

General Information

Elsevier Public Safety's design team can easily assist your company/organization with designing banners, custom eblasts, developing online marketing strategies and more.

While Elsevier Public Safety provides core advertising design as an add-on service to our clients, in some cases we may direct clients to third-parties for development of specialized online advertising.

Special requirements based on advertising type are outlined under each specific section above.

Fees

Banner Design Cost	\$135 each (any size gif/jpg)
Forms & Landing Pages	\$750 each
Scanning Images or Altering	\$50 each
Survey Creation	\$500 (up to 25 questions; 5 options each)
Rich Media Design	Case by Case Basis (Minimum \$500)
Custom eBlast Design	Case by Case Basis (Minimum \$500)

Change Policy

Changes, additional time spent working with client to develop banner design or landing page layout AFTER THREE (3) REVISIONS, will be billed at \$100/hour.

Banner Ad Design Services

To start the design process, you will need to work with your marketing team and ours to determine the best strategy and a clear, concise design plan for your banner(s). This includes:

A URL to link the banner.

- Art: company logo, product image, etc.
- Art should be in .eps format.
- Marketing slogans: What is the call to action? What message are you trying to impart?
- Submit all materials in Zip format. Please avoid sending files zipped using stuff-it expander (common used on Mac platform).

Deadlines

Please allow up to 8 business days before your campaign begins

for banner creation, approval and placement. This will allow us up to five business days for banner design, and up to two days for client approval. Any adjustments to the design will require additional time.

For multiple-banner design (up to 5): Please add two business days. Please call for process times where the creative involves different concepts and designs, or more than 10 banners.

Rich Media Design Services

Requests for more custom-built, complex advertising programs ranging from FLASH banners, to streaming video ads or other specialized advertising is handled on a case-by-case basis.

For advertising that includes audio or video, the raw audio or video file delivered via DVD or CD is preferred.

Deadlines

Please allow a minimum of three business days from initial request for us to provide you with an estimated timeline for Elsevier Public Safety to produce specialized creative.

Custom eBlast Design Services

Elsevier Public Safety's team can design an effective and complete eBlast for your company.

Before we can create your eBlast, you will need to work with your marketing team and ours to determine the best strategy and a clear, concise design plan. This should include providing:

1. Marketing slogans and the goal(s) of your eBlast
 - What is the call to action?
 - What message do you want to impart?
 - What is the headline?
 - What is the message block copy?
2. Art, images and links
 - company logo, products and other related art and images
 - art and images specs should be minimum of 72dpi (higher resolution or original.EPS or Photoshop/Illustrator files are preferred).
 - URL(s) of or direct graphic image(s) to be included in your eBlast
 - detailed instructions for the placement of graphics and URL links (for both art and text)

Deadlines

Please allow up to two weeks before your E-mail is scheduled to go out for the creative phase of an eBlast designed by Elsevier Public Safety.

- The initial phase of the eBlast design will occur between the client and sales representative to create a basic layout

concept.

- Elsevier Public Safety must have at least five business days to work on the concept and design of the HTML and Text versions.
- The advertiser then has up to two business days to review it.
- Upon receipt of any changes, we have up to two days to incorporate these changes before testing and scheduling the blast into our system.

These timelines ensure adequate time for the creative process, but if you miss your deadlines we cannot guarantee your Blast will retain its place on the schedule.

You may be charged a late fee of up to \$500 - or your campaign may be delayed or cancelled-depending on the situation and the degree to which the schedule has been delayed.

Surveys, Forms & Landing Pages Design Services

Elsevier Public Safety's team can create custom surveys, online forms and landing pages.

Surveys

The Elsevier Public safety marketing team can work with your marketing team to develop a Survey strategy and plan. This should include providing:

1. Marketing goal(s) of your Survey
 - What is the target audience?
 - What information do you want to gather?
2. Art, images and links
 - company logo, products and other related art and images
 - art and images specs should be minimum of 72dpi (higher resolution or original.EPS or Photoshop/Illustrator files are preferred).
 - URL(s) of or direct graphic image(s) to be included in your survey
 - detailed instructions for the placement of graphics and URL
 - inks (for both art and text)

Forms & Landing Pages

Elsevier Public Safety can develop online Forms and Landing Pages. Your marketing team should provide the following:

1. Content Descriptions
 - For Forms, a list of data fields, response options, and response types
 - For Landing Pages a concise description of page contents
2. Art, images and links
 - company logo, products and other related art and images
 - art and images specs should be minimum of 72dpi (higher resolution or original.EPS or Photoshop/Illustrator files are preferred).
 - URL(s) of or direct graphic image(s) to be included in your survey
 - detailed instructions for the placement of graphics and URL links (for both art and text)

Deadlines

Please allow up to two weeks before your Survey is scheduled to go out for the development and creative phase. You may be charged a late fee of up to \$500 - or your survey may be delayed or cancelled-depending on the situation and the degree to which the schedule has been delayed.

Please allow up to one week for development and deployment of Forms and Landing Pages following receipt of your materials.

Advertising Materials Delivery

- Sending art by Email: You may send files no larger than 5mb to: Lom.production@elsevier.com
- Please indicate on subject line advertiser name, website and campaign date. Please indicate in message name of file(s) attached and contact info and if receipt verification is requested.
- Sending art by FTP: You may send files via FTP at www.jems.com/ftp. Please follow the instructions for logging in or setting up an account and posting files. Make sure to specify name of file(s) attached and contact info and if receipt verification is requested

Advertising Materials Delivery/Contacts

- PRODUCTION DEPARTMENT CONTACT INFORMATION
Jems.com Ad Art Questions & Deadlines:
Jan Zacarias, Production Coordinator
800-266-5367 x6771 or J.Zacharias@elsevier.com