



# AJOG: American Journal of Obstetrics & Gynecology



# Table of Contents

*Click to view*

By the Numbers.....	1
Editorial Overview.....	2
<i>American Journal of Obstetrics &amp; Gynecology (AJOG)</i> .....	2
<i>American Journal of Obstetrics &amp; Gynecology Maternal &amp; Fetal Medicine (AJOG-MFM)</i> .....	3
Readership.....	4
<i>Circulation</i> .....	4
<i>Publication Readership</i> .....	5
<i>Publication Value</i> .....	6
<i>Practice Highlights</i> .....	7
<i>Practice Location</i> .....	8
Print Advertising Opportunities.....	9
<i>Display Advertising</i> .....	9
<i>Meeting Issues</i> .....	10
<i>Print Rates</i> .....	11
<i>Issue Calendar &amp; Closing Dates</i> .....	12
Digital Advertising Opportunities.....	13
<i>Journal Website Banner Advertising</i> .....	13
Digital Advertising Opportunities.....	14
<i>Journal Website Banner Advertising (Prestitial)</i> .....	14
<i>Table of Contents Email (eTOC) Advertising</i> .....	15
<i>Article-In-Press Email Alerts</i> .....	16
<i>Society of Gynecologic Surgeons (SGS) Annual Meeting</i> .....	17
<i>Labor Supplement</i> .....	18
<i>Topic Collections</i> .....	19
Reprint Capabilities.....	20
Specifications.....	22



# Table of Contents

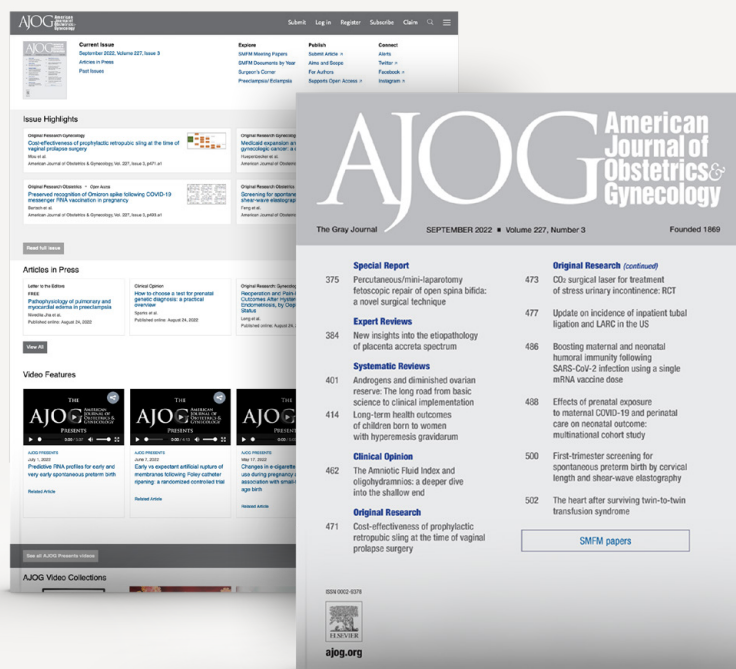
*Click to view*

<i>Print Media</i> .....	22
<i>Digital Media</i> .....	25
Contacts .....	28



ELSEVIER

# By the Numbers



*AJOG has been recognized as one of the 100 most influential journals in Biology & Medicine over the last 100 years*

As determined by the BioMedical & Life Sciences Division of the Special Libraries Association (2009).

Print Circulation\*  
**45,182**

Average Monthly Visits†  
**168,867**

Average Monthly Pageviews‡  
**168,867**

Opt-in Email Subscribers‡  
**33,058**



\*BPA Audit, July 2022

†Adobe Analytics, averages of January-June 2022

‡Amazon SES, averages of January-June 2022

# American Journal of Obstetrics & Gynecology (AJOG)



## Editorial Direction

Covering the full spectrum of the specialty, *American Journal of Obstetrics & Gynecology* (AJOG), "The Gray Journal," presents the latest diagnostic procedures, leading-edge research, and expert commentary in maternal-fetal medicine, reproductive endocrinology and infertility, gynecologic oncology, and urogynecology as well as general obstetrics and gynecology. It also publishes the annual meeting papers of several of its sponsoring societies, including the Society for Maternal-Fetal Medicine and the Society of Gynecologic Surgeons. Original Research Articles and Clinical Opinions are published in two forms: an extended abstract in the print journal and the full length version of that article online in the web version of AJOG.

