



# SciVerse ScienceDirect: the best way to target cancer research 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 cancer research 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.

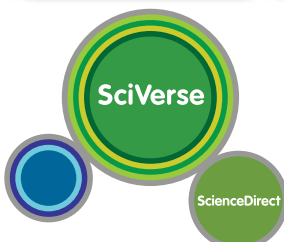
### Target your advertising

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.

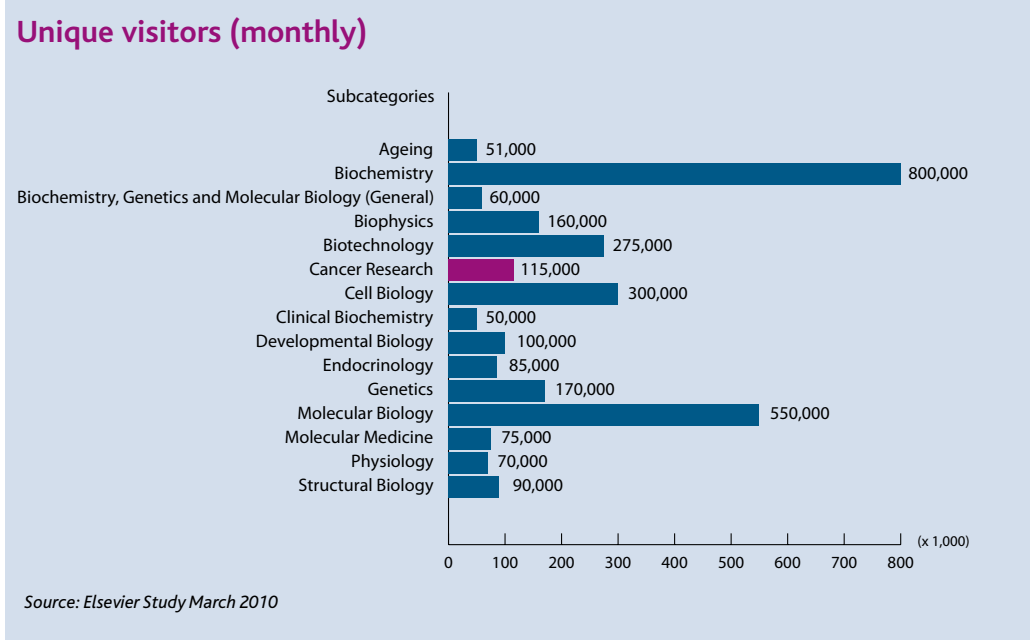


SciVerse ScienceDirect cancer research titles in the subscribed area include:

Best Practice & Research Clinical Haematology  
Biochimica et Biophysica Acta (BBA) - Reviews on Cancer  
Biology of Blood and Marrow Transplantation  
Blood Reviews  
Cancer Cell  
Cancer Detection and Prevention  
Cancer Epidemiology  
Cancer Genetics and Cytogenetics  
Cancer Letters  
Differentiation  
DNA Repair  
Drug Resistance Updates  
European Journal of Cancer  
European Journal of Cancer (1965)  
European Journal of Cancer Supplements  
Experimental Cell Research  
Experimental Hematology  
International Journal of Radiation Applications and Instrumentation. Part B. Nuclear Medicine and Biology  
International Journal of Radiation Oncology\*Biology\*Physics  
Leukemia Research  
Lung Cancer  
Matrix Biology  
Molecular Oncology  
Mutation Research/Fundamental and Molecular Mechanisms of Mutagenesis  
Mutation Research/Genetic Toxicology and Environmental Mutagenesis  
Mutation Research/Reviews in Genetic Toxicology  
Mutation Research/Reviews in Mutation Research  
Nuclear Medicine and Biology  
Pathology - Research and Practice  
Seminars in Cancer Biology  
Stem Cell Research  
Update on Cancer Therapeutics



Usage statistics: 115,000 unique visitors and 900,000 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](http://www.elsevierpublishingsolutions.com)

## Contact

**USA**  
 Elsevier  
 360 Park Avenue South  
 New York, NY 10010  
 USA  
 commercialsales@elsevier.com  
 +1 212 633 3100

**Europe & ROW**  
 Elsevier  
 Radarweg 29  
 1043 NX Amsterdam  
 The Netherlands  
 commercialsales@elsevier.com  
 +31 20 485 3039

**UK**  
 Elsevier  
 The Boulevard, Langford Lane  
 Kidlington, Oxford OX5 1GB  
 United Kingdom  
 commercialsales@elsevier.com  
 +44 1865 843 868

