- Define font in pixels not points

Images
- Use gifs or jpegs NOT png, tif or bmp
- Images should have a resolution of 72dpi
- Images should link to a full hosted URL
- Define both height and width to prevent distortion
- Do not display important content in images only

Required back up ANSI text
- Text must wrap after 70 characters
- Untracked URLs should be on their own line and not exceed 70 characters
- URLs which we track on your behalf must not exceed 255 characters
- All text only emails must be supplied in an ANSI file — not Microsoft Word

Do not use
- Microsoft Word to format HTML code or text only emails, JavaScript, attachments, Flash, animated gifs, image only emails or background images

Tips
- Please test your template by sending it to yourself
- Place high priority content near the top of the email so that it displays in preview panes
- Make sure featured content exists in HTML text not only in images
- Keep email length to a minimum
- Avoid using dark backgrounds with light colored text
- White or light colored text is unreadable on a default white background

Alerts
The Nature journals, including the research and reviews journals, now include four advertising slots: Headline 1 and 2, and Content 1 and 2.

Creative deadlines
- Please submit your ad copy 6 business days prior to campaign start date.

Advert specifications
Nature alert specification
Offers 5 ad positions that accommodate both standard text and logo as well as graphic ads.
- Headline 1, Content 1.
  - Graphic only (300 × 250 px, max file size 45kb)
  - Text and logo (170 × 40 px, max file size 45kb and 660 max characters)
- Headline 2, Naturejobs, Content 2
  - Graphic only (629 × 81 px, max file size 45kb)
  - Text and logo (170 × 40 px, max file size 45kb and 660 max characters)

Naturejobs alert specification
Offers 2 ad positions and 5 button positions that accommodate graphic ads only.
- 728 × 90 px, max file size 45kb
  - Featured Employer button 120 × 60 px, max file size 45kb

Nature Research and Reviews, Clinical/Society-owned alerts
- Text and logo (170 × 40 px, max file size 45kb and 375 max characters)

Nature News and Scientific Reports alerts specification
Offers 4 equally sized horizontal ad positions that accommodate both text and logo as well as graphic ads.
- Graphic only (629 × 81 px, max file size 45kb)
  - Text and logo (170 × 40 px, max file size 45kb and 375 max characters)

Supping copy & logos
- There should always be a headline which will also serve as the main text link through to the promotion/advertiser’s site
- For text only please use ANSI characters only — avoid characters not visible on your keyboard (i.e. © or ™), the text-only version of the e-mails will not be able to carry such characters
- No rich media or animation can be used in alerts

Linking /URL tracking
We track click-through (CTR) activity on any URLs in the copy that you supply, including those in plain text. As a result in text-only e-mails the appearance of text URLs changes to an “http://www.nature.com” format.

General design constraints
Logos with white or grey backgrounds should have a one-pixel border around the graphic’s perimeter. This border can be created within the graphic. The inclusion of the border must not exceed the logo’s dimension restrictions.

We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.
TERMS & CONDITIONS

These Terms and Conditions shall apply to all Advertisements and any related services provided by the Publisher for publication in any Publication for which the Publisher shall be deemed to have accepted an order and until otherwise confirmed in writing by the Publisher or the campaign commences and the first Advertisement appears in the relevant Publication. By submitting any Advertisement to the Publisher, the Customer agrees to be bound by these Terms and Conditions and Rate Card. Even if it acts as agent or broker for the actual advertiser for the avoidance of doubt, the Customer’s standard terms and conditions of purchase or any other standard terms and conditions shall not apply.

1. DEFINITIONS

In these Terms and Conditions the following definitions shall apply:

"Actual Advertisement Placement" means the actual number of placements of an Advertisement in any Publication used to calculate the rates (prior to the Publication Date) the Customer will pay the Publisher;

"Anonymous Vacancy" means a Vacancy in respect of which no personal data about a Candidate is available,

"Application" means any order for an Advertisement submitted to the Publisher for publication, reproduction or insertion of Material in or on any Publication;

"Appointment" means any appointment or engagement for the future,

"Authorised Digital Format" means an Authorised Digital Format which is owned or controlled by the Publisher;

"Authorised Digital Format from the Publisher's partner network" means an Authorised Digital Format comprising the Publisher’s partner network;

"Authorised Digital Format from its partner network" means an Authorised Digital Format from its partner network, at its sole discretion.

"Base Fee" means the lowest fee charged for any Advertised Vacancy;

"Campaign" means a single or multiple Advertise

"Client" means any advertising material/ copy, artwork, production.

"Customer" means the person or legal entity who submits an Application in connection with the Advertisement Order;

"Customer in connection with the Advertisement Order" means the person or legal entity who submits an Application in connection with the Advertisement Order;

"Customer shall procure that all Vacancy specifications are clearly recognisable as advertising and not disguised as, or in any other way interfere with, a similar promotion, the Material complies with, and the Customer shall use all reasonable care and attention that may occur during the normal course of production;

"Customer is solely responsible for:

2.10. The Publisher may, from time to time, post an Advertisement on a third party site on behalf of the Customer to provide an Advertisement to a third party aggregator. In submitting an Advertisement, the Customer acknowledges and agrees that the Publisher may sell, promote or advertise any goods or services on its behalf.

