



SciVerse ScienceDirect: the best way to target drug discovery 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 drug discovery 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

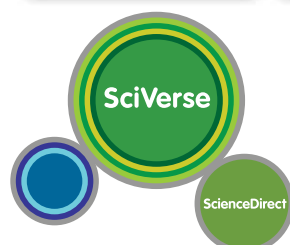
For the first time, you can place banner advertisements adjacent to peer-reviewed content. This has not been possible in journals delivered either in print or electronically prior to now.

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

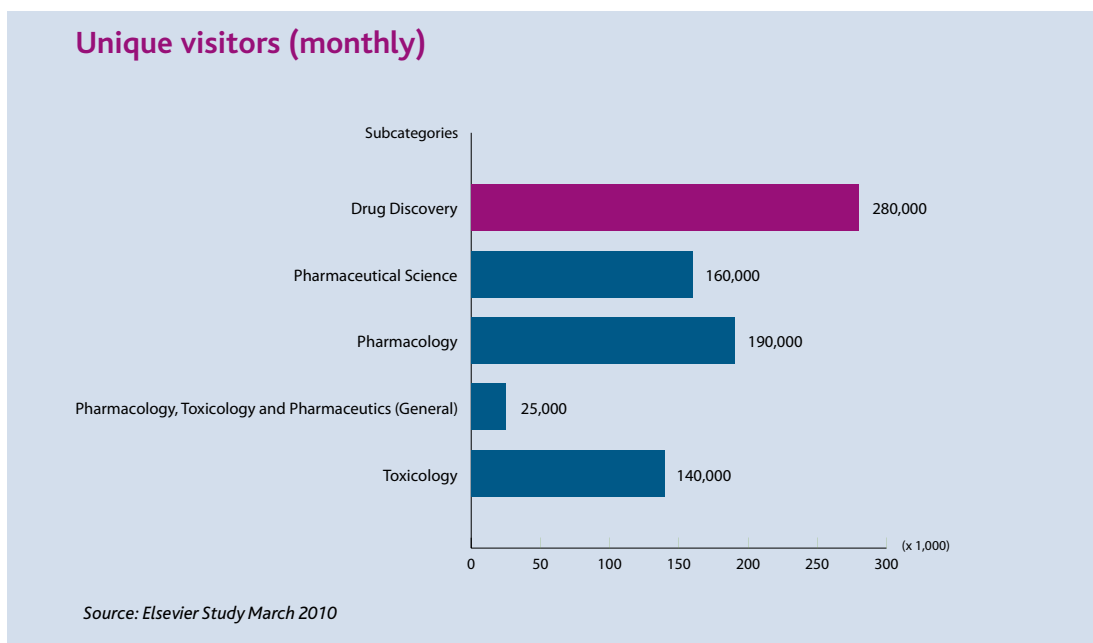
On SciVerse ScienceDirect you can target your advertising on one specific journal or subject category, so you can reach both **vertically and horizontally** into a specific topic, reaching far more qualified users of our content than you could with a single print journal.



SciVerse ScienceDirect drug discovery titles include:

Research in Social and Administrative Pharmacy
Actualités Pharmaceutiques
Actualités Pharmaceutiques Hospitalières
Il Farmaco
European Journal of Medicinal Chemistry
European Journal of Pharmaceutical Sciences
Bioorganic & Medicinal Chemistry Letters
Bioorganic & Medicinal Chemistry Neuropharmacology
International Journal of Neuropharmacology
Phytomedicine
Drug Discovery Today
TARGETS
BIOSILICO
Drug Discovery Today: Technologies
Drug Discovery Today: Disease Models
Drug Discovery Today: Disease Mechanisms
Drug Discovery Today: Therapeutic Strategies
Drug Discovery Today: BIOSILICO
Drug Discovery Today: TARGETS
Annales Pharmaceutiques Françaises
Phytochemistry
Tetrahedron
Tetrahedron Letters
Bioorganic Chemistry
Biosystems
Medical Hypotheses
Tetrahedron: Asymmetry
Nuclear Medicine and Biology
Journal of the American Society for Mass Spectrometry
Journal of Molecular Graphics and Modelling
Combinatorial Chemistry - an Online Journal
Nanomedicine: Nanotechnology, Biology and Medicine
Update on Cancer Therapeutics
Phytochemistry Letters
Procedia in Vaccinology

Usage statistics: 280,000 unique visitors and 2.2 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

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