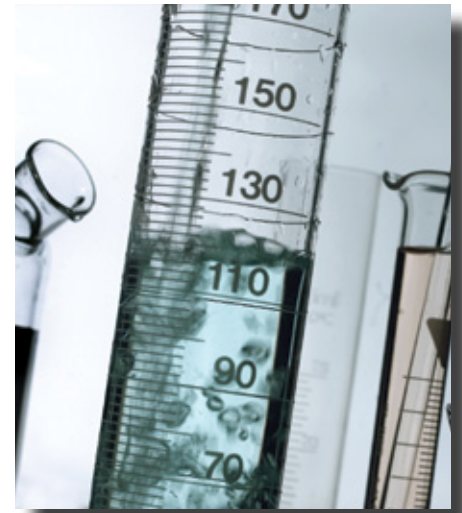




SciVerse ScienceDirect: the best way to target chemical engineering professionals



- 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 chemical engineering 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

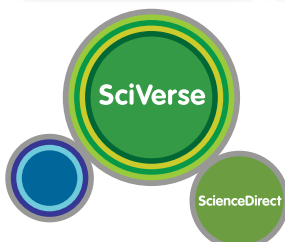
This invaluable tool allows you to target very highly qualified prospects with a measurable and precise lead generation/branding tool. Online campaign statistics are available, allowing you to monitor, analyse and optimise your campaign based on actual results.

Target your advertising

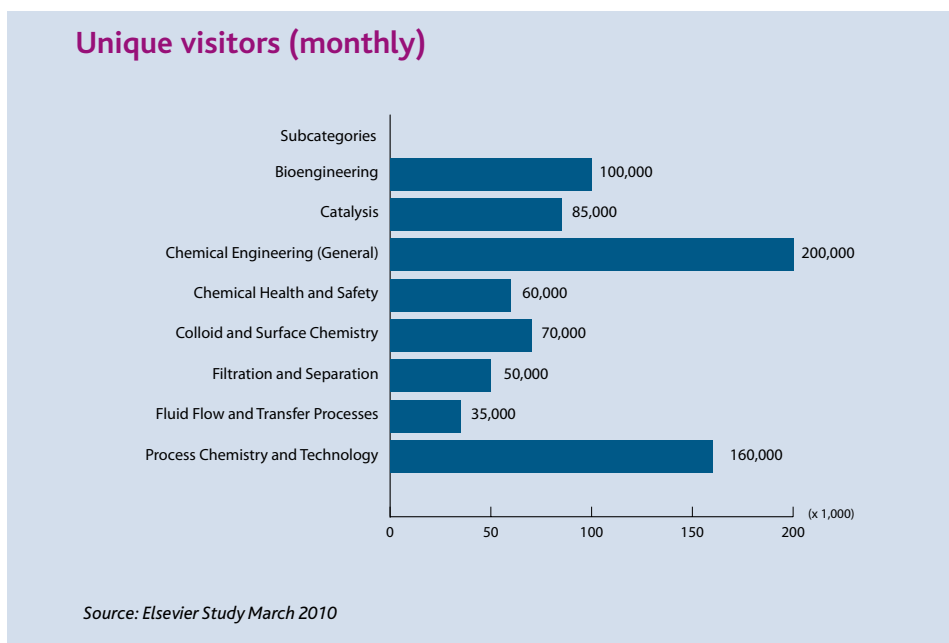
On SciVerse ScienceDirect you can target your advertising on one specific journal or subject category, so you can reach both **vertically and horizontally** into a specific topic, reaching far more qualified users of our content than you could with a single print journal.

A selection of titles included in Chemical Engineering:

Biomaterials
Bioresource Technology
Journal of Hazardous Materials
Journal of Colloid and Interface Science
Electrochimica Acta
Chemical Engineering Science
Journal of Food Engineering
Desalination
Journal of Membrane Science
Journal of Catalysis
Thermochimica Acta
Fuel
Applied Catalysis A: General
Journal of Biotechnology
International Journal of Heat and Mass Transfer
Catalysis Today
Solar Energy Materials and Solar Cells
Colloids and Surfaces A: Physicochemical and Engineering Aspects
Journal of Electroanalytical Chemistry
Accident Analysis & Prevention
Trends in Biotechnology
Journal of Molecular Catalysis A: Chemical
Chemical Engineering Journal
Fluid Phase Equilibria
Process Biochemistry
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Separation and Purification Technology
Journal of Photochemistry and Photobiology A: Chemistry
Journal of Bioscience and Bioengineering
Minerals Engineering
Colloids and Surfaces B: Biointerfaces
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Biochemical Engineering Journal
Fuel Processing Technology
Hydrometallurgy
Dyes and Pigments
Catalysis Communications
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Journal of Safety Research



Usage statistics: 628,000 unique visitors and 4.9 million page views per month



Examples of existing banner advertising in www.sciencedirect.com

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- Skyscraper: 120x600 pixels, ScienceDirect.com and Scirus.com
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