



SciVerse ScienceDirect: the best way to target chemistry 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 chemistry 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.

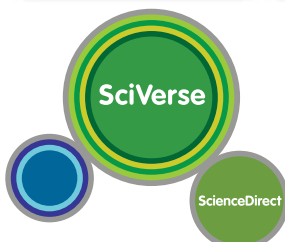
Target your advertising

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.

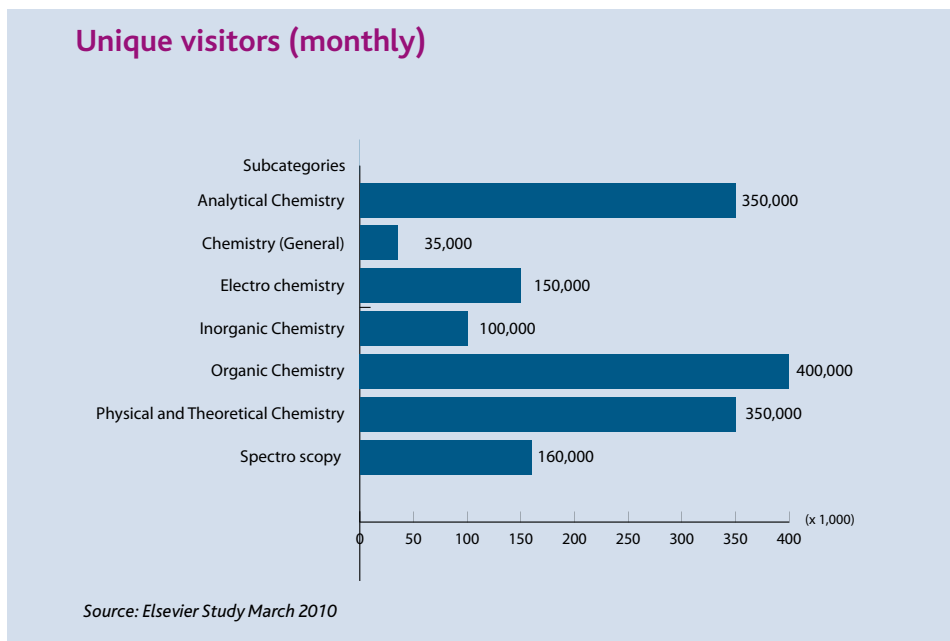


A selection of titles included in Chemistry:

Tetrahedron
Food Chemistry
Journal of Chromatography A
Analytica Chimica Acta
Bioorganic & Medicinal Chemistry Letters
Journal of Power Sources
Polymer
Phytochemistry
Chemical Physics Letters
Journal of Colloid and Interface Science
Electrochimica Acta
Talanta
Journal of Pharmaceutical and Biomedical Analysis
Bioorganic & Medicinal Chemistry
Applied Surface Science
Journal of Organometallic Chemistry
Sensors and Actuators B: Chemical
International Journal of Hydrogen Energy
Journal of Chromatography B
Thermochimica Acta
Fuel
Sensors and Actuators A: Physical
Solar Energy Materials and Solar Cells
Colloids and Surfaces A: Physicochemical and Engineering Aspects
Biosensors and Bioelectronics
Carbohydrate Research
Carbohydrate Polymers
Journal of Electroanalytical Chemistry
European Polymer Journal
Surface Science
Inorganica Chimica Acta
Tetrahedron: Asymmetry
Journal of Molecular Structure
Solid State Ionics
Polyhedron
European Journal of Medicinal Chemistry
Coordination Chemistry Reviews
Journal of Molecular Structure: THEOCHEM
Journal of Solid State Chemistry
Electrochemistry Communications
Spectrochimica Acta Part A: Molecular and Biomolecular Spectroscopy
Powder Technology
Polymer Degradation and Stability
Chemical Physics
Journal of Food Composition and Analysis
Journal of Photochemistry and Photobiology A: Chemistry
Journal of Fluorine Chemistry



Usage statistics: 1,000,000 unique visitors and 8.3 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

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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

