ADVERTISING SPECIFICATIONS
SPRINGER RESEARCH JOURNALS

Use these specifications to send artwork to us. Please ensure that you include 3mm or 0.125” bleed where appropriate.

ACCEPTABLE FILE FORMAT
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 3mm 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 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.

ELECTRONIC SUBMISSION
The easiest way to send files is by using this website: stingray.nature.com
Username: springer1
Password: springer1
Please follow the instructions on the site to upload your files to us. If you have any problems please contact us using the details below.

CONTACT INFORMATION:
Richard Thomas
The Macmillan Campus
4 Crinan Street
London, N1 9XW
UK
Tel: +44 (0)20 7843 4824
richard.thomas@springernature.com

For further information, help and advice on any aspect of digital production please contact us using the details below:

Jason Rayment
Tel: +44 (0)20 7843 4807
j.rayment@springernature.com

Stephen Russell
Tel: +44 (0)20 7843 4816
s.russell@springernature.com
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 3mm (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.

<table>
<thead>
<tr>
<th>INCHES</th>
<th>MILLIMETRES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
</tr>
<tr>
<td>Full Page Trim</td>
<td>8.25</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>16.5</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>7</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>3.25</td>
</tr>
<tr>
<td>Quarter</td>
<td>3.25</td>
</tr>
</tbody>
</table>

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at nature.com/advertising
**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 4713  
k.lewis@nature.com

Although we make every effort to ensure that 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.

<table>
<thead>
<tr>
<th>MINIMUM</th>
<th>MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width A</td>
<td>120mm</td>
</tr>
<tr>
<td>Height B</td>
<td>120mm</td>
</tr>
<tr>
<td>Paper Weight</td>
<td>115gsm</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>MINIMUM</th>
<th>MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width A</td>
<td>120mm</td>
</tr>
<tr>
<td>Height B</td>
<td>150mm</td>
</tr>
<tr>
<td>Paper Weight</td>
<td>130gsm</td>
</tr>
</tbody>
</table>
**ADVERTISING SPECIFICATIONS**

**INSERTS**

**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.

<table>
<thead>
<tr>
<th>MINIMUM</th>
<th>MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width A</td>
<td>120mm</td>
</tr>
<tr>
<td>Height B</td>
<td>150mm</td>
</tr>
<tr>
<td>Paper Weight</td>
<td>130gsm</td>
</tr>
</tbody>
</table>

**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 fore-edge trim.

The height of the insert must exceed the width.

<table>
<thead>
<tr>
<th>MINIMUM</th>
<th>MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width A</td>
<td>120mm</td>
</tr>
<tr>
<td>Height B</td>
<td>150mm</td>
</tr>
<tr>
<td>Paper Weight</td>
<td>130gsm</td>
</tr>
</tbody>
</table>

**ADDITIONAL TRIMS**

| Head Trim | 3mm | 0.125" |
| Spine Trim | 3mm | 0.125" |
| Foot Trim (Only required if the insert is maximum height) | 3mm | 0.125" |
| Fore-edge Trim (Only required if the insert is maximum width) | 3mm | 0.125" |

**DELIVERY**

Deliver inserts to:

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

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 or 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 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.

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at nature.com/advertising

*salesoperations@nature.com*  
(US): +1 (212) 726 9682  
(EU): +44 (0) 20 7843 4960
For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at nature.com/advertising

salesoperations@nature.com                    (US): +1 (212) 726 9682                   (EU): +44 (0) 20 7843 4960

**ADVERTISING SPECIFICATIONS**

**BOOKING AND COPY DEADLINES**

---

**JOURNAL ADVERTISING DEADLINES 2017**

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

<table>
<thead>
<tr>
<th>PUBLISHING MONTH</th>
<th>BOOKING &amp; COPY DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>14-Nov 2016</td>
</tr>
<tr>
<td>February</td>
<td>15-Dec 2016</td>
</tr>
<tr>
<td>March</td>
<td>13-Jan 2017</td>
</tr>
<tr>
<td>April</td>
<td>10-Feb 2017</td>
</tr>
<tr>
<td>May</td>
<td>15-Mar 2017</td>
</tr>
<tr>
<td>June</td>
<td>12-Apr 2017</td>
</tr>
<tr>
<td>July</td>
<td>15-May 2017</td>
</tr>
<tr>
<td>August</td>
<td>14-Jun 2017</td>
</tr>
<tr>
<td>September</td>
<td>14-Jul 2017</td>
</tr>
<tr>
<td>October</td>
<td>15-Aug 2017</td>
</tr>
<tr>
<td>November</td>
<td>14-Sep 2017</td>
</tr>
<tr>
<td>December</td>
<td>16-Oct 2017</td>
</tr>
</tbody>
</table>

Some journals and special issues follow different dates; we will let you know if this is the case.

**SUPPLEMENTS AND SPECIALS 2017**

- Hernia Abstract Book AHS (Apr) 9-Jan 2017
- ASMS Conference Program (May) 15-Mar 2017
- CAAN Conference Guide (May) 31-Mar 2017
- Hernia Abstract Book EHS (Jun) 27-Mar 2017
- Neurocritical Care September Abstract 14-Jul 2017
- ASO ASBrS Special Issue (Oct) 8-Aug 2017

**METABOLICS**

Please contact us for details.