



# Whitepapers

## Use the Elsevier Whitepaper program to create leads and claim authority

Whitepapers are authoritative reports/studies which educate and support professionals in their decision-making. Putting a Whitepaper program on Sciverse ScienceDirect or other Elsevier platforms will give you the opportunity to get your paper read by and influence an audience of research and science professionals who are the leading thinkers in their field.

Whether your objective is to generate qualitative leads, claim authority in a specific field and/or to create brand awareness, the Elsevier Whitepaper program can help you fulfil your objective.

### How it works...

1. We host your article, case study or (rich media) presentation on the Elsevier Whitepaper platform at **whitepapers.elsevier.com** for a period of **12 weeks**.
2. We market your Whitepaper to your chosen audience by:
  - Sending out email newsletters to relevant contacts from our extensive databases.
  - Placing targeted banners on Sciverse ScienceDirect journal pages.
3. Users access your Whitepaper for free by completing a registration form during which we capture their contact details.
4. You will receive the leads for those users who have agreed to have their details passed on.

### Customised pricing

The cost of this lead generation program is heavily dependent on the size and reach within your target audience.

Both small, highly targeted audiences and broader, larger audiences within the research, science and technology field can be reached cost-effectively via Sciverse ScienceDirect.

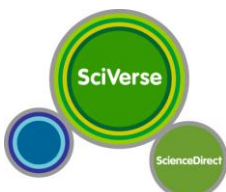
Contact your sales representative for a quote.

### Sciverse ScienceDirect at a glance

**www.ScienceDirect.com**

- 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.
- Sciverse ScienceDirect database contains **more than 10 million journal articles and book chapters** in life sciences; social sciences & economics; physical sciences & engineering and health sciences.
- Sciverse ScienceDirect has more than **10 million subscribers** in academia, corporate, R&D and government organizations with access to full text articles. Add to that our guest users and we see in excess of **16 million unique visitors every month**.
- Elsevier now offers an unprecedented opportunity to target its highly qualified audiences through advertising in the subscriber area as well as in the guest area of Sciverse ScienceDirect.

The screenshot displays the Elsevier Whitepapers website interface. At the top, there is a navigation bar with the Elsevier logo and links for Home, About Whitepapers, About Elsevier, and Contact. Below this is a search bar with the text 'erik test 2' and a search button. The main content area is titled 'Most Recent Whitepapers' and features a 'Computer Sciences Whitepapers Archive'. A featured whitepaper is titled '2010 Enterprise Phone Systems Requirements Toolkit' by Focus, with a download registration form below it. The form includes fields for First name, Last name, and Address, and a checkbox for 'I am a member with an Elsevier ID'. On the right side, there is a 'White Papers' sidebar with a search bar, a 'Tag Cloud', and a 'Download Registration' section with a 'White Papers' logo and a 'Business Affiliate Marketing' tagline.





# What can the Elsevier Whitepaper program do for you?



## 1. Generate high quality, targeted sales leads

Draw from Elsevier's network, reaching over 16 million professionals and scientists at corporate, academic, governmental and health organisations.

- Target precise subject areas using our extensive lists and advertising options.



## 2. Position your company as a thought leader

Whitepapers are authoritative reports designed to educate the reader and provide solutions.

- Use our Whitepaper program alongside your existing advertising to raise brand awareness and generate sales leads.



## 3. Work with our experienced team for a complete solution

Let us take care of all management, online hosting and marketing issues – simply provide the Whitepaper and your logo.

- Benefit from our experience in generating cost effective lead generation programmes.



## 4. Benefit from a low-risk, high-value sales initiative

Set up costs for the Whitepaper program are low with a low risk pricing strategy for lead delivery.

- Receive new high-quality sales leads from only \$50 per lead.



## 5. Receive tracking reports and sales leads quickly

Our comprehensive lead reports include all contact details and are delivered to you once a week.

Subject areas covered include:

- Accounting, Finance & Economics
- Archaeology
- Biochemistry
- Biology / Cell Biology
- Biotechnology
- Chemistry
- Computer Science
- Education
- Energy
- Engineering
- Environmental Sciences
- Food Science
- Genetics
- Geography / Transport
- Immunology
- Library Sciences
- Linguistics
- Marketing
- Material Science
- Mathematics and Statistics
- Microbiology
- Molecular Biology
- Neuroscience
- Oncology
- Pharmacology
- Physics
- Psychology
- Toxicology

## Want to know more?

For more information about this product and the other advertising solutions Elsevier can offer, please contact the Elsevier commercial sales team at [commercialsales@elsevier.com](mailto:commercialsales@elsevier.com) or go to [www.elsevierpublishingsolutions.com](http://www.elsevierpublishingsolutions.com)

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