

**Thank you for advertising with us! As we are committed to making your campaign a success and a valuable experience, we would like to advise you of our specifications, and request that you adhere to the following requirements. This will ensure your artwork is compatible with our systems and will help expedite the production process.**

The *Nature* portfolio journal alerts, including Research and Reviews titles, now have 4 advertising slots available for booking as well as a *Naturejobs* paid position:

- Headline 1 and 2
- Content 1 and 2
- *Naturejobs* paid advertisement

**CREATIVE DEADLINE:** Please submit your ad copy 6 business days prior to campaign start date.

## **ADVERT SPECIFICATIONS**

### **» Nature Alert**

The *Nature* alert now offers 4 ad positions, which accommodate both standard text & logo and graphic ads.

#### **Text & Logo (all positions)**

- 1 x logo to fit within the dimensions of 170x40px, supplied on a white/transparent background.
- Logo must be in JPEG or GIF format, max. 20kB – PNG files are not accepted
- Text of max. 660 characters including spaces
- Please supply a text-only version of the advertisement as well, for text-only alert version

#### **Graphic Only**

- 1 x image of 300x250px (Headline & Content 1)
- Graphic must be in JPEG or GIF format - PNG files are not accepted

#### **OR**

- 1 x image of min. 468 x 60px and max. 629x81px (Headline & Content 2)
- Graphic must be in JPEG or GIF format - PNG files are not accepted

### **» Nature News and Scientific Reports Alerts**

The redesigned *Nature News* and *Scientific Reports* alert now offers 4 equally sized horizontal ad positions that accommodate both standard text & logo and graphic ads, as well as a Nature Jobs paid advertisement.

#### **Text & Logo**

- 1 x logo to fit within the dimensions of 170x40px, supplied on a white/transparent background.
- Logo must be in JPEG or GIF format, max. 20kB – PNG files are not accepted
- Text of max. 375 characters including spaces
- Please supply a text-only version of the advertisement as well, for text-only alert version

#### **Graphic Only**

- 1 x image of min. 468x60px and max. 629x81px
- Graphic must be in JPEG or GIF format - PNG files are not accepted

**» Nature Research and Reviews Titles and Clinical Journals Alerts****Text & Logo only**

- 1 x logo to fit within the dimensions of 170x40px, supplied on a white/transparent background.
- Logo must be in JPEG or GIF format, max. 20kB - PNG files are not accepted
- Text of max. 375 characters including spaces
- Please supply a text-only version of the advertisement as well, for text-only alert version

**» Nature Jobs Paid Advertisement****Nature Journal Alert****Text & Logo only**

- 1 x logo to fit within the dimensions of 170x40px, supplied on a white/transparent background.
- Logo must be in JPEG or GIF format, max. 20kB - PNG files are not accepted
- Text of max. 660 characters including spaces
- Please supply a text-only version of the advertisement as well, for text-only alert version

**OR****Image only**

- 1 x image of min. 468 x 60px and max.629x81px
- Graphic must be in JPEG or GIF format - PNG files are not accepted

**All other journal alerts****Text & Logo only**

- 1 x logo to fit within the dimensions of 170x40px, supplied on a white/transparent background.
- Logo must be in JPEG or GIF format, max. 20kB - PNG files are not accepted
- Text of max. 375 characters including spaces
- Please supply a text-only version of the advertisement as well, for text-only alert version

**OR****Image only**

- 1 x image of min. 468 x 60px and max.629x81px
- Graphic must be in JPEG or GIF format - PNG files are not accepted

**GENERAL REQUIREMENTS****» Supplying Ad Copy & Logos**

- There should always be a headline which will also serve as the main text link through to the promotion/advertiser's site.
- For the text use one or two paragraph layout only.
- A maximum of three URL links max. 255 characters each. All URLs must be active when ad is submitted
- For text only please use Standard characters exclusively - avoid characters not visible on your keyboard (i.e. © or TM etc.) as these 'special characters' are not supported by the text-only versions of emails.
- No rich media or animation can be used in any of the alerts.

**» Links/URL Tracking**

We track click-through activity on any URLs in the copy that you supply, including those in plain text. As a result in text-only e-mails the appearance of text URLs changes to an "http://www.nature.com" format. **Note: we are unable to track clicks to email addresses, i.e. 'mailto:'**

**» Design Constraints**

Logos with white or grey backgrounds should have a one-pixel border. The inclusion of the border must not exceed the logo's dimension restrictions.

Please see the table below for an overview of our advertisement positions.

JOURNAL EXAMPLE	HEADLINE 1	HEADLINE 2	CONTENT 1	CONTENT 2	NATURE JOB PAID
<i>Nature Journal</i>	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 660 chars -OR- Image only: 300x250px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 660 chars -OR- Image only: 629x81px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 660 chars -OR- Image only: 300x250px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 660 chars -OR- Image only: 629x81px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 660 chars -OR- Image only: 629x81px, 45kb
<i>Nature News &amp; Scientific Reports</i>	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 375 chars -OR- Image only: 629x81px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 375 chars -OR- Image only: 629x81px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 375 chars -OR- Image only: 629x81px, 45kb	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 375 chars -OR- Image only: 629x81px, 45kb <i>(not available on Scientific Reports)</i>	<b>Logo &amp; Text -OR- Image</b> Logo: max 170x40 px, 20kb, Text: 375 chars -OR- Image only: 629x81px, 45kb
<i>Nature Research and Review Journals, as well as Clinical or Society titles</i>	<b>Logo &amp; Text Only</b> Logo: max 170x40 px, 20kb, Text: 375 chars	<b>Logo &amp; Text Only</b> Logo: max 170x40 px, 20kb, Text: 375 chars	<b>Logo &amp; Text Only</b> Logo: max 170x40 px, 20kb, Text: 375 chars	<b>Logo &amp; Text Only</b> Logo: max 170x40 px, 20kb, Text: 375 chars <i>(not available on the Clinical titles)</i>	<b>Logo &amp; Text Only</b> Logo: max 170x40 px, 20kb, Text: 375 chars

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](https://nature.com/advertising)

✉ [salesoperations@nature.com](mailto:salesoperations@nature.com)

☎ (US): +1 (212) 726 9682

☎ (EU): +44 (0) 20 7843 4960

**SPRINGER NATURE**