

# WILEY

## ePDF Advertising

High engagement, high visibility ad placements for high impact

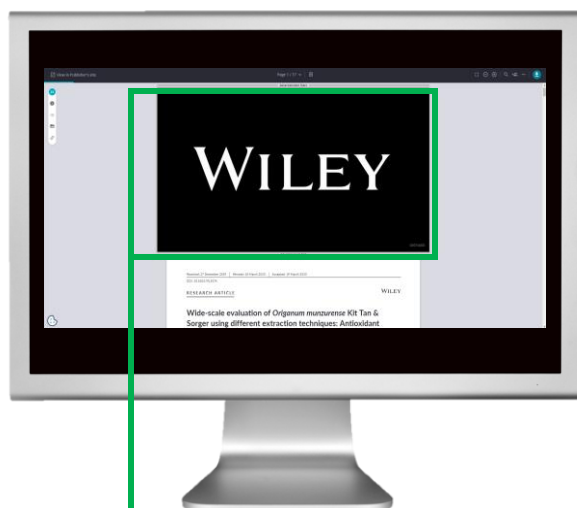


**Online journals, especially among professional communities, are the top choice for article-readers making critical decisions. Strategically, that is the best time to engage with your audience.**

Our high impact **ePDF Advertising** puts your digital advertisement prominently at the top of each article in ePDF format ensuring your message reaches your target audience with precision and unparalleled engagement.

Now also supporting HTML5 ad units with rich media such as audio and video, this interactive solution seamlessly integrates your ad with Wiley journal articles for maximum impact.

**It's one of the most preferred solutions for reaching your audience effectively!**



### Exceptional click-through rates

Our ePDF ads yield **higher clicks with fewer impressions needed\***. It combines visibility and effectiveness, with ad units at the top of an article for **above-the-fold visibility**.

*\*Results can vary. In one analysis of a concurrently ran ad campaign, ePDF achieved a 2.92% CTR, while banners achieved a 0.02% CTR, requiring fewer impressions while generating more clicks, 45x more.*

### The value of ePDF Advertising

**Exclusive placement:** Be the sole advertiser associated with the article.

**High visibility:** Ensure your message is "impossible to miss" at the top of the article, viewable above-the-fold to best capture your target audience's attention.

**High engagement:** Our highest performing ad units with actionable links, delivering measurable data.

**Trusted content:** Associate your message with expert-generated journal content, establishing authority and credibility.

**Drive results:** Accelerate success with comprehensive reporting

# Diverse advertising formats, including HTML5

Choose from diverse ad formats to reach your audience effectively. Now with the option to provide HTML5 creatives to maximize interactivity.

## Desktop

<b>Full Page:</b> Take full advantage of desktop space with immersive full-page ads	960x1265
<b>Billboard:</b> Make a bold statement with large, eye-catching billboard ads.	970x250
<b>16x9 Format:</b> Choose from three formats to promote your message effectively	
<ul style="list-style-type: none"><li>• Standard</li><li>• Large</li><li>• X-Large</li></ul>	<ul style="list-style-type: none"><li>• 960x540</li><li>• 1067x600</li><li>• 1280x720</li></ul>

Best user experience

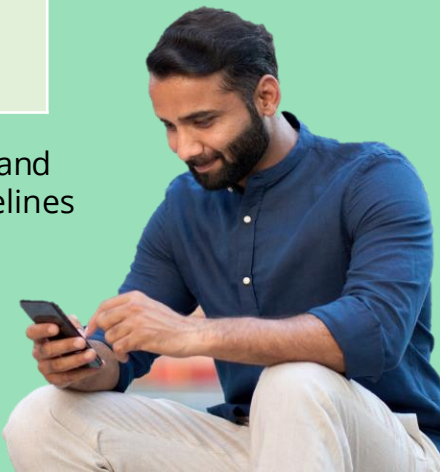
## Mobile

<b>MPU:</b> A compact yet attention-grabbing format for mobile devices.	300x250
<b>Full Screen Mobile:</b> Captivate your audience with full-screen mobile ads that can't be ignored.	320x480

Now also supporting HTML5 rich media ad units with video and audio to maximize interactivity! Contact us for HTML 5 guidelines

## Get started

Discover how our ePDF advertising can transform your brand's visibility, credibility, and engagement.  
**Contact us today!**



Wiley is a world-leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,900+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

## Contact Us

WILEY  Marketing & Media

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