

ADVERTISING SPECIFICATIONS

BIOPHARMA DEALMAKERS DISPLAY

Use these specifications to send artwork to us. Please ensure that you include 3.175mm or 0.125" bleed where appropriate.

Acceptable File Formats for Graphics

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 3.175mm or 0.125"
- Should not exceed ink density of 300%
- 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
- No colour management, ICC profiles or Lab colour should be used

Fonts

- Embed or supply fonts as necessary
- Do not use 'multiple master' fonts

Images

- Images should be no less than 300dpi
- Images must be CMYK or greyscale
- Do not use duotones made using spot colours

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.

Mail Submission

We can accept digital files on CD and DVD.

Please label the materials with:

- Name of journal and issue
- Advert name
- Contact person
- File name

Contact Information

Please send discs and proofs to:

Richard Thomas
The Macmillan Campus
4 Crinan Street
London, N1 9XW
UK

Tel: +44 (0)20 7843 4824

Fax: +44 (0)20 7843 4831

richard.thomas@springernature.com

For further information, help and advice on any aspect of digital production please contact us using the details below:

Jason Rayment

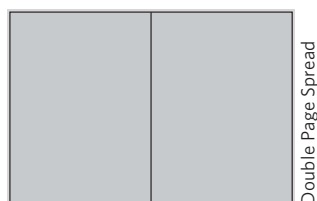
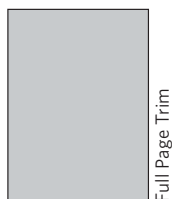
Tel: +44 (0)20 7843 4807

jason.rayment@springernature.com

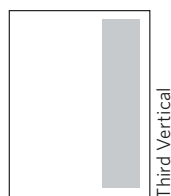
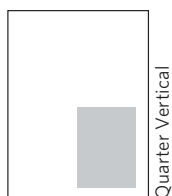
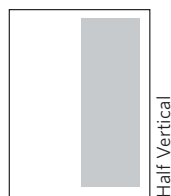
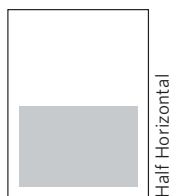
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Full Page



Fractional



	Inches		Millimetres	
	Width	Height	Width	Height
Full Page Trim	8.25	10.875	210	276
Double Page Spread	16.5	10.875	420	276
Half Horizontal	7	4.875	178	124
Half Vertical	3.375	10	86	254
Quarter Vertical	3.375	4.875	86	124
Third Vertical	2.25	10	56	254

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

Please supply with an extra 3.175mm (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 10mm (0.375") from the trim.