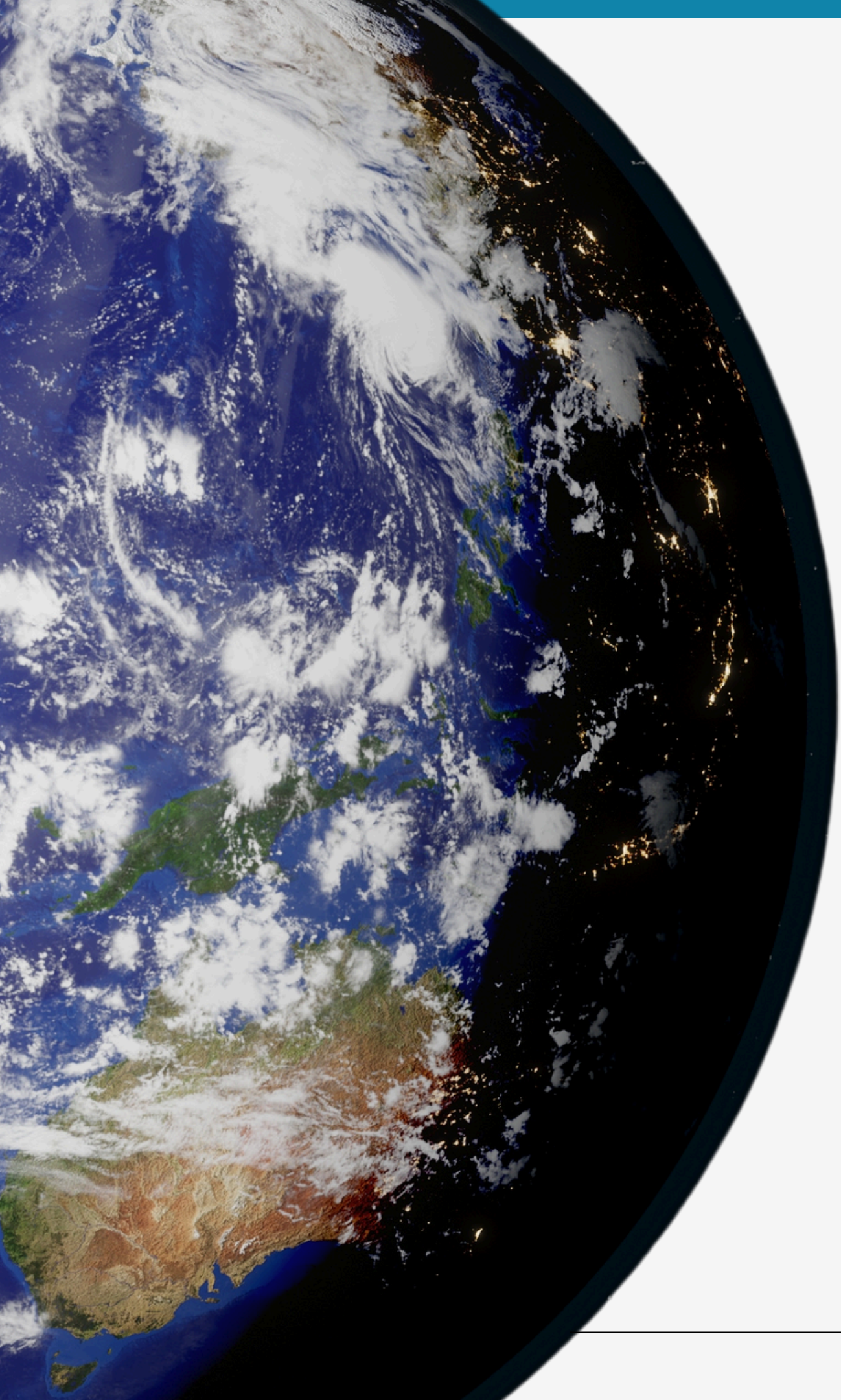




DIGITAL ADVERTISING TOOLKIT

Explore Accdon's advertising solutions, best practices, and case studies to maximize engagement and impact within the global research community.



We are a firm of experts and key opinion leaders in academic and research communications.

Our flagship brand **LetPub** utilizes the popular Journal Selector Tool and expansive email subscriber lists to provide advertising opportunities.

- **478M+ impressions** in 2024, ensuring broad visibility across the global scholarly community
- **1M+ email subscribers**, offering direct engagement with an active network of academics and researchers

Why advertise with us?

- Your ads will be placed across our **high-traffic** scientific network.
- **Established credibility** in difficult-to-access **emerging research markets**
- Exposure to **active researchers** with **significant purchasing power**

Trusted by



SPRINGER NATURE

WILEY



Lippincott
Williams & Wilkins



2024 AT-A-GLANCE: AUDIENCE VOLUME AND ATTENTION



1.32M+
registered users



478M+
yearly impressions



1M+
email subscribers



70%
engagement rate



7m52s
avg engagement time



11.4K+
webinar participants

Our audience: active researchers sharing experiences, providing advice and criticisms, and finding new opportunities in research and publishing. Researchers use our tools to navigate scholarly publishing, participate in discussions, and connect with like-minded professionals.