## Editors-in-Chief

Catherine Bradley, MD, MSCE  
Roberto Romero, MD, DMedSci

## Publisher

Andrea Boccelli

Established	1869
Issuance	12 times per year, with 2 supplements
Circulation	45,182
Impact Factor*	10.693
Acceptance rate	12%
Website	<a href="http://www.ajog.org">www.ajog.org</a>

## Societies & Affiliations

American Board of Obstetrics and Gynecology, Society of Gynecologic Surgeons, Society for Maternal-Fetal Medicine, Central Association of Obstetricians and Gynecologists, Pacific Coast Obstetrical and Gynecological Society, South Atlantic Association of Obstetricians and Gynecologists



\*Journal Citation Reports, Clarivate Analytics, 2021

# American Journal of Obstetrics & Gynecology Maternal & Fetal Medicine (AJOG-MFM)



Online-only

## Editorial Direction

AJOG-MFM is part of the AJOG family of journals, focused on the latest research in the specialty of maternal-fetal medicine, or high-risk pregnancy. It includes practice-changing studies on maternal complications; fetal complications including prenatal diagnosis, ultrasound and genetics; as well as prenatal care, intrapartum care, and postpartum issues. The Journal is a forum for trusted peer-reviewed research, preferentially randomized trials and meta-analyses of these trials, to supply researchers and clinicians with up-to-date guidance on how to best manage women with high-risk pregnancies and their unborn children.

Established	2019
Issuance	Monthly 2023
Circulation	Online-only
Website	<a href="http://www.ajogmfm.org">www.ajogmfm.org</a>

