

Digital Banner Advertising Specifications

BANNER POSITIONS & DIMENSIONS	ALLOWED FORMATS	MAXIMUM FILE SIZE
Leaderboard 728x90px Horizontal/Top	GIF, JPEG, HTML5 – Third-Party hosted (subject to testing)	45kBs
Skyscraper 160x600px Vertical/Right	GIF, JPEG, HTML5 – Third-Party hosted (subject to testing)	45kBs

Go live time is **3 business days** from submission; please provide your banner ahead of time.

Check that your banner is of the appropriate dimensions, format and file size **before** submitting to prevent delays and additional design work.

Please provide a **working URL** alongside your banner artwork if providing a GIF or JPEG file.

We accept **Third-Party** hosted creative tags, including tags containing HTML5, from **Third-Party vendors** (e.g. Sizmek, Doubleclick Studio). Please note that all third-party tags will be subject to testing on our site before they are approved to run.

Please note that we do **not** accept the following formats:

- » Flash Creatives – not accepted due to browser restrictions
- » Raw HTML5 Files – we only accept HTML5 hosted via Third-Party Creative tags
- » Expandable banner formats

Rich Media Options:

All Rich Media banners must be served via **Third-Party Creative tags** and will be subject to testing on our site.

Video constraints: Up to 30 seconds duration; No more than 2MB streaming media and should not exceed 18 frames per second.

Embedded sound and video **must not** have autoplay enabled.

Please note: we do not accept expandable formats on SpringerLink.

General Design Constraints:

Banners with white or grey backgrounds should have a one-pixel border. The inclusion of the border must not exceed the Banner's dimension restrictions.

Banners may not employ persistent rapid/'strobe' animation of any graphic, copy, or background element(s).

Banners cannot mislead the user. No creative can mimic or resemble any Windows/Mac OS/Unix dialogue boxes, error messages or the like.

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