Where the world’s top experts provide analysis on the research that matters.

Why advertise on Practice Update?

PracticeUpdate.com is a comprehensive resource that delivers the most important medical content accented by summaries, insights, and feedback from practicing physicians respected as experts in their field. Customizable by specialty, PracticeUpdate becomes a physician’s prime destination for information relevant to their field and practice.

Bring your product to life with dynamic, engaging rich media ads on PracticeUpdate.com

Flexibility in Reach and Format

PracticeUpdate is a dynamic and customizable website for registered physicians, and that flexibility carries over to our advertising opportunities. All options and packages can be personalized and augmented to create the ideal mix, reach, and style that fit your brand.
RUN OF SITE ADVERTISING

Broaden your message and guarantee the most visibility by placing your ad throughout the entire website in the specialty areas of your choosing.

What’s included:

- Standard banner ad sizes of your choice:
  - 728x90 leaderboard
  - 300x250 medium rectangle
  - 160x600 skyscraper
  - Pre- or interstitials
  - Expandables
  - IAB rising star ad units available upon request

TOPIC SPONSORSHIP

Exclusively align your brand with any topic area within PracticeUpdate for 100% SOV on those pages. Content in these areas is managed and created by the PracticeUpdate editorial board.

What’s included:

- Banner ad sizes of your choice within the topic area
- Static banner ads in monthly newsletters to specialists that align with your chosen topic area
- Ability to target banners to specific physicians via list-matching
- Peer-reviewed content provided by Elsevier’s editorial team, used to populate Topic section pages and associated email newsletters
eNEWSLETTER SPONSORSHIP
Reach involved physicians by sponsoring our eNewsletters highlighting the top articles within a specialty channel.

What’s included:
- 100% SOV via 728x90 and 300x250 banner ads, including mobile views
- Banner ad placements in daily, weekly, monthly, and custom
- eNewsletter sponsorships available – banners ads only
- Develop your own branded newsletter, targeted by specialist or specialty, and we’ll send it to our lists

CENTER OF EXCELLENCE
Sponsor a Center of Excellence media buy for a specialty area within PracticeUpdate that provides leadership, best practices, research, support, and training content. A completely customizable microsite, the Center of Excellence creates a virtual medical center that allows peer-to-peer collaboration while delivering the latest medical research and opinions from experts in the field.

What’s included: A dedicated editorial board to guide and oversee the Center of Excellence.

Custom multimedia assets and branding, such as*:
- Conference coverage
- Run of site banner ads on the Elsevier network of journal websites
- Sponsorship of various PracticeUpdate newsletters
- Marketing and outreach plan

*Deliverables are dependent on the scope of the program

For further information contact: Fleur Gill, fleur.gill@elsevier.com