## Editor-in-Chief

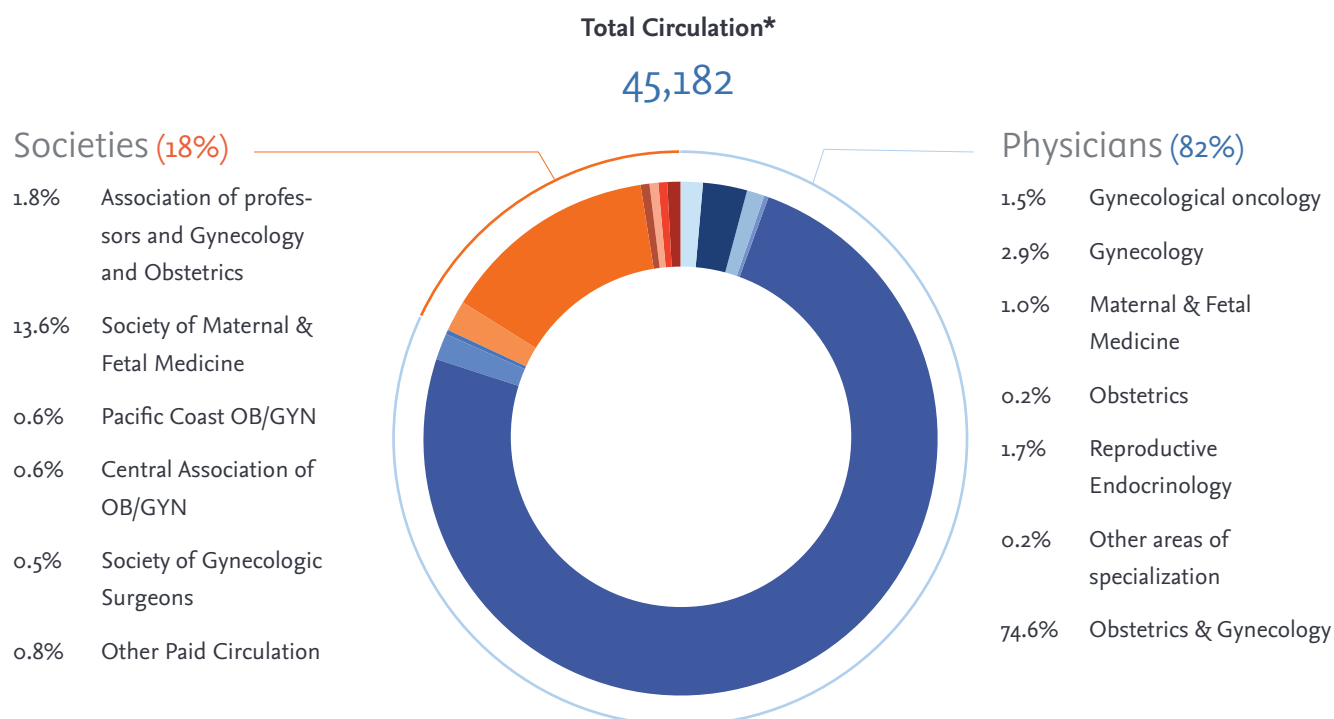
Vincenzo Berghella, MD

## Publisher

Andrea Boccelli



# Circulation

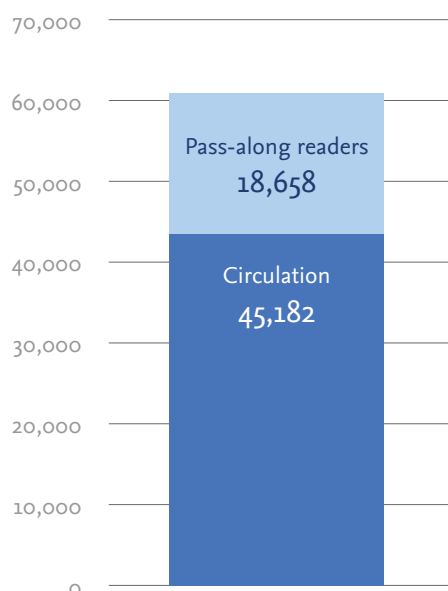


## Pass-along Readers

AJOG receives an average of 0.4 pass-along readers per copy

## Total Potential Reach†

65,303



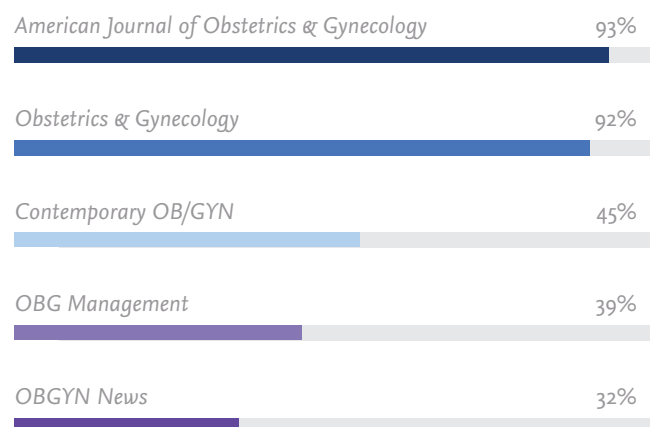
\*Journal Citation Reports, Clarivate Analytics, 2021

