Beyond Reprints

Engage, inform and build confidence with the right audience

With an Elsevier eReprint, you are helping physicians stay up-to-date with the latest developments, enabling them to care for their patients; the more people you reach, the more will benefit from your content.

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Advertising solutions are available across Elsevier’s range of high-quality titles across all therapy areas

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→ **Banner Advertising**  
Banner adverts can be placed on the Elsevier journal website that your target audience is reading. When a user clicks on your banner, they will go through to your full text article. Banner advertising can be segmented geographically, and the same creative can be run across all Elsevier sites.

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Before the print edition of a journal is dispatched, an automatic email is sent out to opted-in users with a list of the newest articles published. You can advertise on these emails, with leaderboard and skyscraper banner slots. Advertising can be targeted geographically, to meet your multinational campaign needs.

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- Banner adverts that link directly to your eReprint  
- Video adverts on the cover that link directly to your eReprint  
- Sponsorship – exclusive sponsorship of the Digital Edition of a journal, which includes banner adverts and a full-page advert; you can also select the audience you want to reach from Elsevier’s database

→ **Cover Wrap Ad Program**  
Get targeted, measurable and scalable results with this long form advertising solution. When physicians receive three communications from Elsevier a month over four months, script fills increase by 18% compared to a control group.  
- Target your competitor’s best HCPs  
- IQVIA will measure the switch to your brand

Cover Wraps contact person: Hank Blaney, h.blaney@elsevier.com

More information:  
www.elsmediakits.com/us/display

Ready to get started? Please contact:  
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*Programs subject to availability/approval
Sample journals
Discover a selection of the available titles here and contact us to explore the full range.

Cardiology
Journal of the American College of Cardiology
Impact Factor (2018) 18.639
Monthly visits 406,692
Monthly pageviews 685,036
TOC email open rate 23%

Dermatology
Journal of the American Academy of Dermatology
Impact Factor (2018) 7.102
Monthly visits 161,840
Monthly pageviews 340,345
TOC email open rate 15.96%

Diabetes/Endocrinology
Diabetes Research and Clinical Practice
Impact Factor (2018) 3.239
Monthly visits 20,752
Monthly pageviews 40,807

Gastroenterology
Gastroenterology
Impact Factor (2018) 19.233
Monthly visits 205,361
Monthly pageviews 364,361
TOC email open rate 18.95%

Infectious Diseases
Clinical Microbiology and Infection
Impact Factor (2018) 6.425
Monthly visits 41,384
Monthly pageviews 82,817
TOC email open rate 23.87%

Neurology
The Lancet Neurology
Monthly visits 102,266
Monthly pageviews 173,147
TOC email open rate 17.39%

www.elsmediakits.com/us/display
<table>
<thead>
<tr>
<th>Category</th>
<th>Journal Name</th>
<th>Impact Factor (2018)</th>
<th>Monthly visits</th>
<th>Monthly pageviews</th>
<th>TOC email open rate</th>
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<tr>
<td>Oncology</td>
<td>The Lancet Oncology</td>
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<tr>
<td>Ophthalmology</td>
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<td>Pediatrics</td>
<td>The Journal of Pediatrics</td>
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<td>Respiratory</td>
<td>Chest</td>
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<tr>
<td>Rheumatology</td>
<td>Osteoarthritis and Cartilage</td>
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<td>17.298</td>
<td>69,408</td>
<td>142,134</td>
<td>29.54%</td>
</tr>
</tbody>
</table>


Ready to get started? Please contact:

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