

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

### Acceptable file formats

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"
- 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 CMYK or greyscale color space
- No spot colours should be used
- Should not exceed ink density of 300%

### Fonts

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

### Images

- Images should be no less than 300dpi

### Proofs

**For best color reproduction you must supply an accurate color 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.

### Contact information

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

Tel: +44 (0)20 7843 4824

[richard.thomas@nature.com](mailto:richard.thomas@nature.com)

# Advertising specifications

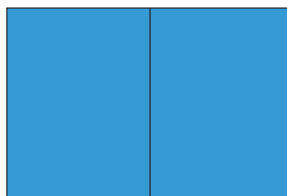
Display and classified

# SPRINGER NATURE

## Full Page

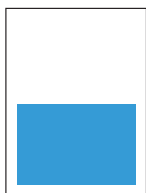


Full Page

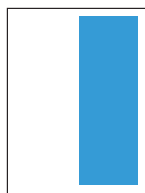


Double Page Spread

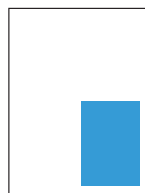
## Fractional



Half Horizontal



Half Vertical



Quarter

	Inches		Millimetres	
	Width	Height	Width	Height
Full Page	8.25	11	210	279
Double Page Spread	16.5	11	420	279
Half Horizontal	7	5	178	127
Half Vertical	3.25	10	82	254
Quarter	3.25	5	82	127

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

Springer Research Journals 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. Safe area: keep all text at least 10mm or 0.5" from the trimmed edge.

# Advertising specifications

## Inserts

### Insert samples

A sample of the insert needs to be approved by the production department prior to insertion with the journal. Ideally this should be the actual piece. Alternatively this could be a mock up trimmed to the exact dimensions, using the same paper and folded or perforated, as the final insert would be. This needs to be with production at least two weeks prior to the issue date. A digital copy can also be sent in advance to check for content.

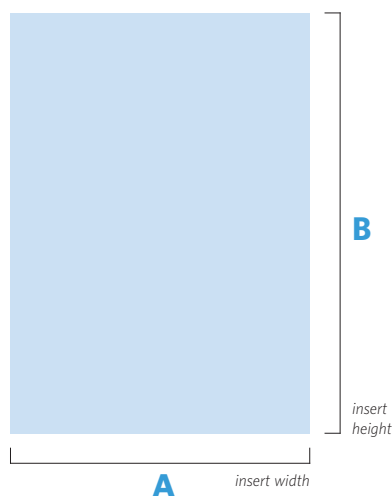
Clearly identify the front/back of the insert, or the page numbers when appropriate.

Send samples to:

**Kay Lewis**  
**Springer Nature**  
**The Macmillan Campus**  
**4 Crinan Street**  
**London, N1 9XW**  
**UK**

Tel: +44 (0)20 7843 4813

[k.lewis@nature.com](mailto:k.lewis@nature.com)



# SPRINGER NATURE

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

It may be possible to accommodate types of inserts other than those featured in this booklet; please contact your sales representative to discuss any special requirements.

### Cover tip-on

Supply to the trimmed size.

The height of the insert must equal or exceed the width.

Front cover tip-ons will be positioned in the bottom left hand corner.

	Minimum		Maximum	
Width <b>A</b>	120mm	4.75"	205mm	8.125"
Height <b>B</b>	120mm	4.75"	205mm	8.125"
Paper Weight	115gsm	80lbs	170gsm	115lbs

### Loose insert

Supply trimmed and folded with a closed edge. Concertina inserts cannot be accepted.

All loose inserts of 4 pages or more are fed into the publication spine first.

Maximum 8 pages.

Maximum overall weight for the insert is 90 grams (3oz). For heavier items please contact your sales representative as this will incur extra distribution costs.

	Minimum		Maximum	
Width <b>A</b>	120mm	4.75"	200mm	7.875"
Height <b>B</b>	150mm	6"	269mm	10.625"
Paper Weight	130gsm	90lbs	170gsm	115lbs

# Advertising specifications

## Inserts

SPRINGER NATURE

### Loose outsert

Supply trimmed and folded with a closed edge. Concertina inserts cannot be accepted.

Maximum 8 pages.

Maximum overall weight for the insert is 90 grams (3oz). For heavier items please contact your sales representative as this will incur extra distribution costs.

	Minimum		Maximum	
Width <b>A</b>	120mm	4.75"	210mm	8.25"
Height <b>B</b>	150mm	6"	279mm	11"
Paper Weight	130gsm	90lbs	170gsm	115lbs

### Bound insert

Supply pre-folded with the correct trims added. Concertina inserts cannot be accepted. Safe area: keep all text at least 10mm or 0.5" from the trimmed edge.

The spine trim and head trim must be included. Full-size inserts also need a foot trim and foredge trim.

The height of the insert must exceed the width.

	Minimum		Maximum	
Width <b>A</b>	120mm	4.75"	210mm	8.25"
Height <b>B</b>	150mm	6"	279mm	11"
Paper Weight	130gsm	90lbs	170gsm	115lbs

Additional trims		<i>Trims are removed in the binding process</i>	
Head Trim		3mm	0.125"
Spine Trim		3mm	0.125"
Foot Trim	<i>(Only required if the insert is maximum height)</i>	3mm	0.125"
Foredge Trim	<i>(Only required if the insert is maximum width)</i>	3mm	0.125"

### Delivery

Deliver inserts to:

**[Journal name]**  
**The Sheridan Press**  
**450 Fame Avenue**  
**Hanover, PA 17331**  
**USA**

All deliveries must be accompanied by a delivery note showing:

- Journal
- Advertiser/company
- Issue date
- Quantity in carton
- Total quantity delivered
- Carton number (e.g. 1 of 6)

Attach copies of the delivery note and a sample of the insert to each carton. Up to 10 cartons can be accepted loose, any more than this should be palletised. Pack inserts uniformly, facing upwards without turns. Do not shrinkwrap nor use metal straps. Do not mix inserts of a different type in a single delivery. A separate delivery note must be supplied for each insert.

Failure to follow delivery instructions could result in deliveries being turned away. 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.

### Quantities

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.

# Advertising specifications

## Booking and copy deadlines

SPRINGER NATURE

### Journal advertising deadlines 2019

Booking and copy deadlines for inserts, display, classified adverts.

<b>Publishing month</b>	<b>Booking and copy deadline</b>
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January	14th November 2018
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February	14th December 2018
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March	14th January 2019
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April	12th February 2019
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May	15th March 2019
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June	11th April 2019
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July	15th May 2019
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August	14th June 2019
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September	15th July 2019
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October	15th August 2019
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November	16th September 2019
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December	16th October 2019
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Some journals and special issues follow different dates; we will let you know if this is the case.

### Supplements and specials 2019

CAAN Conference Guide (May)	15th March 2019
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ASMS Conference Program (May)	28th March 2019
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ASO ASBrS Special Issue (October)	15th August 2019
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### Metabolomics

Please contact us for details.