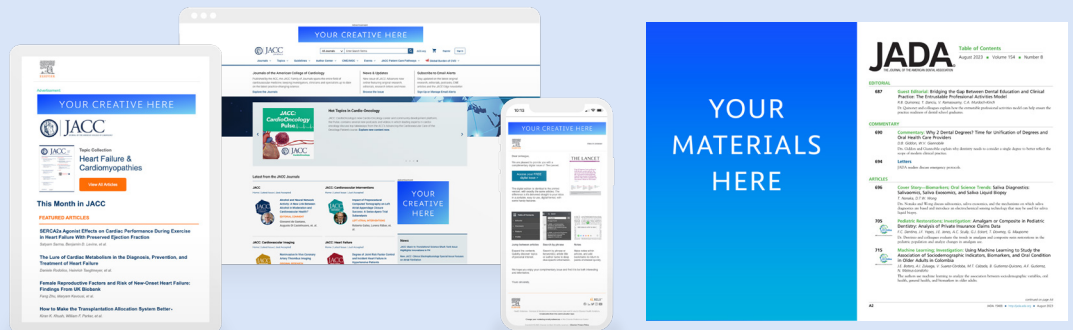


Advertising



Connect with your audience at multiple touchpoints

Grab your audience's attention while they're checking their email, searching online or paging through a journal. Elsevier's popular display advertising options offer various ways to strategically showcase your brand.

Align your brand with our reputable, peer-reviewed content, reaching your target audience through Elsevier's robust network.

By incorporating both digital and print advertising into your marketing mix, you enhance the effectiveness of your overall strategy and strengthen your reach within the medical community.

Benefits to sponsors include:

- Maximum exposure to your audience through multichannel advertising
- Reach members from top societies
- Showcase your brand next to credible, sought-after content

Digital

Digital advertising provides a powerful and versatile platform to finely target and reach specific HCP audiences. It allows for dynamic content creation and personalization, which drives interactivity and engagement allowing for an impactful, immersive brand experience. As an advertiser, your brand messaging is always prominently displayed and easily-accessible, so it remains relevant, top-of-mind and memorable.

Elsevier offers a wide selection of digital opportunities to incorporate your advertising, including:

- Article-in-press emails
- Prestitial ads
- eTOC emails
- Run of site (ROS) banner ads

Print

Printed medical journals often have a longer shelf life compared to digital media. HCPs may keep printed journals for reference purposes or share them with colleagues, resulting in extended exposure to advertisements over time. This longevity means significant audience reach, leading to increased brand exposure and a greater likelihood of generating continued ROI. The added layer of visibility enables greater recognition and recall of your messaging or product.

Elsevier's long-established print advertising options include:

- Run of book (ROB)
- Premium advertising positions, such as inside front and inside back cover