

ELSEVIER E-TOC RATE CARD

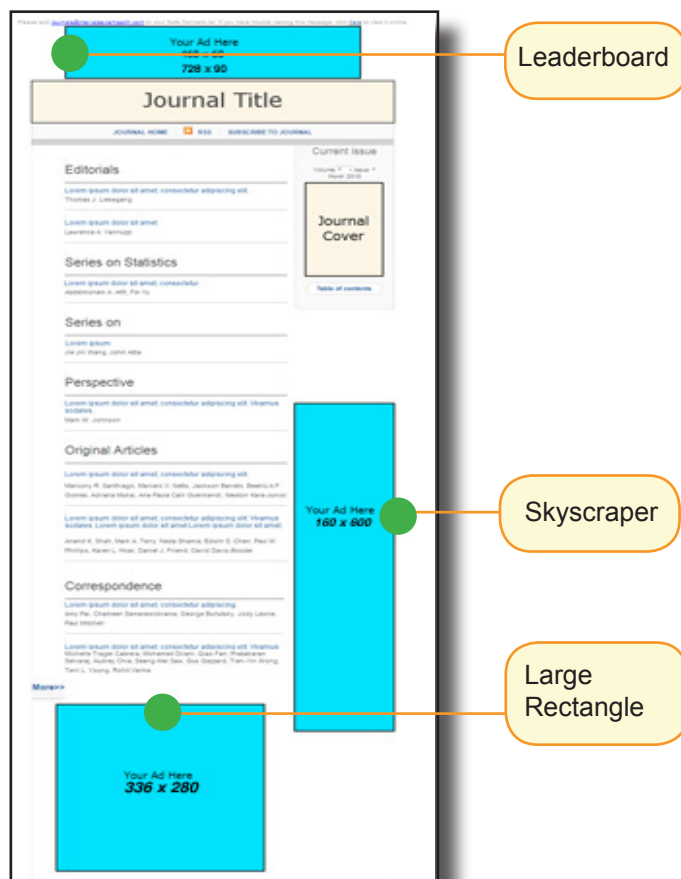
e-TOC Advertising: Effectively Reach a Captive Audience

Each month, registered clinicians from 83 different specialties* turn to an Elsevier Electronic Table of Contents (e-TOCs) to get a preview of what's coming in their next print issue mailing. Recipients regularly open and click through each e-TOC to see which articles are coming next. Why? Because the majority of recipients have subscribed proactively.

Take advantage of this unique opportunity to engage with a captive audience by placing your banner advertising message within the e-TOC alert.

- e-TOC are sent to opt-in recipients, plus (where applicable) to all society members and journal subscribers
- e-TOCs receive an excellent "open" rate as a result of our opt-in/society requirements, reaching only those recipients that WANT to receive this valuable information
- e-TOCs deliver increased reach and visibility for your brand, providing a strong tactical component to fit into your broader marketing strategy

To see what Elsevier e-TOCs can do for you, please contact your sales representative today or e-mail us at onlineadvertising@elsevier.com



Ad Creative Specifications

AD UNIT SIZE	SPECS
Leaderboard	468 x 60 pixels or 728 x 90 40K Max
Skyscraper	160 x 600 pixels 40K Max
Large Rectangle	336x 280 pixels 40K Max

Acceptable file format: .GIF OR .JPG
Animation: Not Accepted
Target URL: Required
No 3rd party tags, flash or rich media

Ad materials due: 3 weeks prior to issue month

Not all ad positions are available for all e-TOCs. Please contact your sales rep for more information.

Increase message impact and exposure by placing your banner ad within both the e-TOC alert and on the corresponding journal website. As e-TOC subscribers click through the e-TOC to the journal website, your message remains consistent and in focus. Increased visibility, increased awareness, and increased retention—we can help you get there.

Rates

e-TOC prices vary by journal and are based on circulation figures. We are pleased to offer frequency discounts for multiple placements. Please contact your sales representative for current e-TOC distribution figures and prices.