2.11. The Customer shall procure that all Vacancy specifications are clearly recognisable as advertising and not disguised as, or in any other way interfere with, a similar promotion, the Material complies with, and the Customer shall use all reasonable care and attention that may occur during the normal course of production;

2.12. The Customer is solely responsible for:

2.11.5. any relevant health and safety risks.

2.11. The Customer shall procure that all Vacancy specifications are clearly recognisable as advertising and not disguised as, or in any other way interfere with, a similar promotion, the Material complies with, and the Customer shall use all reasonable care and attention that may occur during the normal course of production;

2.1. The Customer grants the Publisher an irrevocable, world-wide, non-exclusive, royalty-free licence to reproduce, publish and republish the Advertisement within the relevant Publication in any medium or on any platform in any Digital Format in accordance with the provisions of the Advertisement Order.

2.10. The Publisher may, from time to time, post an Advertisement on a third party site on behalf of the Customer to provide an Advertisement to a third party aggregator. In submitting an Advertisement, the Customer acknowledges and agrees that the Publisher may sell, promote or advertise any goods or services on its behalf.

2.15. A detailed description of the role (including without limitation the job role, the minimum or maximum salary, work, any district for which no personal data about a Candidate is available,

"Anonymous Vacancy" means a Vacancy in respect of which no personal data about a Candidate is available,

"Application" means any order for an Advertisement submitted to the Publisher for publication, reproduction or insertion of Material in or on any Publication;

"Application Date" means the date the Customer's Application is first published in a Publication;

"Application Order" means any order for an Advertisement submitted to the Publisher for publication, reproduction or insertion of Material in or on any Publication;

"Base Fee" means the lowest fee charged for any Advertised Vacancy;

"Base Fee" means the lowest fee charged for any Advertised Vacancy;

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,

"Benefit" means any advantage enjoyed by a Candidate,
4. LIABILITY AND INDEMNITY

4.1 The Publisher shall not be liable for any failure to deliver the Advertisement(s) as advertised, except as provided in clause 3.3 above, nor for any failure to do so attributable to circumstances beyond the Publisher’s control (including, but not limited to: fire, flood, severe weather conditions, civil disturbances, and/or events beyond reasonable control). The Publisher shall not be liable to the Customer for any loss of anticipated savings.

4.2 Subject to clause 4.1, the Publisher shall not be liable to the Customer in contract, tort, (including negligence) or otherwise for any indirect, consequential or special loss or any loss of Material, loss of profits, loss of business, loss of contracts, loss of income, loss of goodwill, loss of data or loss of anticipated savings.

4.3. Subject to clause 4.1, the liability of the Publisher in respect of any and all other claims (whether in contract or tort) arising out of or in connection with an Advertisement or Advertisement Order shall not exceed the amount the Customer has paid the Publisher in connection with that Advertisement or Advertisement Order.

4.4. The Publisher agrees to remove any and all Advertisements that may be applicable:

- in any Publications until payment has been made to the Publisher;
- and may otherwise be agreed and/or notified in writing to the Customer.

4.4.1. any other breach of these Terms and Conditions by the Customer;

4.4.2. any actual or potential infringement of a third party's intellectual property rights;

4.4.3. if the Customer shall pay the Publisher for an Advertisement in accordance with an Advertisement Order.

5. PAYMENT

5.1. The Customer shall pay the Publisher for all Advertisements submitted to the Publisher (and which are accepted by the Publisher) in accordance with this clause 5.

5.2. Rates for Advertisements are specified in the Rate Card or as submitted to the Publisher (and which are accepted by the Publisher) in accordance with clause 5.6.2. the number of Actual Advertisement Placements for the preceding 12 month period, the Publisher shall apply the relevant rates set out in the Rate Card applicable to the number of Actual Advertisement Placements. In the event that the Customer still owes any amount to the Publisher (subsequent to the agreement of a lower rate pursuant to clause 5.4.2), the Publisher may invoice the Publisher for such amount which shall be payable by the Publisher in accordance with clause 5.4.2.

5.7. The Customer may terminate any Advertisement in accordance with clause 6.1. If the Customer has no other rights of cancellation in the event that the Customer cancels an Advertisement otherwise than in accordance with clause 6.1. the Customer acknowledges and agrees that it shall remain fully liable to pay to the Publisher for the Advertisement.

6. CANCELLATION

6.1. Once an Advertisement Order has been accepted by the Publisher, the Customer may only cancel or change the Advertisement, the Materials or the Advertisement Order up to 8 weeks from the agreed insertion date of the Advertisement in the relevant Publication. On the expiry of this date, the written consent of the Publisher is required for any and all cancellation or alteration pursuant to this clause 6.1. If such consent is not granted then the Customer will be liable for all sums due to the Publisher pursuant to clause 5.7.

