



SciVerse ScienceDirect: the best way to target neuroscience 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 neuroscience 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

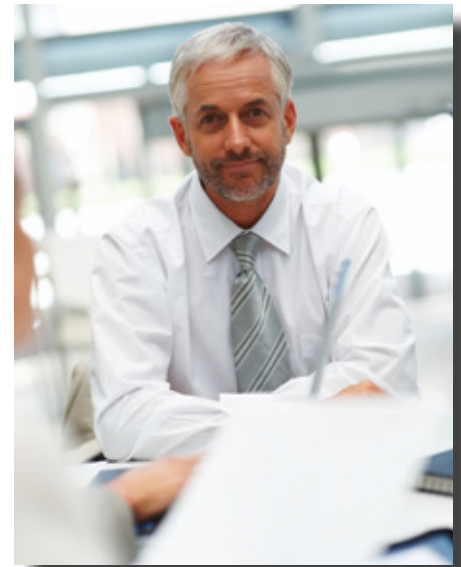
For the first time, you can place banner advertisements adjacent to peer-reviewed content. This has not been possible in journals delivered either in print or electronically prior to now.

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.



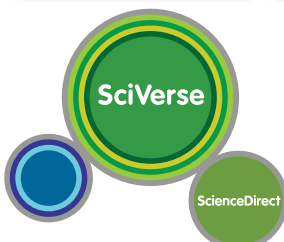
SciVerse ScienceDirect neuroscience titles can be selected by subcategory or as individual titles:

Subcategories

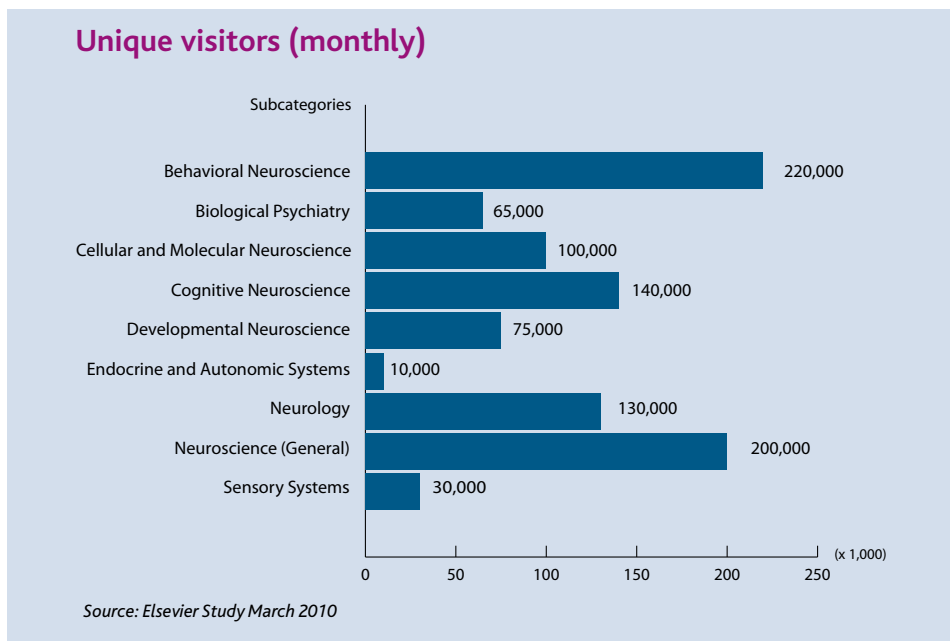
Behavioral Neuroscience
Biological Psychiatry
Cellular and Molecular Neuroscience
Cognitive Neuroscience
Developmental Neuroscience
Endocrine and Autonomic Systems
Neurology
Neuroscience (General)
Sensory Systems

Titles

Alcohol
Asian Journal of Psychiatry
Biological Psychiatry
Brain Research
Brain Stimulation
Current Opinion in Neurobiology
Current Opinion in Pharmacology
Epilepsy & Behavior
European Journal of Pharmacology
Gene Expression Patterns
Journal of Substance Abuse Treatment
Mechanisms of Development
Neurobiology of Aging
NeuroImage
Neuron
Neuropharmacology
Neurotherapeutics
Respiratory Physiology & Neurobiology
Stem Cell Research
Trends in Cognitive Sciences
Trends in Neurosciences
Trends in Pharmacological Sciences



Usage statistics: 700,000 unique visitors and 5.8 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

