



SciVerse ScienceDirect: the best way to target computer science 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 technology and IT 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

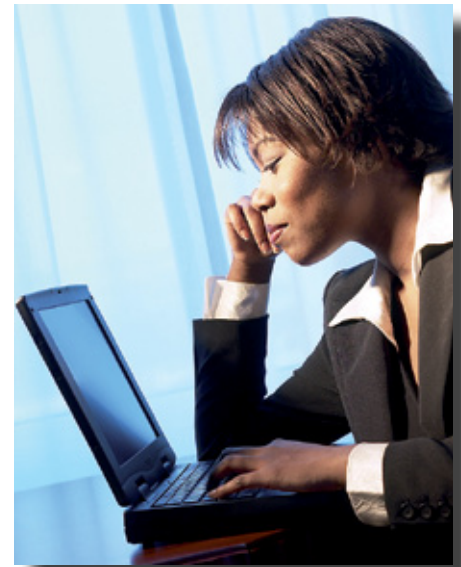
For the first time, you can place banner advertisements adjacent to peer-reviewed content. This has not been possible in journals delivered either in print or electronically prior to now.

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.



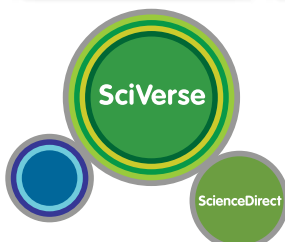
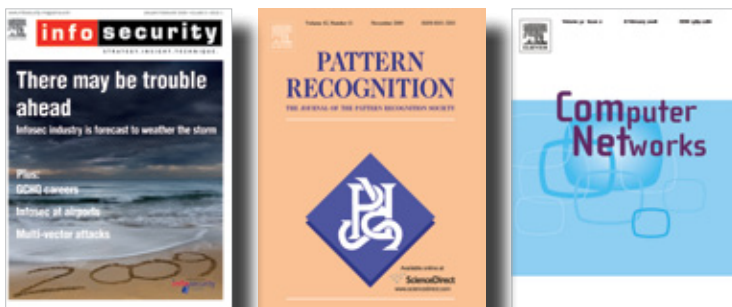
SciVerse ScienceDirect can be targeted by 12 subcategories or as individual titles: over 100 titles within Computer Science only.

Subcategories

Artificial Intelligence
Computational Theory and Mathematics
Computer Graphics and Computer-Aided Design
Computer Networks and Communications
Computer Science (General)
Computer Science Applications
Computer Vision and Pattern Recognition
Hardware and Architecture
Human-Computer Interaction
Information Systems
Signal Processing
Software

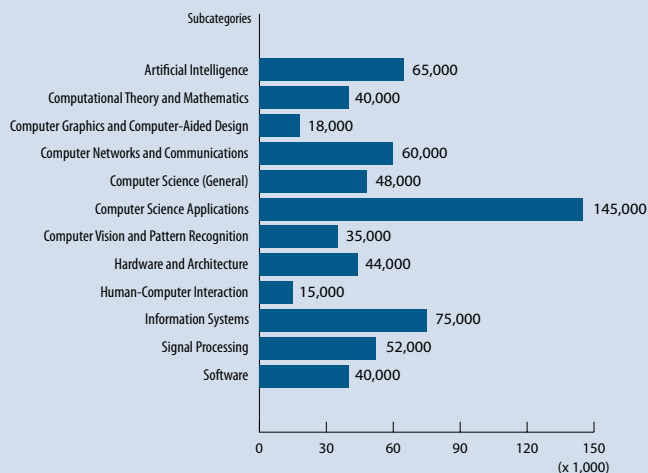
A selection of titles included in Computer Science

Finite Elements in Analysis and Design
Ad Hoc Networks
Computer Law & Security Review
Knowledge-Based Systems
Data & Knowledge Engineering
Digital Investigation
Advanced Engineering Informatics
Journal of Molecular Graphics and Modelling
Neurocomputing
Computer Aided Geometric Design



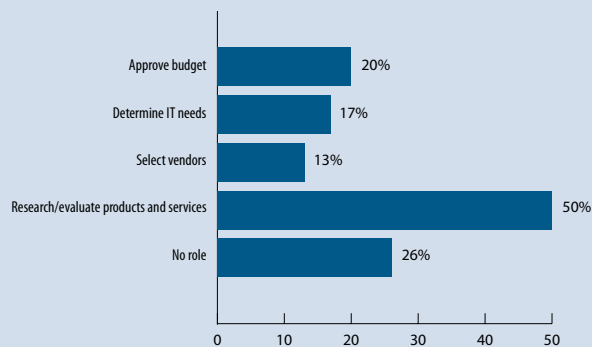
Usage statistics: 600,000 unique visitors and 4.9 million page views per month

Unique visitors (monthly)



Source: Elsevier Study March 2010

Purchasing authority



Survey March 2010, N=678

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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