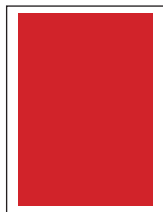


# Display Advertising Mechanical Specifications

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**Nature | Nature Review Journals | Nature Research Journals | EMBO Reports**

## Full Page Advertisements



Full Page Type Area  
178mm wide x 254mm deep  
7" wide x 10" deep

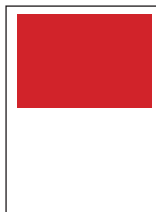


Full Page Trim Size  
210mm wide x 276mm deep  
8 1/4" wide x 10 7/8" deep

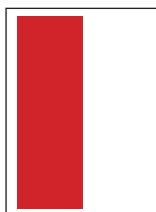


Full Page Bleed Size  
216mm wide x 282mm deep  
8 1/2" wide x 11 1/8" deep

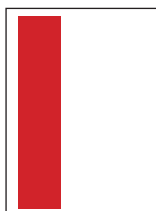
## Fractional Advertisements



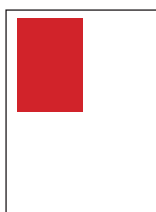
Half Page Horizontal  
178mm wide x 124mm deep  
7" wide x 4 7/8" deep



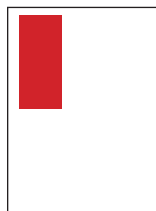
Half Page Vertical  
86mm wide x 254mm deep  
3 3/8" wide x 10" deep



Third Page Vertical  
56mm wide x 254mm deep  
2 1/8" wide x 10" deep



Quarter Page  
86mm wide x 124mm deep  
3 3/8" wide x 4 7/8" deep



1/6 Page  
56mm wide x 124mm deep  
2 1/8" wide x 4 7/8" deep

Double page spreads should be set up as two full page advertisements.  
Ensure that all pertinent information is at least 5mm from the gutter on double page spreads.

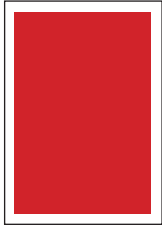
Not all sizes are available for all journals, please check with your sales representative.

# Display Advertising Mechanical Specifications

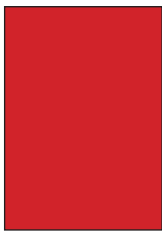
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**BDJ | BDA News | Launchpad | Vital**

## Full Page Advertisements



Full Page Type Area  
181mm wide x 266mm deep

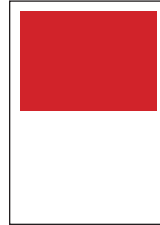


Full Page Trim Size  
210mm wide x 297mm deep



Full Page Bleed Size  
216mm wide x 303mm deep

## Fractional Advertisements



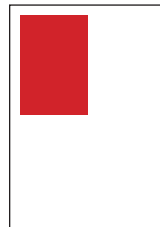
Half Page Horizontal  
181mm wide x 131mm deep



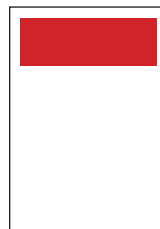
Half Page Vertical  
89mm wide x 266mm deep



Third Page Vertical  
57mm wide x 274mm deep



Quarter Page Vertical  
89mm wide x 131mm deep



Quarter Page Horizontal  
181mm wide x 63mm deep

Double page spreads should be set up as two full page advertisements.  
Ensure that all pertinent information is at least 5mm from the gutter on double page spreads.

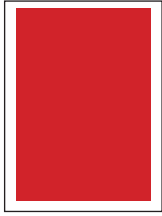
Not all sizes are available for all journals, please check with your sales representative.

# Display Advertising Mechanical Specifications

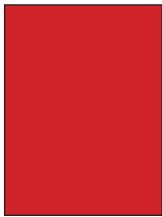
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## Academic Journals

### Full Page Advertisements



Full Page Type Area  
175mm wide x 250mm deep  
6 <sup>7</sup>/<sub>8</sub>" wide x 9 <sup>7</sup>/<sub>8</sub>" deep

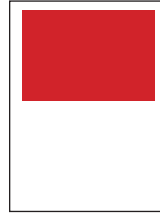


Full Page Trim Size  
210mm wide x 280mm deep  
8 <sup>1</sup>/<sub>4</sub>" wide x 11" deep



Full Page Bleed Size  
216mm wide x 286mm deep  
8 <sup>1</sup>/<sub>2</sub>" wide x 11 <sup>1</sup>/<sub>4</sub>" deep

### Fractional Advertisements



Half Page Horizontal  
175mm wide x 120mm deep  
6 <sup>7</sup>/<sub>8</sub>" wide x 4 <sup>5</sup>/<sub>8</sub>" deep



Half Page Vertical  
86mm wide x 250mm deep  
3 <sup>3</sup>/<sub>8</sub>" wide x 9 <sup>7</sup>/<sub>8</sub>" deep

Double page spreads should be set up as two full page advertisements.  
Ensure that all pertinent information is at least 5mm from the gutter on double page spreads.

Not all sizes are available for all journals, please check with your sales representative.