



SciVerse ScienceDirect: the best way to target social sciences 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 social sciences 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.

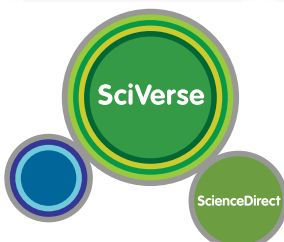
Target your advertising

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 Social Sciences:

- Social Science & Medicine
- Energy Policy
- Tourism Management
- World Development
- Annals of Tourism Research
- Child Abuse & Neglect
- Teaching and Teacher Education
- The Leadership Quarterly
- Computers & Education
- Trends in Cognitive Sciences
- Journal of Environmental Management
- Drug and Alcohol Dependence
- Forensic Science International
- Cognition
- Journal of Pragmatics
- Children and Youth Services Review
- Journal of Archaeological Science
- International Journal of Nursing Studies
- Journal of Criminal Justice
- Computers in Human Behavior
- Accident Analysis & Prevention
- Landscape and Urban Planning
- Accounting, Organizations and Society
- Geoforum
- Early Childhood Research Quarterly
- Aggression and Violent Behavior
- Nurse Education Today
- System
- Applied Ergonomics
- International Journal of Intercultural Relations
- Organizational Dynamics
- International Journal of Educational Development
- Journal of Applied Developmental Psychology
- Women's Studies International Forum
- Safety Science
- Brain and Language
- Cities
- Journal of Air Transport Management
- Research in Developmental Disabilities
- Journal of Environmental Psychology
- Journal of School Psychology
- Futures
- Political Geography
- Marine Policy
- Global Environmental Change
- Habitat International
- Economics of Education Review
- Food Policy



Usage statistics: 922,000 unique visitors and 7.2 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

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