



SciVerse ScienceDirect: the best way to target biotechnology professionals

- SciVerse ScienceDirect is Elsevier's full-text scientific online database offering articles from more than 2,500 peer reviewed journals, and more than 11,000 books.
- Elsevier publishes a number of highly acclaimed and influential peer reviewed journals in the biotechnology field. Access to full text articles is limited to subscribing customers in academia, corporate and government organisations. Guest users are able to browse the journals and read the abstracts of articles.
- Elsevier now offers an unprecedented opportunity to target highly qualified and very granular audiences through advertising in the subscriber area as well as in the guest area of SciVerse ScienceDirect.

High relevancy and specific audience

Banner advertisements adjacent to peer reviewed content

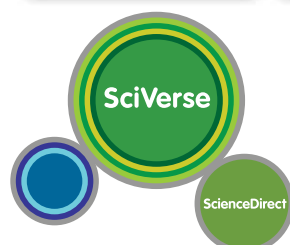
For the first time, you can place banner advertisements adjacent to peer-reviewed content. This has not been possible in journals delivered either in print or electronically prior to now.

Measurable and precise lead generation & branding tool

This invaluable tool allows you to target very highly qualified prospects with a measurable and precise lead generation/branding tool. Online campaign statistics are available, allowing you to monitor, analyse and optimise your campaign based on actual results.

Target your advertising

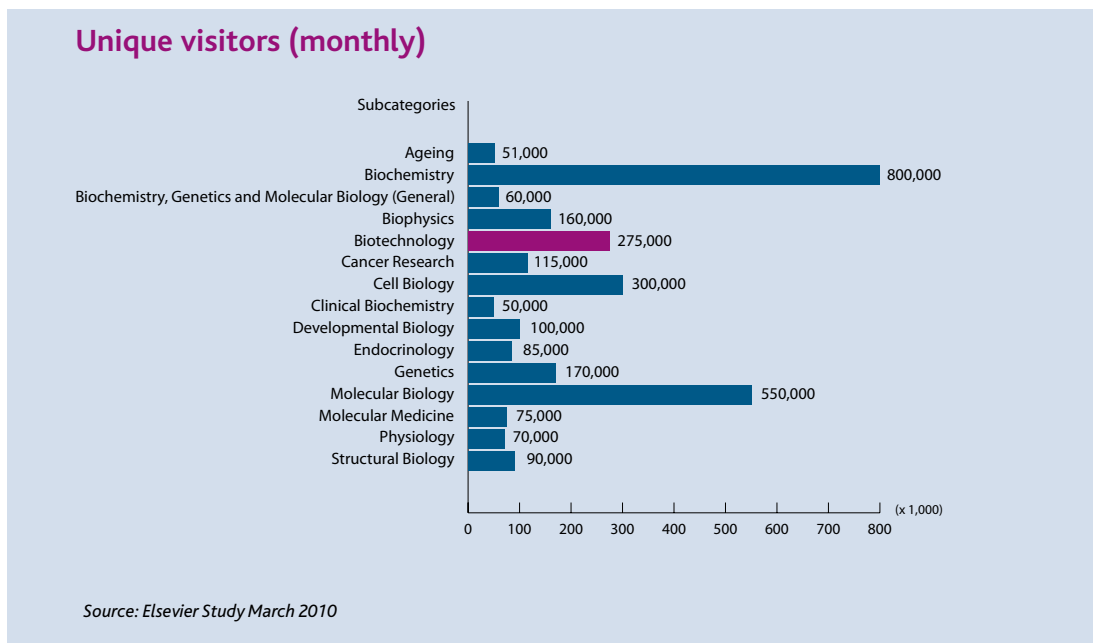
On SciVerse ScienceDirect you can target your advertising on one specific journal or subject category, so you can reach both **vertically and horizontally** into a specific topic, reaching far more qualified users of our content than you could with a single print journal.



SciVerse ScienceDirect biotechnology titles include:

International Journal of Biological Macromolecules
Protein Expression and Purification
Journal of Functional Foods
Metabolic Engineering
Plant Physiology and Biochemistry
Plant Science
Process Biochemistry
Enzyme and Microbial Technology
Journal of Plant Physiology
Stem Cell Research
Biology of Blood and Marrow Transplantation
Cell Stem Cell
Journal of Immunological Methods
New Biotechnology
Journal of Biotechnology
Animal Reproduction Science
Drug Discovery Today: Disease Mechanisms
Drug Discovery Today: Disease Models
Drug Discovery Today: Therapeutic Strategies
Drug Discovery Today: Technologies
Nanomedicine: Nanotechnology, Biology and Medicine
Biosystems
Innovative Food Science & Emerging Technologies
Biochemical Engineering Journal
Colloids and Surfaces B: Biointerfaces
Journal of Bioscience and Bioengineering
Biotechnology Advances
European Journal of Pharmaceutics and Biopharmaceutics
Trends in Food Science & Technology
Current Opinion in Biotechnology
Trends in Biotechnology
Journal of Microbiological Methods
Biosensors and Bioelectronics
Drug Discovery Today
Advanced Drug Delivery Reviews
Bioresource Technology
Biomaterials

Usage statistics: 275,000 unique visitors and 2.1 million page views per month



Examples of existing banner advertising in www.sciencedirect.com

Formats

- Leaderboard: 728x90 pixels, ScienceDirect.com and Cell.com
- Skyscraper: 120x600 pixels, ScienceDirect.com and Scirus.com
- Large Rectangle: 336x280, ScienceDirect.com and Cell.com

Every campaign is offered with dedicated in-house traffic and campaign management

- Use of DART world's leading ad management system from DoubleClick
- Campaign metrics that are available 24/7 and placed in the right context
- Constantly monitor your campaign and act to optimize performance

For more information and pricing please contact your sales representative or visit www.elsevierpublishingsolutions.com

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