# 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>
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<tr>
<td>970x250 Billboard</td>
<td></td>
<td></td>
<td>See Rich Media specs</td>
<td>✔</td>
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<tr>
<td>300x250 MPU/Square</td>
<td>✔</td>
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<tr>
<td>300x600 Half Page</td>
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<tr>
<td>300x60/320x50 Mobile</td>
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## 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: [click here for more information](#)
- 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](https://developers.google.com/third-party-ads/googleads-vendors)

## Specifications
- Maximum file size is 150kb
- 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.