



Scientific American

PRINT SPECIFICATIONS

Requirements for display advertising,
inserts and outserts

ADVANCING
DISCOVERY

Contents

This document contains the specifications for display advertising and inserts/outserts for *Scientific American*. Discover the advertising sizes available from the appropriate section, and take note of the technical specifications and other details on page 3.

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Although we make every effort to ensure that the specifications in this document are accurate, they can be subject to change. Therefore, please check the specifications with us before sending any material for design or print.

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General information

Technical specifications

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.

- 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 3.175 mm (0.125")
- Should not exceed ink density of 300%

Colour

- All files must use a CMYK or greyscale colour space
- No spot colours should be used
- No colour management, ICC profiles or Lab colour should be used

Images

- Images should be no less than 300dpi
- Images must be CMYK or greyscale

Proofs

For best colour reproduction you must supply an accurate colour proof. Send via conventional mail to your production contact. For display adverts, send to Dan Chen; for inserts and outserts, send to Madelyn Keyes-Milch (see box). The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a laser print is sufficient.

Further information

For further information, help and advice on any aspect of digital production contact:

Michael Broomes

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PRODUCTION CONTACTS

Production staff working on
Scientific American:

At the New York office:

Springer Nature America, Inc.,
1 New York Plaza, Suite 4600,
New York, NY 10004-1562, USA.

Michael Revis-Williams

Tel: +1 212 726 9380
m.williams@us.nature.com

Madelyn Keyes-Milch

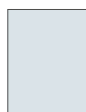
Tel: +1 212 451 8595
mkeyes@sciam.com

Display advertising

Scientific American is printed in a portrait format at a trimmed page size of 206 mm × 273 mm (8.125" × 10.75"). See below the advert sizes available and their dimensions.

Please supply with an extra 3.175 mm (0.125") of bleed for all adverts that run to the edge of the page. Also ensure that all text and logos are placed no closer than 10 mm (0.4") from the trim. See page 3 for technical specifications.

Full page trim



Advert size (width × height)
206 mm × 273 mm
(8.125" × 10.75")

Bleed size (width × height)
213 mm × 279 mm
(8.375" × 11")

Full page type area



Advert size (width × height)
178 mm × 254 mm
(7" × 10")

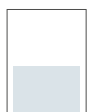
Double page spread



Advert size (width × height)
412 mm × 273 mm
(16.25" × 10.75")

Bleed size (width × height)
419 mm × 279 mm
(16.5" × 11")

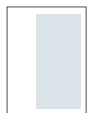
Half horizontal



Advert size (width × height)
171 mm × 114 mm
(6.75" × 4.5")

Bleed size (width × height)
213 mm × 133 mm
(8.375" × 5.25")

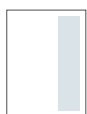
Two thirds vertical



Advert size (width × height)
114 mm × 242 mm
(4.5" × 9.5")

Bleed size (width × height)
133 mm × 279 mm
(5.25" × 11")

Third vertical



Advert size (width × height)
54 mm × 242 mm
(2.125" × 9.5")

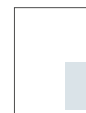
Bleed size (width × height)
76 mm × 279 mm
(3" × 11")

Third square



Advert size (width × height)
114 mm × 117 mm
(4.5" × 4.625")

Sixth vertical



Advert size (width × height)
54 mm × 117 mm
(2.125" × 4.625")

Inserts and outserts

Please contact your sales representative to discuss available inserts.

Insert samples

A sample of the insert needs to be approved by the Production department prior to insertion with the magazine. Ideally this should be the actual piece, but if not available, a mock-up trimmed to the exact dimensions, using the same paper and folded or perforated as the final insert would be, should be provided. This needs to be with us at least two weeks prior to the issue date. A digital copy must also be sent in advance to check for content.

Please send 5 samples to the Production contact for the magazine (see Table), clearly identifying the front and back of the insert, or the page numbers where appropriate.

See page 3 for other technical specifications. Once approved, inserts will need to be delivered to the relevant printing house; follow the delivery instructions from your Production contact.

If you have any queries regarding inserts please contact the production department.

Delivery instructions

Please note that failure to follow any of the following instructions could result in deliveries being refused.

All deliveries must be accompanied by a packing slip, attached to each box and on each face of a pallet. The packing slips should state the following:

- *Scientific American*
- Issue date
- Advertiser/company
- Booking reference number
- Quantity in carton
- Total quantity delivered
- Carton number (e.g. 1 of 6)
- Title code
- Job reference

If there is no information and if the driver of the delivery vehicle cannot obtain it, the inserts will not be accepted.

Attach the packing slip and a sample of the insert to each carton.

Up to 10 cartons can be accepted loose, any more than this should be supplied on a pallet. Pallets should be 800 × 1200 mm or 1000 × 1200 mm, sturdy, capable of stacking, allow four-way entry and well protected. Do not use metal straps.

- Pack inserts uniformly, facing upwards without turns.
- Do not mix inserts of a different type in a single delivery.
- A separate packing slip must be supplied for each insert.

Send inserts directly to the mailing address provided by your Production contact, Madelyn Keyes-Milch (see page 3). The shipper must call ahead, Monday–Friday, 7 am–6 pm, to schedule an appointment for delivery.

Quantity delivered

A minimum of 3% wastage allowance should be included in the quantity delivered.

Any overs will be destroyed and recycled after the issue is printed. If you require overs to be kept for future issues this may be subject to handling and storage costs.

Important

All freight and import charges must be pre-paid by the supplier. Springer Nature is not responsible for delivery, arrival or for any shipments held in customs for any reason while in transit.