



# Elsevier: Advancing HCP Engagement



Along with today's healthcare landscape, the content and platform preferences of Healthcare Professionals (HCPs) continue to evolve. Digital marketers can enhance HCP engagement by targeting HCPs more precisely; personalizing their experiences; and providing content that is data-informed and compliant with privacy requirements.

## The Elsevier Suite of Precision Targeting Solutions

Elsevier has a long history of providing credible peer-reviewed content and innovative solutions that help advance science and improve outcomes. Its most recent offering is a proprietary collection of products that will help marketers precisely target and reach HCPs with timely, personalized content across multiple touchpoints. To help achieve this, Elsevier is working with an integrated partner network that provides not only an authenticated HCP database but also actionable HCP-level data in the United States.

## Five Ways to Reach and Engage HCPs with Credible, Customized Content



### The Lancet Clinic Digital Edition

Connect your brand and your target audience with quality curated content focused on a specific topic and chosen from one of *The Lancet's* 163 disease specialties. The content is not only based on information that's relevant and timely for your audience, but it's also selected according to Global Burden of Disease data and clinical practice needs—all previously published in a highly respected *Lancet* journal.



### Disease State Spotlight On

Expand your reach among HCPs with the scientific content they rely on to make important research, diagnostic, and treatment decisions. Each month, key research is curated by a world-renowned editorial board of experts who provide chronicled reporting on the disease state topic of your choice. This content is then delivered directly to the HCPs you want to engage.



### Conference Series

Align your brand with key research and innovative content for global conferences across 11 specialties, meticulously selected by the PracticeUpdate Editorial Board. Content is engaging industry- and conference-specific information consisting of conference highlights, expert opinions, and KOL videos.



### Single Article Reprint

Promote your brand by providing HCPs with reprint articles previously published in a respected peer-reviewed journal. Reprints maintain the quality of the original publication while allowing you to deliver branded content.



### Journal Digi-Edition

Increase brand awareness by providing your target audience with a full digital version of an original Elsevier journal. Based on HCPs' topics of interest, choose from prestigious publications, such as *The Lancet*, *The Lancet Oncology*, *Annals of Oncology*, *CHEST*, and *The Journal of the American Academy of Dermatology*.

## Top Types of Content

Research shows that **82% of physicians worldwide** reported that online medical journals are their preferred source of information, and consume them **at least once weekly**.\*

## Top Formats and Sources

Physicians are looking for content in different formats and sources to stay well informed about new medical developments. In addition to medical journal articles (**82%**), physicians consider treatment guidelines (**85%**), journal article summaries & commentaries (**75%**), online CME (**68%**), and clinical trial information (**61%**) most important.\*\*

\* Annual research conducted from 2019 to 2022

\*\* According to Elsevier's 2022 survey

## Solutions at a Glance

### Products That Address the Needs and Preferences of HCPs

	Contextual Advertising	Expert Opinion	Full-Text Peer-Reviewed Article	Digital Formats	Translation Available
The Lancet Clinic Digital Edition	●	●	●	●	●
Disease State Spotlight On	●	●		●	●
Conference Series	●	●		●	●
Single Article Reprint			●	●	●
Journal Digi-Edition			●	●	

## Advertising Specifications for The Elsevier Suite of Precision Targeting Solutions

Specifications	Size	Weight	Format
1 Top Banner	728 x 90 px	60-80 Kb	JPG/PNG/GIF animated
2 Left Banner	160 x 600 px	60-80 Kb	JPG/PNG/GIF animated
3 Single Full Page	Non-Bleed: 186 x 260 mm; 300 DPI Bleed: 220 x 292 mm; 300 DPI	—	PDF
4 Double Full Page	Non-Bleed: 372 x 260 mm; 300 DPI Bleed: 440 x 292 mm; 300 DPI	—	PDF

## Digital Specs for Hosted Video Ad Option

### Codec

Recommended codec is H.264. Here are some codecs that will not work on Vimeo: G2M2, G2M3, Canopus HQ

### Frame Rates

Recommended frame rates are 24, 25, or 30 FPS

### Resolution

Common resolutions for SD video include 640 x 480 px (4:3 aspect ratio) and 640 x 360 px (16:9 aspect ratio). HD video is usually formatted at 720p (1280 x 720 px) or 1080p (1920 x 1080 px)

### Format Resolution

- SD video 640 x 480 px (4:3 aspect ratio)
- SD video 640 x 360 px (16:9 aspect ratio)
- 720 p HD video 1280 x 720 px (16:9 aspect ratio)
- 1080 p HD video 1920 x 1080 px (16:9 aspect ratio)

## A Culture of Credibility and Innovation

Elsevier helps marketers increase brand exposure by precisely targeting HCPs with relevant content, all set in an editorial environment known for innovative solutions and high-quality, peer-reviewed research that is published and distributed under the industry's highest standards of scientific integrity.

For more information about our Suite of Precision Targeting Solutions, including more specifics on pricing, please contact your sales representative or email [pharmasolutions.mktg@elsevier.com](mailto:pharmasolutions.mktg@elsevier.com)