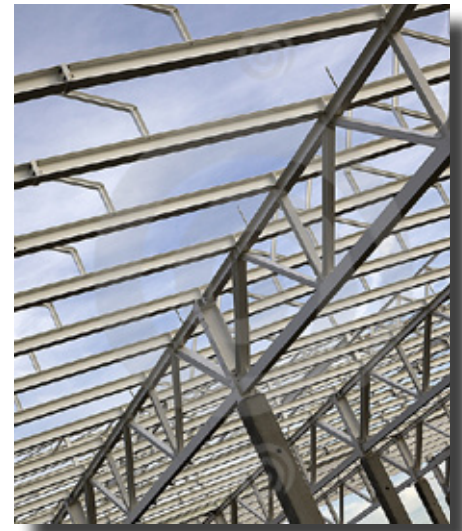




SciVerse ScienceDirect: the best way to target engineering professionals



- 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 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

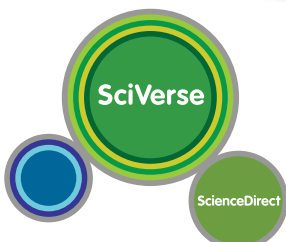
This invaluable tool allows you to target very highly qualified prospects with a measurable and precise lead generation/branding tool. Online campaign statistics are available, allowing you to monitor, analyse and optimise your campaign based on actual results.

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.

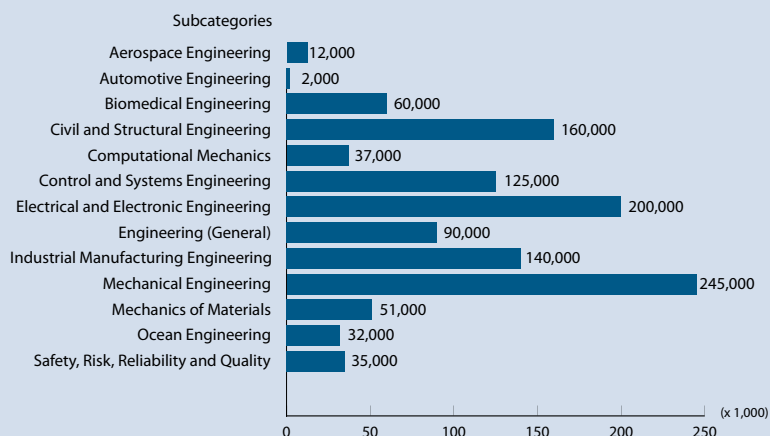
A selection of titles included in Engineering:

Biomaterials
Journal of Materials Processing Technology
Desalination
Sensors and Actuators B: Chemical
Renewable Energy
International Journal of Production Economics
Expert Systems with Applications
Journal of Sound and Vibration
Cement and Concrete Research
International Journal of Heat and Mass Transfer
Building and Environment
Sensors and Actuators A: Physical
Wear
Biosensors and Bioelectronics
Applied Energy
Energy and Buildings
Journal of Operations Management
Applied Thermal Engineering
Accident Analysis & Prevention
Pattern Recognition
Engineering Structures
Construction and Building Materials
Materials & Design
Composites Science and Technology
Microelectronic Engineering
Nuclear Engineering and Design
Computers & Structures
Electric Power Systems Research
Applied Ergonomics
Solid-State Electronics
Microelectronics Reliability
Acta Astronautica
Safety Science
Pattern Recognition Letters
Computers & Chemical Engineering
International Journal of Solids and Structures
Computer Methods in Applied Mechanics and Engineering
Automatica
Combustion and Flame
Journal of Wind Engineering and Industrial Aerodynamics
Signal Processing
International Journal of Refrigeration
Computational Statistics & Data Analysis
Computers & Industrial Engineering
Marine Policy
Coastal Engineering



Usage statistics: 925,000 unique visitors and 7.2 million page views per month

Unique visitors (monthly)



Source: Elsevier Study March 2010

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
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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

