

Rich Media Banners

Harness the dynamic power of Rich Media by taking advantage of one of the most advanced media innovations. Elsevier's Rich Media Solutions engage users in a fun, exciting way, and create a long lasting imprint in the minds of users.

Concern

Traditional display ads are losing traction

- Static content fails to capture the richness of today's web experience
- Decreasing click-through and engagement rates
- Consumers are increasingly ad-blind

Solution

Rich Media Ads

- Dynamic content leverages existing investments
- Maintain branding/look-and-feel efforts of current campaigns

Dynamic, Engaging, Agile

Ad Features:

- Twitter, Facebook, Blog, and Product Feeds
- Photos, Video, Flash, XML/RSS
- Lead Gen Forms, Polls, Quizzes
- Coupons, Countdowns, Slideshows

Repurpose and Change Existing Content:

- Repurpose existing Flash banner ads into the first tab of the ad unit
- Change units without changing ad tags to optimize the unit even after it's gone live
- Leverage brands' investments in the real-time web to power ad units

Complete Social Media Integration:

- Share the entire unit to Facebook or a blog, or post individual articles and videos to social networks
- Download whitepapers, screensavers, music, etc. directly from the ad

Agile Development and Fast Turnaround: Elsevier's turn-key delivery means:

- Creative ideas for ads can go from concept to live campaign in days
- Unique, cutting edge units can be produced in days, not weeks -- giving advertisers custom units without the cost
- Publishers can ensure the needs of advertisers are always met

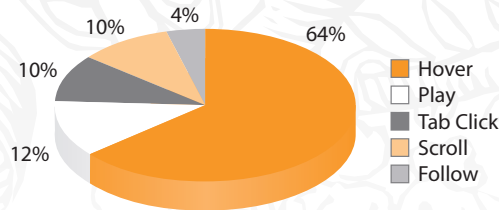


High Performing

In-Depth Analytics:

Advertisers receive a detailed report of user interactions including:

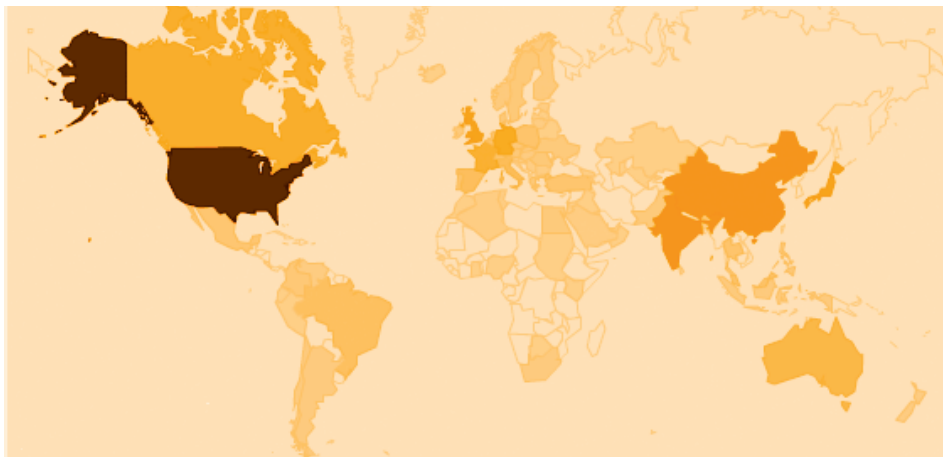
- Content hovers, scrolls, tab clicks, and click-through rates
- Video plays and completion rates
- The tabs and services most interacted with by users



Detailed Analytics

Every Rich Media Banner Campaign comes with a set of superior analytics to provide comprehensive insight into how your ad campaigns are performing.

- Impressions by date/country
- Unique users by date/country
- Clickthroughs by date/country
- Clickthroughs by target URL
- Engagement summary:
 - ◆ Hover (initial, continuous and subsequent)
 - ◆ Tab clicks for each of the tabs
 - ◆ Play
 - ◆ Expand
 - ◆ Scroll
 - ◆ Collapse
 - ◆ Play half
 - ◆ Play $\frac{1}{4}$
 - ◆ Play $\frac{3}{4}$
 - ◆ Play Full



Rich Media Ad Types:

- Sponsored Content
- Consumer Education
- Product Release
- Brand Dialogue
- Lead Gen Ad Unit
- Display+Mobile+Social
- Micro Site Traffic Driver

Custom Ad Features

- Blogs/RSS
- Video
- Tweets
- Flash in tab
- Forms
- Polls
- Audio Player
- Share: FB, Twitter, LinkedIn
- Video plays, hovers, tab clicks, scrolls, etc
- Share: Mobile
- Any IAB size
- Any non-standard size
- Flash in body
- Click-to-Call
- Product feeds
- Slide shows
- Countdowns

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