

# 2022 Media Kit



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# About the Journals



**From January 2022, Elsevier will publish the journals of the *Society for Lab Automation and Screening (SLAS)* as Open Access journals**

**SLAS** is an international professional society of academic, industry and government life sciences researchers coupled with the developers and providers of laboratory automation technology. *SLAS* advances scientific innovation by providing education, collaboration and professional development that unites scientists across disciplines and transforms research.

**Elsevier** is a leading global publisher of scientific, technical and medical journals, including The Lancet family and the Cell Press imprint.

Combining the publishing strengths of Elsevier, and the market focus of *SLAS*, we are pleased to offer targeted advertising options for 2022. As we develop through the year, additional options will be made available and we look forward to providing more details as they become available.

The conversion of journal content from subscription-only to full open access will provide a greater reach for the journals, targeting both core lab automation R&D professionals and those allied to the field.

We look forward to working with you as *SLAS Discovery* and *SLAS Technology* embark on their next phase of development.



## Editorial Direction

*SLAS Discovery* reports how scientists develop and use novel technologies and/or approaches to provide and characterize chemical and biological tools to understand and treat human disease. The journal focuses on drug discovery sciences with a strong record of scientific rigor and impact, reporting on research that:

- Enables and improves target validation
- Evaluates current drug discovery technologies
- Provides novel research tools
- Incorporates research approaches that enhance depth of knowledge and drug discovery success

*SLAS Discovery's* Editorial Scope includes: scientific and technical advances in target identification/validation (including chemical probes, RNA silencing, gene editing technologies); biomarker discovery; assay development; virtual, medium- or high-throughput screening (biochemical and biological, biophysical, phenotypic, toxicological, ADME); lead generation/ optimization; chemical biology; informatics (data analysis, image analysis, statistics, bio- and chemo-informatics); review articles on target biology, new paradigms in drug discovery and advances in drug discovery technologies.

*SLAS Discovery* is of particular interest to those involved in analytical chemistry, applied microbiology, automation, biochemistry, bioengineering, biomedical optics, biotechnology, bioinformatics, cell biology, DNA science and technology, genetics, information technology, medicinal chemistry, molecular biology, natural products chemistry, organic chemistry, pharmacology, spectroscopy, and toxicology.



Established	1996
Impact Factor*	2.918

## Editor-in-Chief

Robert M. Campbell, PhD

Twentyeight-seven Therapeutics, Watertown, Massachusetts

## Societies & Affiliations

Official Journal of the *Society for Laboratory Automation and Screening (SLAS)*

## Market

Life sciences discovery and technology professionals in academia, industry and government.

## Special Issues

- 3D Cell Culture Approaches of Microphysiological Relevant Models: April 2022
- Early Career Showcase: October 2022

Select special Issues are distributed in print and are made available as digital editions on the journal home pages as well.

\*2020 Journal Citation Reports, Clarivate Analytics.



## Editorial Direction

*SLAS Technology* reveals how scientists adapt technological advancements for life sciences exploration and experimentation in biomedical research and development. The journal emphasizes scientific and technical advances that enable and improve:

- Life sciences research and development
- Drug delivery
- Diagnostics
- Biomedical and molecular imaging
- Personalized and precision medicine

*SLAS Technology's* Editorial Scope includes: the latest news in high-throughput and other laboratory automation technologies; micro/nanotechnologies, analytical, separation and quantitative techniques; synthetic chemistry and biology; informatics (data analysis, statistics, bio genomic and chemoinformatics).

*SLAS Technology* is of particular interest to those involved in automation, bioengineering, micro- and nanotechnology, nanomedicine, microfluidics, 3D printing, biotechnology, bioinformatics, analytical chemistry, biomedical optics, information technology, artificial intelligence, spectroscopy, clinical diagnostics, pharmacogenomics, molecular biology and biomedical sciences.

Established	1996
Impact factor*	3.047



## Editor-in-Chief

Edward Kai-Hua Chow, PhD  
National University of Singapore, Singapore, Singapore

## Societies & Affiliations

Official Journal of the *Society for Laboratory Automation and Screening (SLAS)*

## Market

Life sciences discovery and technology professionals in academia, industry and government.