6.2. Without prejudice to any other rights or remedies which the Publisher may have, the Publisher may by notice in writing to the Customer terminate the contract between itself and the Customer (without any liability) immediately on giving notice to the Customer in the event that:

- the Customer fails to pay any amount due to the Publisher on or by the due date for payment;
- the Customer commits a material breach of any of the material Terms and Conditions;
- the Customer materially breaches any of these Terms and Conditions in such a manner as to reasonably justify the opinion that its conduct is inconsistent with it having the intention or ability to give effect to these Terms and conditions;
- or the Customer enters into liquidation, bankruptcy, or administration.

6.3. The Customer acknowledges and agrees that the Publisher is entitled to remove any and all Advertisements the Customer may have, if the Customer fails to pay any amount due to the Publisher or if the Customer commits a material breach of any of the material Terms and Conditions.

6.4. The Customer agrees to on demand fully indemnify and keep the Publisher, its directors, agents and employees against all losses, liabilities, costs, claims, damages, demands, expenses and fees (including but without limitation legal and other professional fees) suffered or incurred by the Publisher arising out of or in connection with:

- any other breach of these Terms and Conditions by the Customer;
- or
- any actual or potential infringement of a third party’s intellectual property rights.

6.5. The publication by the Publisher of an Advertisement in accordance with an Advertisement Order

7. TERMINATION

7.1. The Publisher reserves the right to place the word "Advertisement" in any Advertisement containing Material which the Publisher considers, in its sole opinion, to be closely resemble editorial content.

7.2. With the exception of the Customer’s payment obligations, neither the Publisher nor the Customer shall be liable to any other for any failure to comply with the provisions of these Terms and Conditions as a result of any event beyond the reasonable control of either of them.

7.3. Any notice or correspondence required to be given under these Terms and Conditions may be delivered or deemed to be given if posted to the other party, at the addresses set out in the Advertisement Order or notice given in writing to the Customer as set out in the Advertisement Order or otherwise agreed in writing to the Customer. the Customer shall be deemed to have been duly given upon delivery at the address of the relevant party.

7.4. If any provision of these Terms and Conditions is held for any reason to be unenforceable or invalid, any such unenforceability or invalidity shall not affect the validity or enforceability of the other Terms and Conditions set out herein, which shall remain in full force and effect.

7.5. A waiver by the Publisher of any breach if these Terms and Conditions will not be treated as a waiver of any subsequent breach of the same or any other provision by the Customer.

7.6. No third-party shall have any rights to enforce these Terms and Conditions against the Publisher.

7.7. These Terms and Conditions and the Rate Card (both as amended from time to time in accordance with clause 7.2) shall constitute the entire agreement between the parties with regards to its subject matter and shall supersede any prior understandings, commitments and undertakings that either party may have given.

7.8. The contract between the Customer and the Publisher is personal to the Customer. The Customer may not assign, sub-lease, sub-contract, transfer or charge the contract or any part of it without the prior written consent of the Publisher.

7.9. No variation or addition to these Terms and Conditions without the written consent of the Publisher. The Publisher shall not be liable for any indirect, consequential or special loss or any loss of anticipated profits, loss of business, loss of contracts, loss of income, loss of goodwill, loss of data or loss of anticipated savings.

7.10. If the Publisher’s invoice(s) submitted to the Customer indicate that the Publisher’s contracting entity is Nature America, Inc, then these terms and conditions shall be governed by the laws of the State of New York without regards to any conflict of law provisions. Subject to clause 7.11, the parties submit to the exclusive jurisdiction of the courts located in New York, New York.

7.11. If the Publisher’s invoice(s) submitted to the Customer indicate that the Publisher’s contracting entity is either Maximilian Publishers Limited or Nature Japan KK (or it is unclear or ambiguous having regard to such invoice(s)) then these terms and conditions will be subject to the laws of England and Wales. Subject to clause 7.11, the Customer and the Publisher acknowledge and agree that the courts of England and Wales will have exclusive jurisdiction to settle any such dispute which may arise out of these Terms and Conditions and shall submit all disputes to the jurisdiction of the said courts.

9. DISCLAIMER

9.1. Notwithstanding the provisions of clause 7.9, for the Publisher’s exclusive benefit and to the extent possible in the applicable jurisdiction, the Publisher retains the right to bring or enforce proceedings as to the substance of the matters in the country of the party in whose name these Terms are entered into in the course of the Customer’s trade or profession; the country of the place of business in which these Terms were agreed to or (if different) the country of the Customer’s principal place of business.

10. CONSENT

10.1. The Publisher may from time to time modify these Terms and Conditions or the Rate Card by publishing any charges online. The Customer should check online before placing an Advertisement Order since by placing an order for the insertion of an Advertisement, the Customer agrees to be bound by any updates to such Terms and Conditions or Rate Card.

10.2. No variation or addition to these Terms and Conditions without the written consent of the Publisher shall be effective unless agreed in writing by the Publisher and any additional terms the Customer may seek to impose shall be void and/or unenforceable.

10.3. The parties do and shall, in the performance of their respective obligations under these Terms and Conditions comply at all times with all relevant laws, statutes and regulations applicable to their activities, including in particular all applicable laws and regulations concerning the prohibition of bribery, corruption, improper gifts and payments, at all times.

10.4. If you have any questions please email enquiries@nature.com or contact your regional representative.