†Readex Research, Readership Study, 2021

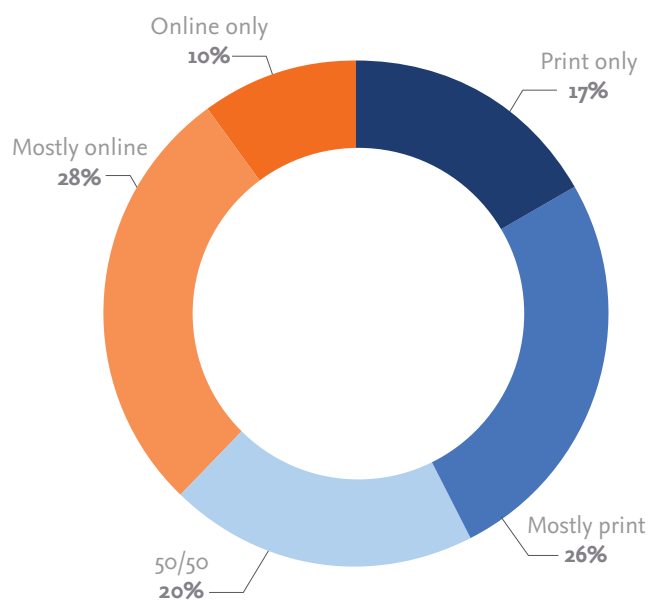
# Publication Readership

All AJOG subscribers read AJOG every month, and 92% read the journal often or frequently.

## Frequency of Reading Publications



## Print and Online Readership\*



\*Readex Research Readership Study, August 2021



# Publication Value

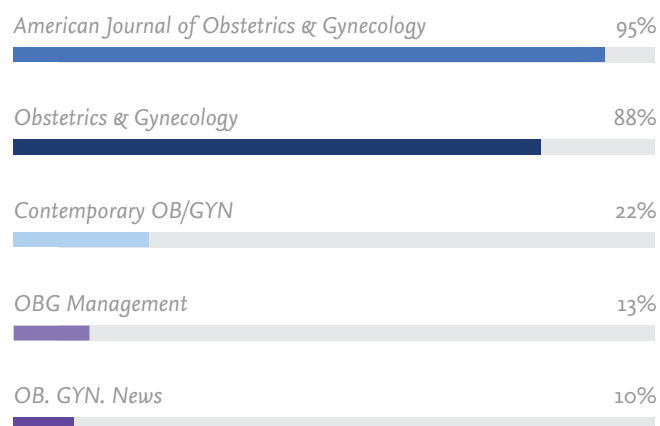
AJOG is highly valued by its readers.

Journal articles are the most important source of information for OBGYN physicians in learning about women's health products and services.

## Percentage of readers who believe that AJOG

Publishes trusted scholarly content	96%
Publishes articles written by respected authorities	97%
Keeps me abreast of the latest information	95%

## Value of each OB/GYN publication



When asked about the value of each OBGYN publication, **AJOG scored #1 in the market.**



\*Readex Research Readership Study, August 2021

# Practice Highlights

## Conditions and Procedures

The following conditions and procedures are either managed or conducted by AJOG readers:

High risk birth	79%
Perinatal care	71%
C-sections	60%
Postpartum healthcare	48%
Family planning/contraception	36%
Other surgical procedures	15%
None of the above	13%
Fertility/infertility	12%
Minimally invasive surgery	9%
Menopause	7%
Cancer care	4%
Urogynecology	4%
Pelvic reconstructive surgery	2%

## Prescription Writing

AJOG readers write scripts for the following conditions:

