STANDARD BANNERS SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>BIOMED CENTRAL</th>
<th>NATURE &amp; NATURE CAREERS</th>
<th>SCIENTIFIC AMERICAN</th>
<th>SPRINGERLINK</th>
<th>SPRINGEROPEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 Leaderboard</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>970x90 Super Leaderboard</td>
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<tr>
<td>970x250 Billboard</td>
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<tr>
<td>300x250 MPU/Square</td>
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<tr>
<td>160x600 Skyscraper</td>
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<tr>
<td>300x600 Half Page</td>
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<tr>
<td>300x50/320x50 Mobile</td>
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</tbody>
</table>

**Creative Deadlines**
- Please submit your banner creative files **3** business days prior to campaign start date

**Format Accepted**
- GIF, JPEG, and PNG image files
- HTML5 via third party vendor tags only
- Third party vendor tags
  See the list of certified vendors from Google Ad Manager. Non-certified vendors will need testing in advance of campaign agreement. https://developers.google.com/third-party-ads/googleads-vendors

**Specifications**
- Maximum file size is 50kb
- A live click-through URL. *If the banner ad needs multiple click-through URL, please see Rich Media specs*
- Maximum of 3 loops
- Maximum animation length 15 seconds
- Optional - provide alternative text. For example: “Brought to you by <Company Name>”
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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 Springer Nature network an impression is defined by our Google Ad Manager ad-server data. If you have concerns that your choice of ad-serving vendor could result in some inconsistency with Google Ad Manager’s delivery statistics, we recommend overbooking your campaign by 5% at the outset with your Nature Research Account Manager.