



SciVerse ScienceDirect: the best way to target molecular 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 molecular 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.

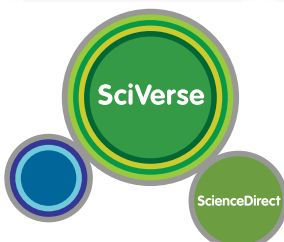
Target your advertising

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.

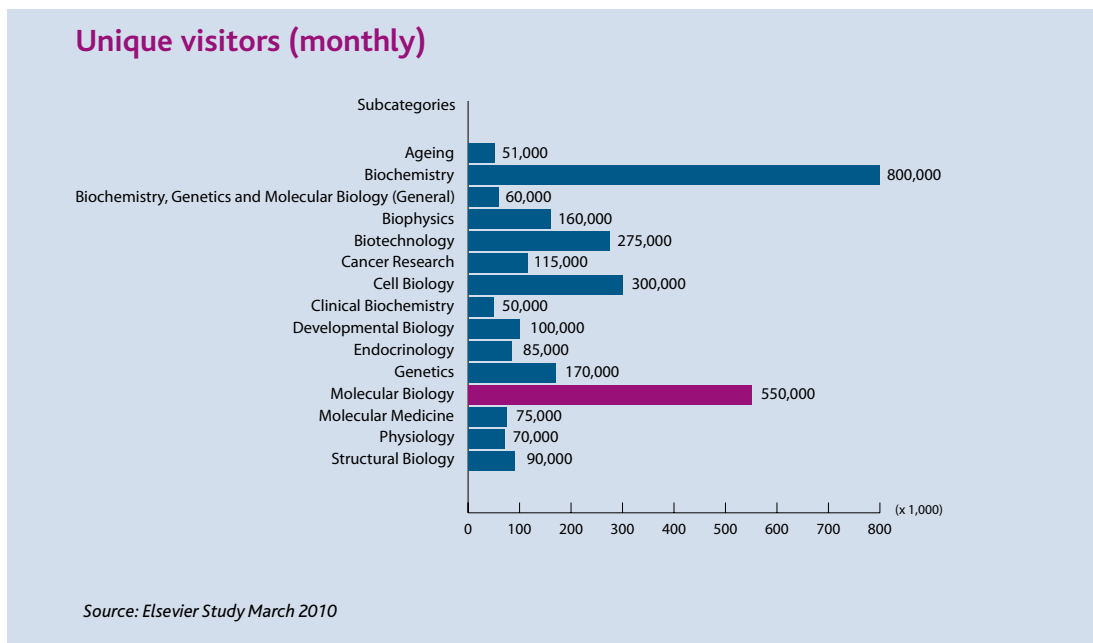


SciVerse ScienceDirect molecular biology titles include:

Cell
Biochemical and Biophysical Research Communications
Bioorganic & Medicinal Chemistry Letters
Journal of Molecular Biology
Analytical Biochemistry
Phytochemistry
FEBS Letters
Bioorganic & Medicinal Chemistry Molecular Cell
Journal of Biotechnology
Molecular Phylogenetics and Evolution
Carbohydrate Research
Archives of Biochemistry and Biophysics
Cancer Letters
Methods
Protein Expression and Purification
International Congress Series
Molecular Immunology
Biochimica et Biophysica Acta (BBA) - General Subjects
Mutation Research/Fundamental and Molecular Mechanisms of Mutagenesis
Comparative Biochemistry and Physiology Part A: Molecular & Integrative Physiology
Current Opinion in Structural Biology
Journal of Molecular and Cellular Cardiology
Comparative Biochemistry and Physiology Part B: Biochemistry and Molecular Biology
Cellular Signalling
Biochimica et Biophysica Acta (BBA) - Molecular Cell Research
Structure
Mutation Research/Genetic Toxicology and Environmental Mutagenesis
Journal of Magnetic Resonance
Steroids
Molecular Genetics and Metabolism



Usage statistics: 550,000 unique visitors and 4.3 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

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