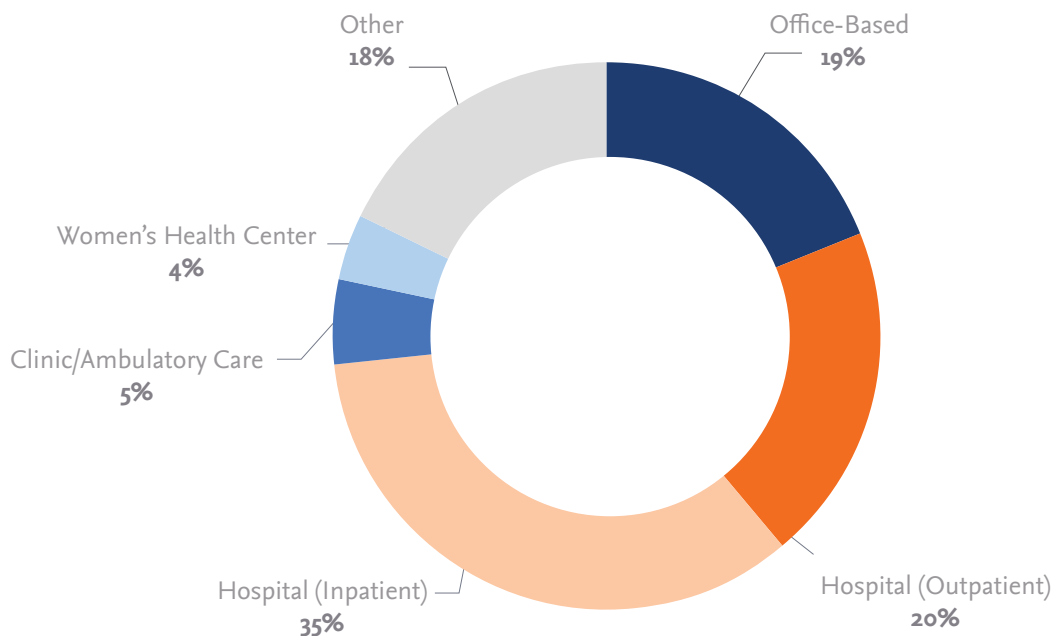
Nausea and vomiting during pregnancy	63%
Diabetes	56%
UTIs	46%
Birth control/family planning	38%
Yeast infections	37%
STDs	35%
Depression	25%
Pain	18%
Menopause	5%
Fertility	4%
Vaginal atrophy	4%
Dyspareunia	4%
Urinary incontinence	4%
Osteoporosis	2%



\*Readex Research Readership Study, August 2021

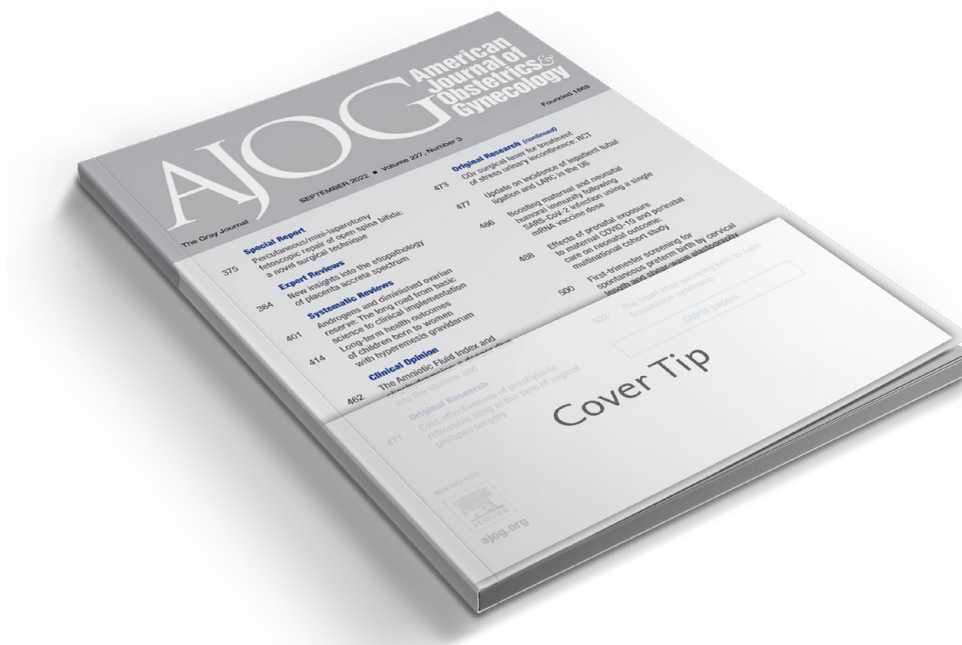
# Practice Location

The majority of readers are office-or hospital-based.



\*Readex Research Readership Study, August 2021

# Display Advertising



## Run-of-Book Advertising

- Premium positions
- Pre-printed inserts
- Business reply card (material is mailed with Journal)

### Rate

See [page 11](#) for print rates

## List Matching

Pricing for all print list match media buys is based on the percentage of reach + \$1,000 production fee.

