

ADVERTISING SPECIFICATIONS

NATURE RESEARCH JOURNALS 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

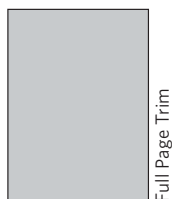
Proofs

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.

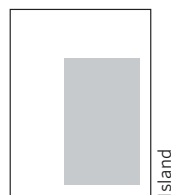
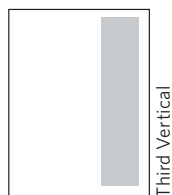
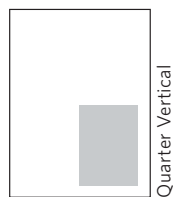
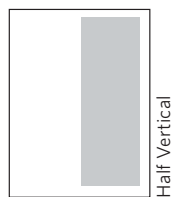
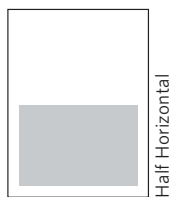
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Full Page



Fractional



	Inches		Millimetres	
	Width	Height	Width	Height
Full Page Trim	8.25	11	210	279
Double Page Spread	16.5	11	420	279
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
Island*	4.5	7.375	112	188

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

Nature Research titles are perfect bound and published in a portrait format at a trimmed page size of 210mm x 279mm (8.25" x 11").

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.

* Only available in Nature Biotechnology and Nature Methods.