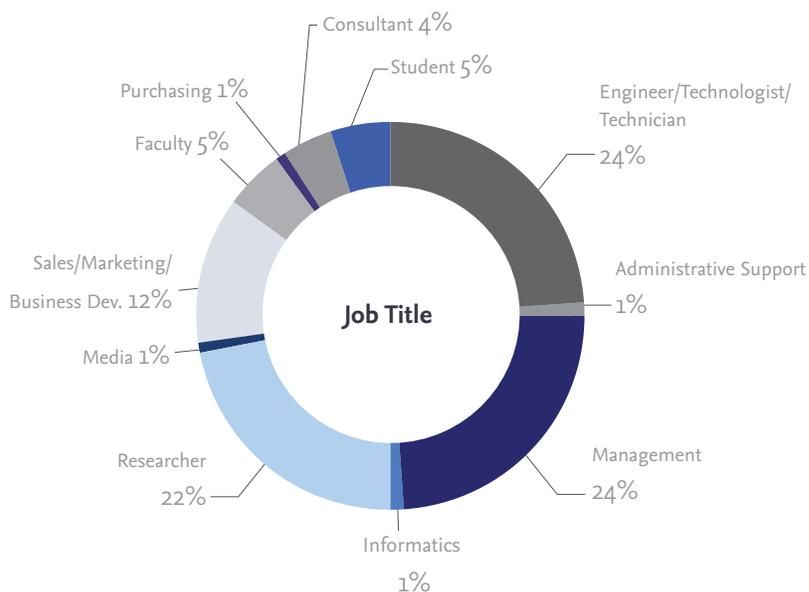
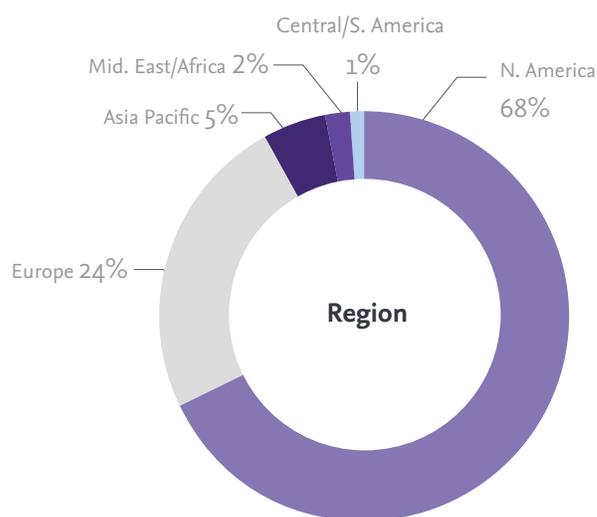
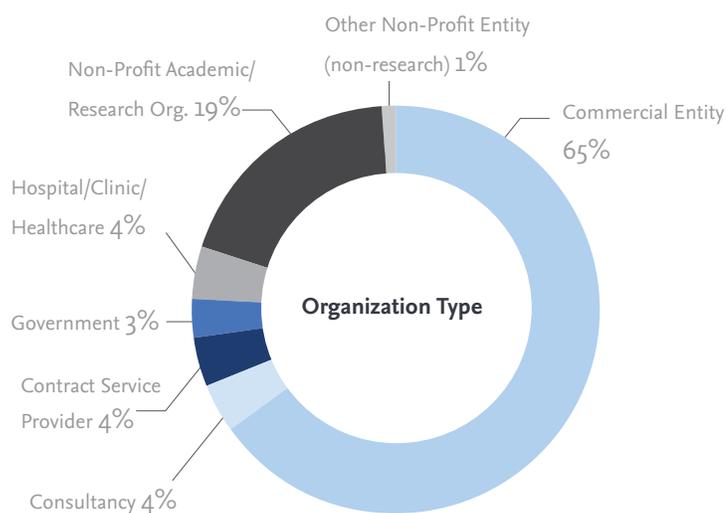
## Special Issues

- Single-Cell Analysis Technologies for Biomedical Research: April 2022
- Advances in Synthetic Biology: June or August 2022



\*2020 Journal Citation Reports, Clarivate Analytics.

# The SLAS Community (Member/Non-members)



\*Source: SLAS member data, November 2021



# Journal Website Banner Advertising (ROS)

The Elsevier online journal platform offers a variety of banner options and customizable solutions, enabling advertisers to target lab automation R&D professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

## Banner Positions

Top Leaderboard (desktop, tablet)	728 x 90
Top Leaderboard (mobile)	320 x 50
Right Medium Rectangle	300 x 250

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

## Rate

\$85 CPM

## Prestitial Advertising

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

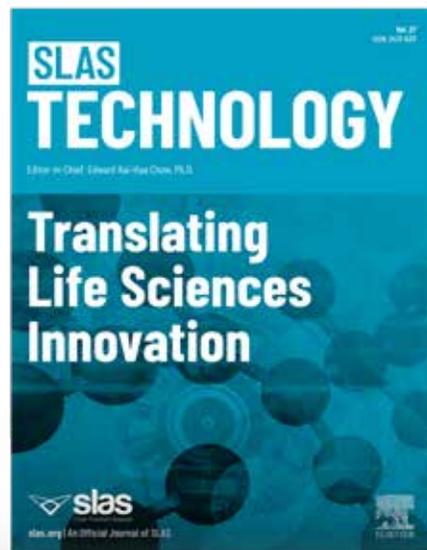
## Banner Positions

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

# Collections/Special Issues



## Collections

*Best Of* collections bring together the top research and reviews from across *SLAS* journals.

Papers in each *Best Of* edition are chosen by journal editors and are based on citations and reader download data, a top-flight collection of papers that your audience will engage with. *Best Of*s are distributed in print at select *SLAS* events and are made available as digital editions on the journal home pages as well.

## Special issues

*SLAS* journal special issues are editorially driven content collections, themed around a hot topic.

Advertising in special issues will align your brands with a highly qualified audience of lab automation professionals and expert, peer-reviewed content.

## Upcoming Special Issues

### *SLAS Technology*

- Single-Cell Analysis Technologies for Biomedical Research: April 2022
- Advances in Synthetic Biology: June or August 2022

### *SLAS Discovery*

- 3D Cell Culture Approaches of Microphysiological Relevant Models: February 2022
- Early Career Showcase: October 2022

Special Issues are distributed in print at select *SLAS* events and are made available as digital editions on the journal home pages as well.

For details of *Best Of* and *Special Issue* opportunities, please contact your sales representative



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# Reprint Capabilities



## The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

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- Article translation
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##### Packaging

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- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

### Digital Reprints

#### E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

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- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



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A Digital Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.

# Digital Media



## Journal Website Banner Ads

### Creative Sizes

**Leaderboard** 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Skyscraper** 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles\*)

**Large Rectangle** 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

### Specifications

Desktop/Tablet	HTML5, 150KB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required

## Rich Media Expanding & HTML In-Page Ads†

### Creative Sizes

**Leaderboard** 728 x 90

Expands ▼ down (maximum size) 728 x 315

**Skyscraper** 160 x 600

Expands ◀ left (maximum size) 300 x 600

**Large Rectangle** 300 x 250

Expands ▶ right (maximum size) 600 x 250

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google



\*Generic list of non-content pages available upon request though will vary by journal

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

# Digital Media (continued)



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