



SciVerse ScienceDirect: the best way to target materials 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 materials science 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.

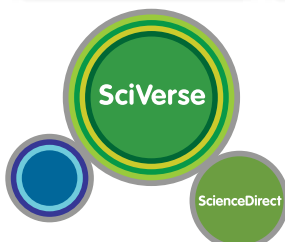
Target your advertising

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 Materials Science:

Biomaterials
Journal of Power Sources
Thin Solid Films
Polymer
Journal of Colloid and Interface Science
Journal of Materials Processing Technology
Materials Science and Engineering: A
Applied Surface Science
Journal of Alloys and Compounds
Journal of Organometallic Chemistry
Journal of Membrane Science
Materials Letters
Carbon
Surface and Coatings Technology
Cement and Concrete Research
Solar Energy Materials and Solar Cells
Colloids and Surfaces A: Physicochemical and Engineering Aspects
Wear
Physica B: Condensed Matter
European Polymer Journal
Solar Energy
Surface Science
Inorganica Chimica Acta
Acta Materialia
Tetrahedron: Asymmetry
Journal of Non-Crystalline Solids
Nuclear Instruments and Methods in Physics Research Section B: Beam Interactions with Materials and Atoms
Construction and Building Materials
Synthetic Metals
Materials & Design
Composites Science and Technology
Solid State Ionics
Materials Chemistry and Physics
Corrosion Science
Microelectronic Engineering
Solid State Communications
Polyhedron
Journal of Nuclear Materials
Solid-State Electronics
Microelectronics Reliability



Usage statistics: 844,000 unique visitors and 6.6 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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