



# SciVerse ScienceDirect: the best way to target cell biology 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 cell biology 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

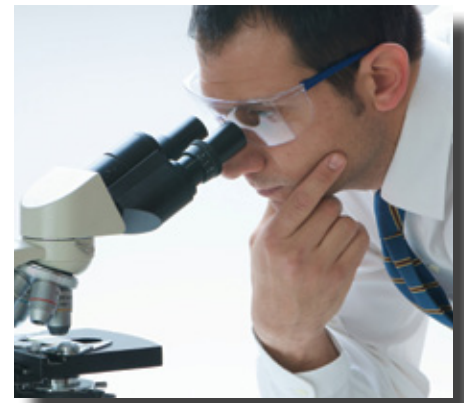
For the first time, you can place banner advertisements adjacent to peer-reviewed content. This has not been possible in journals delivered either in print or electronically prior to now.

### 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.

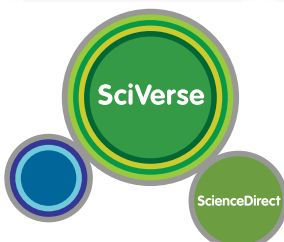
### Target your advertising

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.

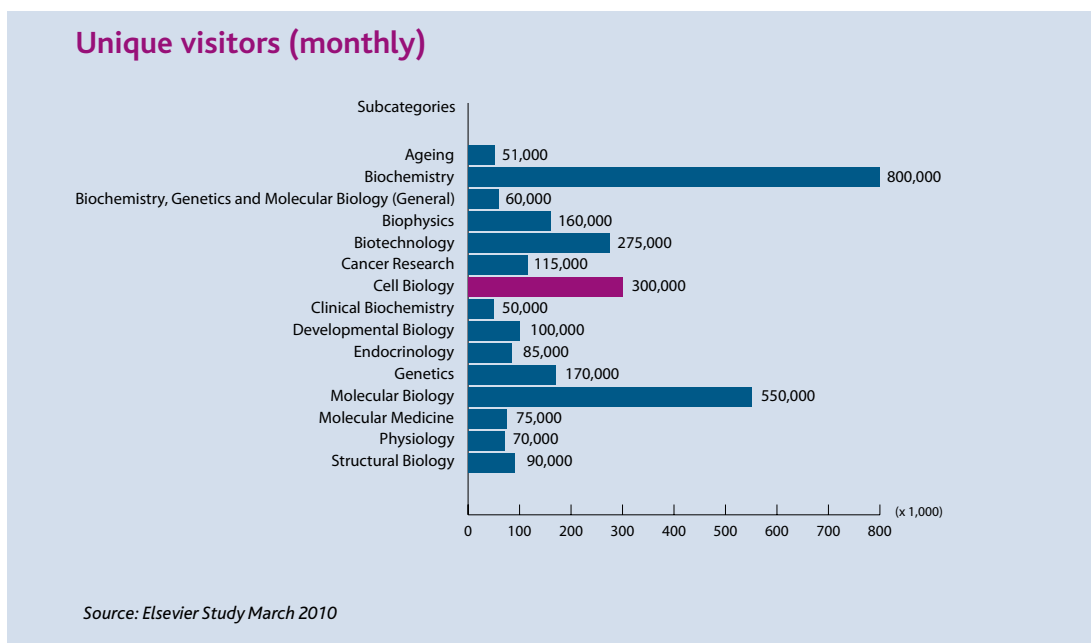


## SciVerse ScienceDirect cell biology titles include:

Acta Histochemica  
Biochimica et Biophysica Acta (BBA) - Biomembranes  
Biochimica et Biophysica Acta (BBA) - Lipids and Lipid Metabolism  
Biochimica et Biophysica Acta (BBA) - Molecular and Cell Biology of Lipids  
Biochimica et Biophysica Acta (BBA) - Molecular Cell Research  
Biochimica et Biophysica Acta (BBA) - Reviews on Biomembranes  
Biochimica et Biophysica Acta (BBA) - Specialized Section on Lipids and Related Subjects  
Biology of Blood and Marrow Transplantation  
Bulletin of the British Mycological Society  
Cancer Cell  
Cell  
Cell Biology International  
Cell Biology International Reports  
Cell Calcium  
Cell Differentiation  
Cell Differentiation and Development  
Cell Stem Cell  
Cellular Immunology  
Cellular Signalling  
Chemistry and Physics of Lipids  
Current Opinion in Cell Biology  
Developmental Biology  
Developmental Cell  
Differentiation  
European Journal of Cell Biology  
Experimental Cell Research  
Experimental Hematology  
FEBS Letters  
Fungal Genetics and Biology  
Gene Expression Patterns  
Immunobiology  
Journal of Lipid Mediators and Cell Signalling  
Journal of Molecular and Cellular Cardiology  
Journal of Molecular Biology  
Matrix Biology  
Mechanisms of Ageing and Development  
Mechanisms of Development  
Micron  
Mitochondrion  
Molecular and Cellular Neuroscience  
Molecular and Cellular Probes  
Molecular Cell  
Neurochemistry International  
Progress in Histochemistry and Cytochemistry  
Progress in Lipid Research  
Progress in the Chemistry of Fats and other Lipids  
Seminars in Cancer Biology  
Seminars in Cell & Developmental Biology  
Seminars in Cell Biology  
Stem Cell Research  
The International Journal of Biochemistry & Cell Biology  
Tissue and Cell  
Trends in Cell Biology



# Usage statistics: 300,000 unique visitors and 2.3 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](http://www.elsevierpublishingsolutions.com)

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