### Rate

Contact your sales representative

## Cover Tip Programs

An eye-catching and cost-effective way to get your message in front of an engaged audience of Obstetricians and Gynecologists.

### Rate

\$21,300 Net

## Outsert Programs

Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader's attention before they even open the journal with promotional brochures, conference collateral, CDs/DVDs, and more.

### Rate

\$23,760 Net



# Meeting Issues

## 2023 Special Features

AJOG Issue	Content Feature	Date	Location
January	Society for Fetal Medicine (SMFM) 43rd Annual Pregnancy Meeting <i>Abstract Supplement with just print distribution at conference</i>	Feb 6-11, 2023	San Francisco, CA
April	American Congress of Obstetricians and Gynecologists (ACOG) <i>May Issue with bonus distribution at conference</i>	May 19-21, 2023	Baltimore, MD
May	Labor <i>Supplement Issue</i>	April and June 2023	
November	American Association of Gynecologic Laparoscopists (AAGL) <i>with bonus distribution at conference TBD 2023</i>	Nov 5-9, 2023	Nashville, TN



Please Note: Meeting Issues subject to change in 2023.  
Please contact your Sales Representative prior to finalizing your media plan.

# Print Rates



## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$6,350	\$4,890	\$3,420
3x	\$6,275	\$4,845	\$3,380
6x	\$6,160	\$4,680	\$2,820
12x	\$6,080	\$4,520	\$2,710
24x	\$6,030	\$4,455	-
36x	\$5,925	\$4,245	-
48x	\$5,890	\$4,230	-
72x	\$5,800	\$4,115	-
96x	\$5,515	\$3,865	-

## Color Rates

Standard Color	\$790
Matched Color	\$1,015
4 Color	\$3,170

## Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

## Cover Tips

\$21,300 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing)

## Outserts

\$23,760 Net Client Provided

(Up to 4 pages; please contact your sales representative for larger unit pricing)



# Issue Calendar & Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
228/1	January 2023	11/30/22	12/5/22	12/12/22
228/2	February 2023	1/4/23	1/9/23	1/17/23
228/3	March 2023	1/31/23	2/3/23	2/10/23
228/4	April 2023	3/8/23	3/13/23	3/20/23
228/5	May 2023	4/7/23	4/12/23	4/19/23
228/6	June 2023	5/10/23	5/15/23	5/22/23
229/1	July 2023	6/6/23	6/9/23	6/16/23
229/2	August 2023	6/29/23	7/6/23	7/13/23
229/3	September 2023	8/7/23	8/10/23	8/17/23
229/4	October 2023	9/6/23	9/11/23	9/18/23
229/5	November 2023	10/5/23	10/10/23	10/17/23
229/6	December 2023	11/3/23	11/8/23	11/15/23



# Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

## Banner Positions

### Desktop/Tablet

Leaderboard (top)	728 x 90
Skyscraper (right rail)*	160 x 600
Rectangle (right rail)*	300 x 250

### Mobile

Leaderboard (top)	320 x 50
Rectangle (within content)*	300 x 250

## Rate

\$140 CPM Net/Banner

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

## Monthly Metrics†

[www.ajog.org](http://www.ajog.org)

Pageviews	311,238
Unique Visitors	150,482
Visits	188,495
US Banner Impressions	140,000



\*Based on responsive ad design.

†Web Stats: Google Analytics, 2021 Average

‡US Impressions: Google Ad Manager, 2022 projections



# Journal Website Banner Advertising (Prestitial)



## Prestitial Advertising

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

### Banner Positions

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

### Rate

\$4,000 Net

- Add on AJOG MFM for an additional \$200
- AJOG MFM for additional \$500/month, 3-month minimum

### Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

### Monthly Metrics†

[www.ajog.org](http://www.ajog.org)

US Page Impressions 15,000 average/month



†Google Ad Manager 2022 Projections

# Table of Contents Email (eTOC) Advertising



## Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *American Journal of Obstetrics & Gynecology* providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

MPU banners, positions 1, 2, 3, are stacked vertically

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable

<b>Metrics*</b>	
Opt-in Distribution	34,000
Average Open Rate	10%

<b>Rate</b>	
Leaderboard	\$3,900 Net/banner
Rectangle	\$3,600 Net/banner



\*eTOC September 2021

# Article-In-Press Email Alerts



## Article-In-Press Email Alerts

Each month, AJOG sends out an average of 12 article-in-press alerts to a separate list of opt-in subscribers.

