



SciVerse ScienceDirect: the best way to target developmental 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 developmental 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.

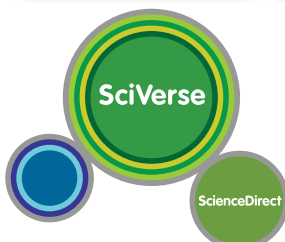
Target your advertising

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.

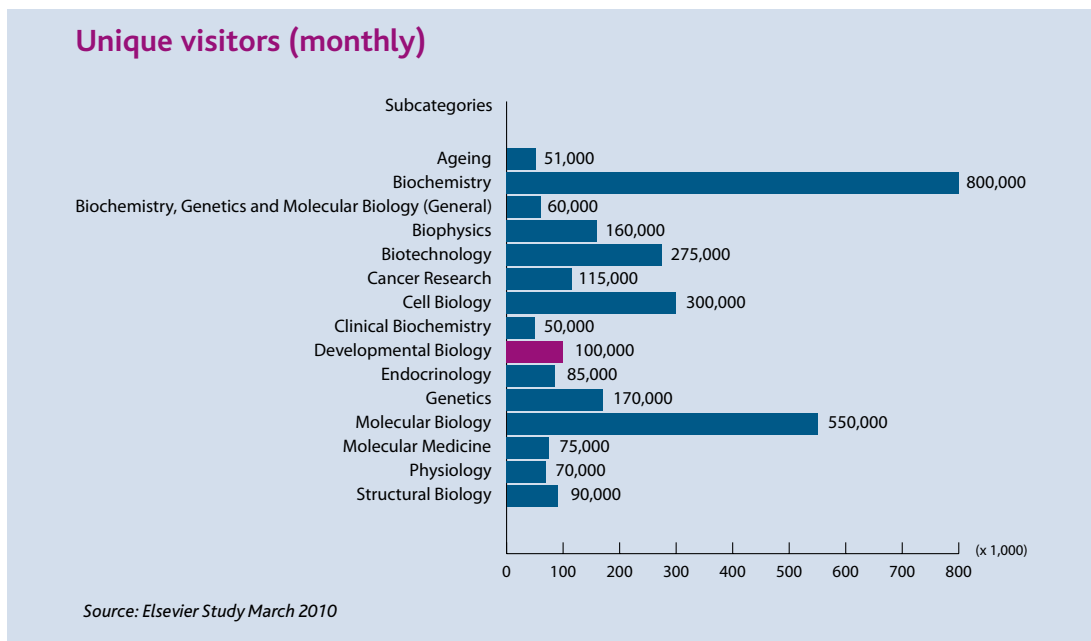


SciVerse ScienceDirect developmental biology titles include:

Arthropod Structure & Development
Bone
Bone and Mineral
Cell Differentiation and Development
Cell Metabolism
Cell Stem Cell
Comptes Rendus Biologies
Comptes Rendus de l'Académie des Sciences - Series III - Sciences de la Vie
Current Opinion in Genetics & Development
Developmental & Comparative Immunology
Developmental Biology
Developmental Brain Research
Developmental Cell
Differentiation
European Journal of Cell Biology
Experimental Cell Research
Gene Expression Patterns
International Journal of Developmental Neuroscience
Journal of Genetics and Genomics
Matrix Biology
Mechanisms of Development
Medical Hypotheses
Metabolic Bone Disease and Related Research
Morphologie
Seminars in Cell & Developmental Biology
Seminars in Developmental Biology
Stem Cell Research
Zoologischer Anzeiger - A Journal of Comparative Zoology
Zoology



Usage statistics: 100,000 unique visitors and 775,000 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

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