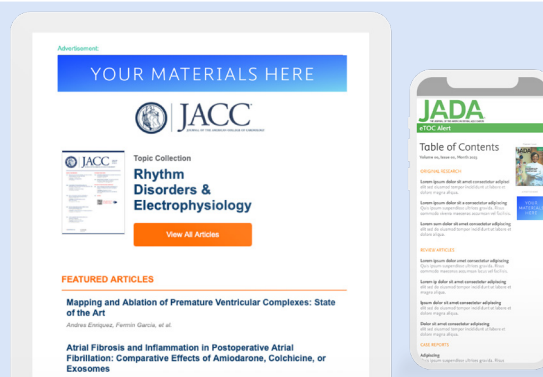


eTOC and Article-in-Press Emails



Combine your strategic messaging with preferred content delivery methods and keep your audience ahead of the curve

In the fast-paced world of medical research and healthcare innovation, where HCPs seek and need credible content at their fingertips, Elsevier offers two powerful email advertising options to ensure your target audience is among the first to access this information. Both of these options not only keep HCPs up-to-date with valuable material as well as informed in their respective clinical areas of expertise, they incorporate your advertising to boost your brand relevance.

eTOCs and AIP email alerts provide previews to journal articles, sharing early access to the latest research and, thus, positioning your brand as a thought leader and trusted source of cutting-edge information.

eTOC – Electronic Table of Contents Email Advertising

The Electronic Table of Contents email (eTOC) alerts subscribers about newly-published, forthcoming articles from their journal(s) of choice. Depending on weekly or monthly subscription status, registered subscribers receive eTOC emails that provide a listing of the fresh article content included in the next issue.

AIP – Article-in-Press Email Alerts

AIP email alerts provide HCPs with real-time article previews from their preferred medical and scientific journal publications. AIP alerts are sent every time a new article is posted to the journal website.

Integrate Elsevier's best-in-class content and digital messaging solutions into your communications strategy to showcase your brand.

Benefits to sponsors include:

- Brand imagery delivered straight to the inbox of engaged journal readers
- Reach members from top societies
- Showcase your brand next to credible, sought-after content
- Strengthens the reach and visibility of your multichannel campaign



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