

Rich Media Banners Specifications

Available on nature.com only

Creative Deadlines

- Please submit your banner creative files **3-5** business days prior to campaign start date.
- At least **one** business day before rotating new creative into existing campaigns.

Our recommended third party vendors are DoubleClick studios and Sizmek. New vendors will need testing in advance of campaign agreement. Nature

Springer Nature Design:

We have an internal design team that offer design services. This includes building creative assets using our third party vendor, and/or developing designs for banners. Some features available via third party vendors are multiple click-through url links and scrolling text banners. Follow the link below on examples. Please speak to your account manager for more details.

https://www.nature.com/MailArt/DAO_jb/index.html

Adaptive Billboard

The Adaptive billboard ad will across Desktop, Tablet, and Mobile devices. Positions are available on the homepages of the Nature Research titles.

SPECIFICATIONS

Creative to be supplied	Dimensions	Max File Size
Billboard	970x250	70kb
Leaderboard	728x90	50kb
Mobile Banner	300x50	20kb

- All three creative files must be supplied. See the dimensions and file size chart.
- GIF, JPG, and PNG formats with valid click-through URL. *Third party vendor tags will not be accepted for this ad position.*
- Static image files with one frame only, no animation or looping.
- Creative with white/light coloured background must have dark one pixel boarder.

Expandable Banner

Expandable banner ads can run on all leaderboard and MPU ad positions within Nature.com.

SPECIFICATIONS

Creative Ad Position	Max Expanding Dimensions	Expanding Direction
Leaderboard (728x90)	728x290 Additional 200px max height	Down
MPU (300x250)	600x300 Additional 300px max width	Left

- 100kb initial load / 200kb additional subload.
- Maximum of 5 panels.
- Maximum animation length 15 seconds.

- Max 3 looping.
- Must have a clearly labelled “close” button and 10 pt. font minimum.
- User initiated click to expand only. Banner should automatically collapse when cursor moves off the banner or its additional panels.

Video (in banner)

Video banners can be combined with expanding panels, and can run on all leaderboard and MPU ad positions within Nature.com.

Specifications

- Suitable original video formats used for conversion to third party rich media vendors are MPEG-4, MP4, and WebM.
- 150kb max initial load.
- Up to 2MB of high quality streaming media.
- Maximum of 30 seconds in duration
- The Frames per second (FPS) should not exceed 24fps. Settings greater than 24fps will result in poor performance for many of our users and is not allowed.
- Video should be in the same size as your ad size format
- User initiated click to play only, and audio MUST stop when the panel collapse.

Compatible Browsers:

- Internet Explorer 10+, Firefox 25+, Safari 6+; Chrome 33+

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).
- Fonts used in all versions of banner ads must not be larger than those used for the journal’s names.
- 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.
- Nature Research has final approval over all creative supplied; in the case of extreme negative user feedback/interference Nature Research reserves the right to pull creative prior to campaign delivery.

Note: in order to hit scheduling targets on booked inventory across the nature.com network an impression is defined by our Google DFP ad server 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’s delivery statistics, we recommend overbooking your campaign by 5% at the outset with your Nature Research sales rep.