



SciVerse ScienceDirect: the best way to target genetics 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 genetics 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.

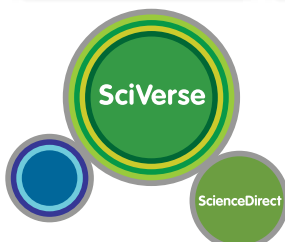
Target your advertising

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.

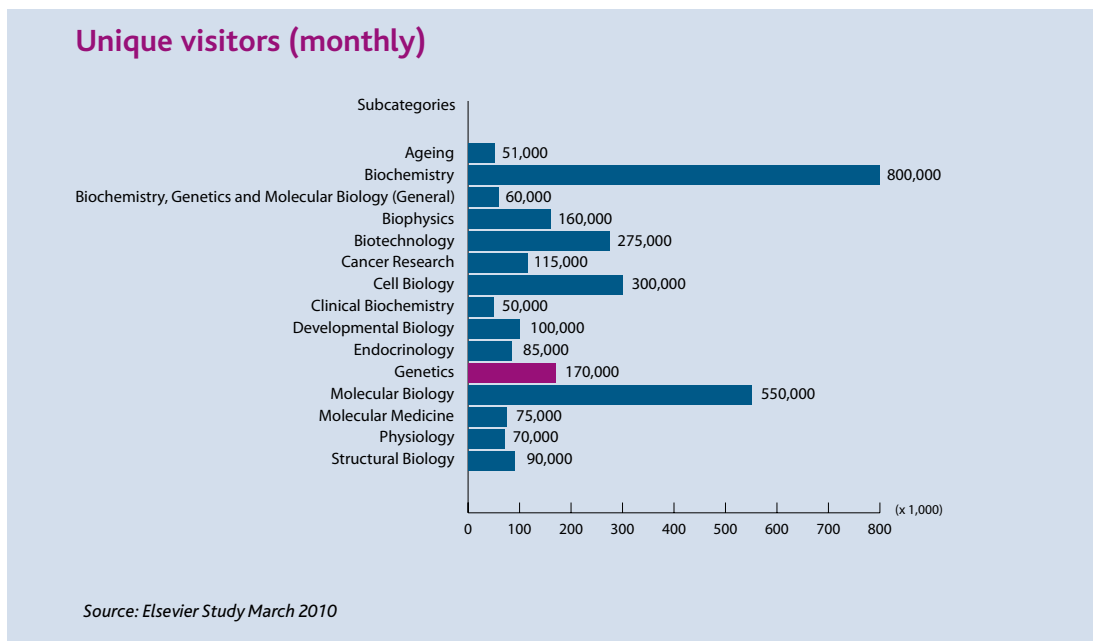


SciVerse ScienceDirect genetics titles include:

Biochimica et Biophysica Acta (BBA) - Proteins and Proteomics
DNA Repair
Molecular Genetics and Metabolism
Comparative Biochemistry and Physiology Part D: Genomics and Proteomics
Biochimica et Biophysica Acta (BBA) - Gene Regulatory Mechanisms
Mitochondrion
Biology of Blood and Marrow Transplantation
New Biotechnology
Journal of Biotechnology
Animal Reproduction Science
Biochimica et Biophysica Acta (BBA) - Reviews on Cancer
Experimental Hematology
Mutation Research/Reviews in Mutation Research
Cancer Genetics and Cytogenetics
Mutation Research/Genetic Toxicology and Environmental Mutagenesis
Mutation Research/Fundamental and Molecular Mechanisms of Mutagenesis
Gene Expression Patterns
Fungal Genetics and Biology
Journal of Genetics and Genomics
Current Opinion in Genetics & Development
Biochimica et Biophysica Acta (BBA) - Molecular Basis of Disease
Plasmid
FEMS Microbiology Letters
The American Journal of Human Genetics
Genomics, Proteomics & Bioinformatics
Journal of Clinical Forensic Medicine
Forensic Science International: Genetics Supplement Series
Forensic Science International: Genetics
European Journal of Medical Genetics
Journal of Forensic and Legal Medicine
Infection, Genetics and Evolution
Genomics
Trends in Genetics
Trends in Plant Science
Forensic Science International
Gene
Trends in Ecology & Evolution



Usage statistics: 170,000 unique visitors and 1.3 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

For more information and pricing please contact your sales representative or visit www.elsevierpublishingsolutions.com

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