### Banner Positions (2 available)

Leaderboard (top)	728 x 90
-------------------	----------

+ Select one of these other two sizes:

Skyscraper	160 x 600
Rectangle	300 x 250

### Metrics\*

Opt-in Distribution	6,300
Average Open Rate	21%

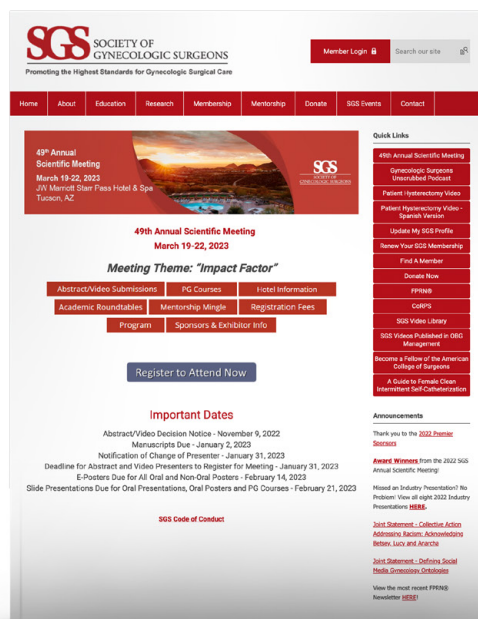
### Rate

\$4,000/month 100% SOV



\* Google Ad Manager, October 2021

# Society of Gynecologic Surgeons (SGS) Annual Meeting



## SGS Abstracts Supplement (March 2023)

Abstract supplement for the SGS (Society of Gynecologic Surgeons) 49th Annual Scientific Meeting, March 19-22, 2023 in Tucson, AZ.

### Sponsorship includes the following:

- Supplement issue is distributed at the SGS Annual Meeting, approximately 500 copies\*
- Supplement issue, with advertisements, are made available online as a digital flip-book on the Society of Gynecologic Surgeons website

### Rate

Please contact your Sales Representative

### Important Due Dates

Space Reservation	1/31/2023
Materials Due	2/3/2023
Inserts Due	2/10/2023

### Sales Contact

Jessica Jimenez-Ahmed

Email: [j.jimenez-ahmed@elsevier.com](mailto:j.jimenez-ahmed@elsevier.com)

Tel: (267) 226-8166



\*Conference distribution is subject to change.

# Labor Supplement (divided into two issues) with special Guest Editor Emmanuel Friedman



## Labor Supplement (April and June 2023 Issues)

Advertising is available within both parts of this supplement. Issue and closing dates are highlighted below.

### Important Due Dates

#### April

Space Reservation	3/13/23
-------------------	---------

#### June

Space Reservation	5/15/23
-------------------	---------

### Rate

Please contact your Sales Representative

### Sales Contact

Jessica Jimenez-Ahmed

Email:	jjimenez-ahmed@elsevier.com
--------	-----------------------------

Tel:	(267) 226-8166
------	----------------



# Topic Collections



## Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent AJOG editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

### Existing Topic Collections include:

- AJOG Citation Classics
- AJOG Eponyms
- Covid-19 Vaccines and Pregnancy
- Editor's Choice
- Focus on Intrauterine Devices
- Giants in Obstetrics and Gynecology
- MOC Part II
- Press Releases
- Reports of Major Impact
- SMFM Supplements

### Sponsorship includes the following:

- Banner placement on the journal site's topic collection. Ads on collection landing pages follow reader to the selected article page.
- Placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience.

