

DIGITAL ADVERTISING PACKAGES 2018

Reach our extensive network of medical and nursing professionals through Elsevier's Australian publications

HealthAdvance is a gateway for online access to Elsevier's journals.

- ▶ www.ausemergcare.com
- ▶ www.collegianjournal.com
- ▶ www.womenandbirth.org
- ▶ www.aimedjournal.org
- ▶ www.heartlungcirc.org
- ▶ pathologyjournal.rcpa.edu.au
- ▶ www.australiancriticalcare.com
- ▶ www.jsams.org
- ▶ www.idhjournal.com.au

Journals – Online Only Pricing

Position	Per month
Leaderboard	\$970
Skyscraper	\$865

Banner Advertisement Sizes

Banner Position	Width x Height (pixels)
Leaderboard	728 x 90
Skyscraper (journal pages)	160 x 600

Specifications:

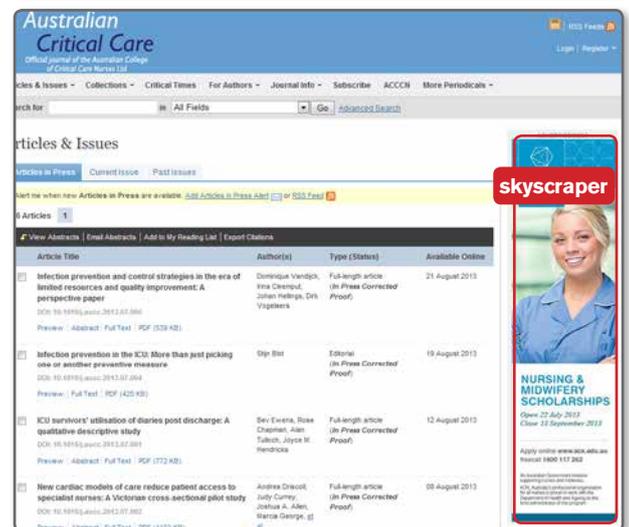
- ▶ Size: 38K max
- ▶ Rotation: Accepted
- ▶ Animated GIF Max 3 loops of animation – up to 15 seconds per loop
- ▶ Resolution: 72 dpi
- ▶ Acceptable File Format: GIF, JPEG, SWF [rich media (eg, Flash)]
- ▶ Color Palette: 216
- ▶ Rich Media: Yes
- ▶ Target URL: Required
- ▶ NOTE: Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.

Web Banner Notes

- ▶ All banners can support rich media and will accept 3rd-party ad serving
- ▶ Our ad placements are sticky and remain visible even when the user scrolls through the content
- ▶ Publisher and society approval required on creative and banner locations
- ▶ Allow 5–7 days turnaround for ad approval process
- ▶ Advertising placed on journals' Health Connect homepages (other pages by request)
- ▶ Banners do not appear on PDF pages
- ▶ All rates are NET and exclude GST
- ▶ Flash Versions accepted: 6 and higher, with click tag
- ▶ Flash SWF files should not be hardcoded with the clickthrough URL
- ▶ No point roll
- ▶ 3rd-party tags accepted
- ▶ Can target by zone
- ▶ Ads served via DART (DFP Doubleclick)

We do not manipulate or modify supplied tags. Client is responsible for providing fully functional tags.

We do not pad creatives with white space to ensure they meet ad size specifications.



**For more information,
please contact:**

Matthew Buttsworth
T +61 2 9422 8573
M +61 468 562 023
E m.buttsworth@elsevier.com

Linnea Mitchell-Taverner
T +61 2 9422 8587
M +61 448 008 159
E l.mitchell-taverner@elsevier.com

ELSEVIER

Elsevier Australia
(a division of Reed International Books Australia Pty Ltd)
ABN 70 001 002 357

475 Victoria Ave Chatswood NSW Australia 2067