



Rich Media Q&A

Q. What is Elsevier's new Rich Media product?

A. Elsevier has launched a Rich Media product to cater to our most innovative advertisers who wish to add features to a conventional banner. The newest features include video capability, integration with social media, feeds, live updates, polls, custom forms and in-unit flash capabilities. The content is displayed within multiple custom tabs that allow the viewer to navigate and interact within the banner.

Q. How is this Rich Media banner different from a conventional banner?

A. Each Rich Media banner contains multiple custom tabs to hold up to 10x as much content as a conventional banner. A conventional banner is referred to a creative that has a rotating message for up to 30 seconds or 3 rotations. With Rich Media the interaction and depth are that of a "mini website". The reporting for a Rich Media banner is much more detailed and includes engagement analytics such as tab clicks, hovers, scrolls, shares and submissions.

Q. How do I get started?

A. Once you have decided you would like to do a Rich Media campaign and finalized the targeting details, you are now at the creative planning stage. The involvement in the process is based on your preference. We will work closely with you to develop the unit. Step one is to choose an ad slot size that best fits your needs. Next, identify the type of content you would like to include as well as how many tabs you would like. In step three you will supply your logos, messages, links, color schemes and any other preferences. We will then create a mock-up of the unit and send it over for approval/changes. Once the banner design is complete, it will be set live on the target pages.

Q. Can we make the banner in-house and send over the complete banner?

A. All the materials can be developed in-house, but the materials for each tab will have to be sent over to Elsevier. The banner is then built based on preferences and we will be able to integrate the video and social network functionalities as well as the multiple tabs, which hold all of the promotional content. Once the banner is at its final stages of completion, it is emailed for approval/changes.

Q. What materials need to be provided for the set-up of the banner?

A. The materials needed depend on the type of content you would like to have within the tabs. The details are specific in the spec selection sheet below. Most units have a header, footer and body. You can supply the logos separately, or provide us with the URL of your target area and we will use the theme to “match” the unit.

Q. What is the lead time for this banner?

A. The lead time is based on the complexity of the unit. We will notify you of the approximate lead time during our first consultation. A Rich Media unit with basic functionalities can be developed within 5 business days. Trafficking lead time once the unit is complete is 1 to 2 business days.

Q. When and where does my banner appear?

A. The Rich Media banner is set up and targeted in the same way a conventional banner would be. The campaign is targeted by journal, site, or a niche category on ScienceDirect. This banner is available on all Elsevier’s current advertising platforms.

Q. Will I get a report for my campaign?

A. Absolutely. Every Rich Media campaign comes with a rich custom report. Some of the metrics include unique users, geo metrics, impressions and click counts as well as detailed interaction reports. The interaction reports include engagement analytics such as tab clicks, hovers, scrolls, shares and submissions.

Q. Who do I sent the materials to?

A. It is always best practice to have direct contact with your Account Manager. The materials can be sent to your Account Manager who will forward it to the Online Ad Manager. The consultation on the creative and materials will involve both the Account Manager and the Online Ad Manager.

Q. How many tabs can I have in 1 unit?

A. As many as necessary, but depending on the name on the labels the first few will show but the rest may be clustered in a drop-down many.



Rich Media Specs

Available Units

- ❑ Leaderboard (728x90 pixels)
- ❑ Skyscraper (120x600 pixels)
- ❑ Large Rectangle (336x280 pixels)

Tab Content Options (unit body)

- ❑ Image or Flash – starting slide/branding.
- ❑ Text with Image as a background – product or promotion details.
- ❑ Video – demos, interviews, commercials etc.
- ❑ Countdown – counts days/hours/minutes until event.
- ❑ Slide shows – demo your product
- ❑ Blogs and RSS feeds – live in-unit updates.
- ❑ Polls – ask our users a question.
- ❑ Social Media integration – get followers on Twitter or Likes on Facebook and become more popular.
- ❑ Custom content – have an idea? Share it with us.
- ❑ Custom forms – let our users get in touch with you with this custom built form.



Unit Assets:

- ❑ High-resolution logo: png, .gif, .jpg – to be used for header, footer and background of body.
- ❑ Video: YouTube, Vimeo, Facebook, .flv file, Video URL
- ❑ Slide shows: Flickr, Picasa, SmugFace, Tumblr, png, .gif, .jpg
- ❑ Social Media: Twitter, Facebook Fan Page
- ❑ Blogs and RSS feeds: URL or feed (RSS/ATOM), XML/RSS/ATOM feed or URL
- ❑ Custom Content: Flash files in .fla, .swf, text
- ❑ Countdown: Exact date/time of event
- ❑ Polls: Provide the question/statement as well as the options to choose from
- ❑ Form: List all the fields to be included and specify which ones are required.