### Sponsorship includes the following:

Leaderboard, top	728 x 90
Rectangle	300 x 250

Banners appear on all topic collection landing pages and on article pages accessed from topic collection landing pages

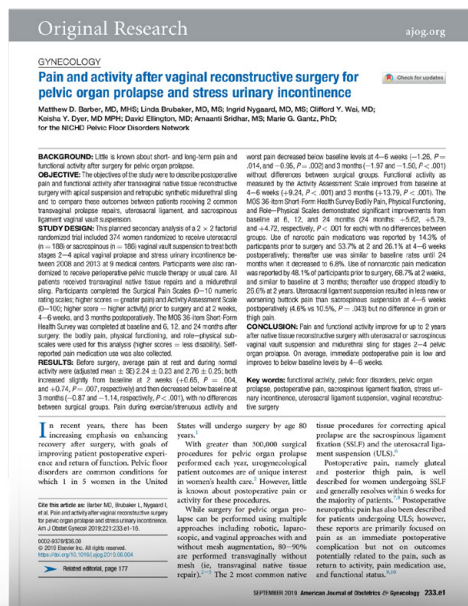
### Rate

Please contact your Sales Representative.

\* All target solutions are subject to society and Editor approval.



# Reprint Capabilities



## The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive

way to promote your brand using the strengths of our multimedia programs and your published work.

## Hard Copy Reprints

### Customizable Options

#### Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

### Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



ELSEVIER



# Reprint Capabilities (continued)



## Digital Reprints

### E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

### Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

### QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

### Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

### Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

## Order Reprints Online

Visit us at [www.reprints.elsevier.com](http://www.reprints.elsevier.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process





# Print Media

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8" x 10-3/4"	—
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
1/2 Horizontal	7" x 5"	8-1/4" x 5-5/8"
1/2 Vertical	3-1/2" X 10"	4-1/4" X 11"
1/4 Page	3-1/2" X 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

## Print Ad Specifications

### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

### Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Print Media (continued)

- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

## Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

*NOTE: Any non-intended spot colors will be converted to CMYK.*

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

## Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

## Delivery

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



# Print Media (continued)

## Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

## Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

## Insert Shipment Address

### Publishers Press

*American Journal of Obstetrics and Gynecology*  
LSC Communications  
1600 North Main Street  
Pontiac, IL 61764  
Attn: Elsevier Team

## Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



ELSEVIER

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Digital Media



## Journal Website Banner Ads

### Creative Sizes

**Leaderboard** 728 x 90

Placement: Journal pages. 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).

**Skyscraper** 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles\*)

**Large Rectangle** 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

### Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



\*Generic list of non-content pages available upon request though will vary by journal

# Digital Media (continued)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	<b>728 x 90</b>
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	<b>160 x 600</b>
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	<b>300 x 250</b>
Expands ▶ right (maximum size)	600 x 250

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

<sup>†</sup>Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.



# Digital Media (continued)



## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

### Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

# Contacts

## Integrated Advertising

### Jessica Jimenez-Ahmed

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 267-226-8166

Fax: 212-633-3846

Email: [j.jimenez-ahmed@elsevier.com](mailto:j.jimenez-ahmed@elsevier.com)

## Recruitment & Classified Advertising

### Kenneth Naylor

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3835

Fax: 212-633-3846

Email: [k.naylor@elsevier.com](mailto:k.naylor@elsevier.com)

## Integrated Production

### Le-Andrea Sylvester

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3649

Fax: 212-633-3846

Email: [le.sylvester@elsevier.com](mailto:le.sylvester@elsevier.com)

## Recruitment & Classified Production

### Jaichand Ramsaroop

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3690

Fax: 212-633-3820

Email: [j.ramsaroop@elsevier.com](mailto:j.ramsaroop@elsevier.com)

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

## Multimedia Publishing

### Brian Jenkins

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-462-1924

Fax: 212-633-3846

Email: [b.jenkins@elsevier.com](mailto:b.jenkins@elsevier.com)

Send new print ad files and submit pickup ads to  
[www.ads4els.com](http://www.ads4els.com)

