

ELSEVIER BANNER RATE CARD

Web Display Advertising

Reach your target audience in 83 specialty categories using two Elsevier platforms*:

- The Health Connect platform puts your message in front of society members and other personal subscribers
- The Science Direct platform puts it in front of hospital and other institutional subscribers

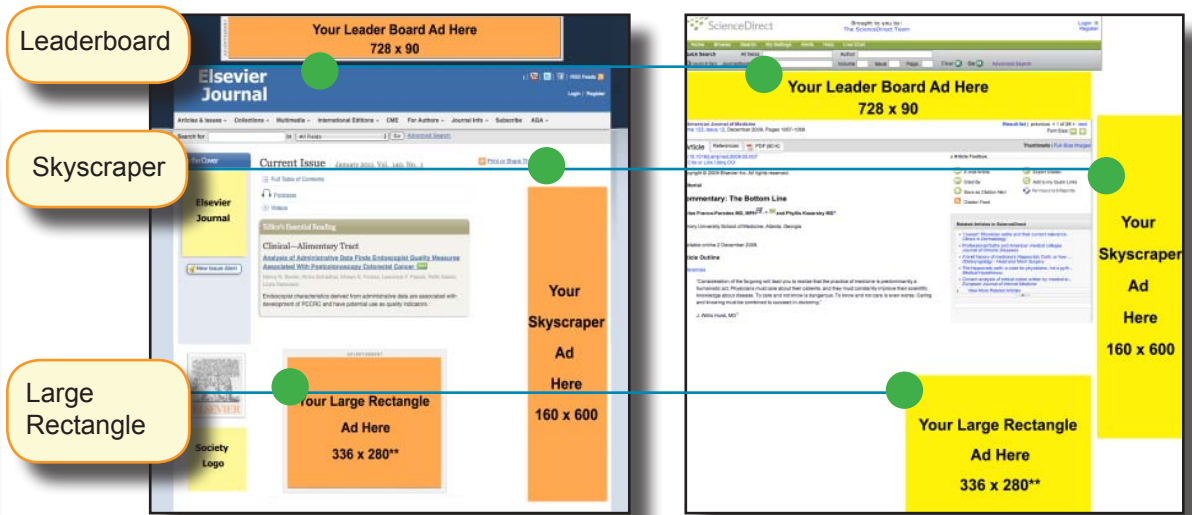
With both platforms, you can be sure that your message is surrounded by meaningful, quality editorial, which means two is better than one—so what you end up with are more ways to reach the audience you care about. To see what the Elsevier platforms can do for you, please contact your sales representative today or e-mail us at onlineadvertising@elsevier.com.

The power of the Elsevier platforms lets you customize your media buy in an important way.

Instead of advertising on just one site, you can advertise by specialty cluster.

So if your goal is to reach cardiologists, we can do that. Oncologists? We can do that too. In fact, we can help you with 83 different specialties. You tell us who you need to connect with, and we'll tell you how.

To take advantage, ask your sales representative about a specialty buy today.



Elsevier Health Connect

Science Direct

\$75 net CPM
for all ad units;
\$1,500 monthly
minimum†

AD UNIT SIZE††	HEALTH CONNECT SPECS	SCIENCE DIRECT SPECS
Leaderboard	728 x 90 pixels 40K Max	728 x 90 pixels 40K Max
Skyscraper	160 x 600 pixels 40K Max	120 x 600 pixels 40K Max
Large Rectangle	336x 280 pixels. 40K Max	336x 280 pixels 40K Max

*The Health Connect and Science Direct platforms support more than 400 individual Elsevier journal sites. For information on a specific journal site, please contact your sales representative.
† Banner advertising for select journals is sold on a flat fee/month basis.
†† Not all ad positions are available on all site pages.



ONLINE JOURNAL BANNER SPECIFICATIONS

- BANNER 1: LEADERBOARD AD**
Size 728 x 90
- Placement:** **HealthConnect gateway page**
<http://www.journals.elsevierhealth.com/periodicals/home> Above banner, set to display on related gateway pages
- Placement:** **Journal website pages**
Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles) [generic list of non-content pages available upon request though will vary by journal]
NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues). Appears above the fold.
- Placement:** **Portal pages**
Portal Home: <http://www.journals.elsevierhealth.com/periodicals/home/portals> Above banner, set to display on portal home and non-content pages of individual portals (e.g., OphSource, UrologyAccess, etc.) Appears above the fold.
- BANNER 2: SKYSCRAPER AD on Elsevier Health Connect**
Size 160 x 600
- Placement:** **HealthConnect gateway page**
<http://www.journals.elsevierhealth.com/periodicals/home> RH column/side of page, set to display on related gateway pages
- Placement:** **Journal website pages**
RH column of journal page, displays on all non-content pages, except the home page (content pages = abstract and full text articles) [generic list of non-content pages available upon request though will vary by journal] Appears above the fold.
NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues). Appears above the fold.
- Placement:** **Portal pages**
Portal Home: <http://www.journals.elsevierhealth.com/periodicals/home/portals> RH column/side of page, set to display on portal home and non-content pages of individual portals (e.g., OphSource, Urology Access, etc.) Appears above the fold.
- BANNER 2: SKYSCRAPER AD on Science Direct**
Size 120 x 600
Type Wide skyscraper
Placement RH column of journal page, displays adjacent to full text article content. Appears above the fold.
- BANNER 3: LARGE RECTANGLE**
Size 336 x 280
Placement Bottom of journal homepage & bottom of abstract page. Appears below the fold.
NOTE: Ad at bottom of abstract page is configurable/customizable on journal-by-journal basis. This is not an automatic placement so a special request must be made. Ad will appear on all abstract pages (for all issues).

ADDITIONAL NOTES

- Flash Versions accepted: 6-9
- Flash SWF files should not be hardcoded with the click-through url.
- No point roll
- 3RD party tags accepted
- Can target by zone
- Ads served via DART (DFP Doubleclick)
- Size** 40K max
- Rotation** Accepted
- Animated GIF** Max 3 loops of animation – up to 15 seconds per loop
- Acceptable File**
- Format** GIF, JPEG, SWF
- Rich Media** Yes
- Target URL** Required
- NOTE:** Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.

We do not manipulate or modify supplied tags: Client is responsible to provide fully functioning tags.
We do not pad creatives with white space to ensure they meet ad size specifications.