Global Market Traffic

TOP 3 VISITORS' COUNTRIES

01

CHINA

02

UNITED STATES

03

JAPAN

Asia Pacific Region

- 1 China
- 2 Japan
- 3 Singapore
- 4 South Korea
- 5 Philippines

European Region

- 1 United Kingdom
- 2 Germany
- 3 Netherlands
- 4 France
- 5 Finland



39M
monthly views

1.3M+
users

Science

Source: [Science Media Kit 2024](#)

14.3M
monthly views

228k
users



Source: [ACS Digital Advertising Toolkit](#)

32.6M
monthly views

1.7M
users

10.8M

Unique Visitors in 2024

The number of individual user who accesses our websites, counted only once regardless of how many times they return.

15.7

Page Views per Active User

Users are not just stopping by—they're actively exploring multiple pieces of content across the platform.

OUR PLACE WITHIN THE SCHOLARLY ECOSYSTEM

CLIENT CASE: SPRINGER NATURE

MAXIMIZING VISIBILITY FOR 300+ SPRINGER NATURE JOURNALS

The Challenge: Springer Nature sought to enhance the visibility of 300+ journals across diverse disciplines. They needed a smarter, data-driven approach to reach researchers actively searching for relevant content.

The Solution: Through our Keyword-Targeted Banner Ads, Springer Nature was able to place their journal promotions in front of the right audience at the right time, maximizing exposure and engagement.

Total Impressions

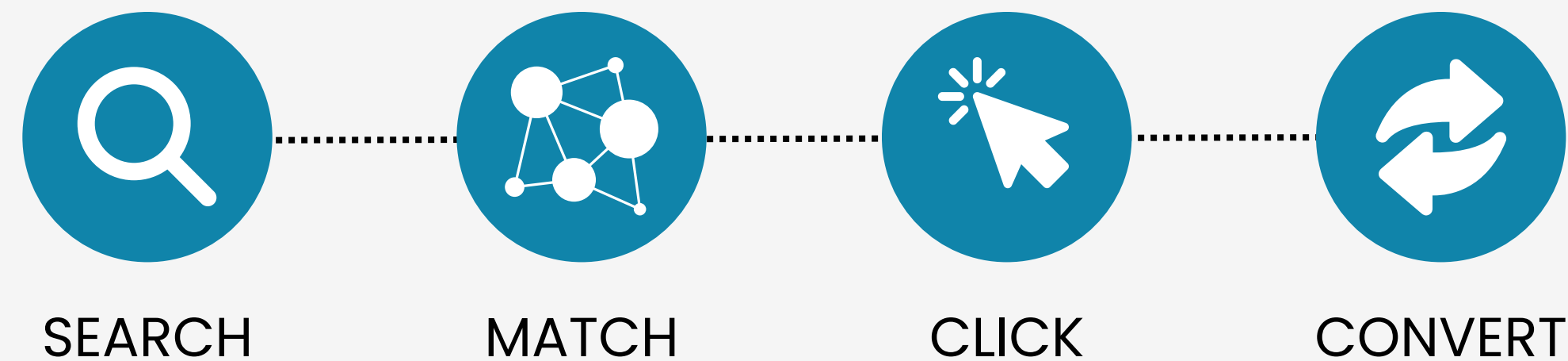
440M+

across research-driven searches

Total Clicks

148K+

generated from keyword-targeted ads



- Keyword-Targeted Banners work by matching search behaviors within our platform.
- When a researcher searches for a journal or field, our system intelligently serves relevant ads.

If a researcher searches for "PLOS ONE" (a multidisciplinary journal), ads for similar high-impact journals like "Scientific Reports (SR)" and "Nature Communications (NC)" will be shown. This ensures Springer Nature's content appears contextually in front of interested readers, increasing the likelihood of engagement.

FINDING THE RIGHT ADVERTISING SOLUTION FOR YOUR NEEDS

We offer a variety of advertising opportunities designed to help organizations connect with the right audience in the research and academic community.

	Fixed-Display Banners	Keyword-Driven Ads	Email Campaigns	Webinar
Best for	Brand Awareness	Targeted Visibility	Direct Outreach	Thought Leadership
Description	These ads provide high visibility on key pages, ensuring your brand stays top-of-mind for researchers actively searching for journals and resources.	When researchers search for journals or topics, relevant content is presented alongside their results—allowing them to discover publications, resources, and tools that match their interests.	Researchers subscribe to our newsletters to stay informed on the latest academic trends. Email campaigns put your content in front of engaged scholars who are actively seeking for new insights and resources.	Researchers turn to our expert-led webinars to refine their skills and connect with thought leaders. Sponsoring a session allows you to engage with an audience eager to learn and explore.

WEBSITE BANNER ADVERTISING

Showcase Your Brand on Our High-Traffic Web Pages

- Researchers rely on our Journal Selector Tool to find the right journal for their work.
- Your content appear on high-traffic pages, where scholars explores their publishing options.
- Gain visibility alongside trusted scholarly resources in a research driven environment.



Keyword-Driven Targeted Ads

Ads dynamically appear based on user searches, ensuring precise targeting and high relevance.

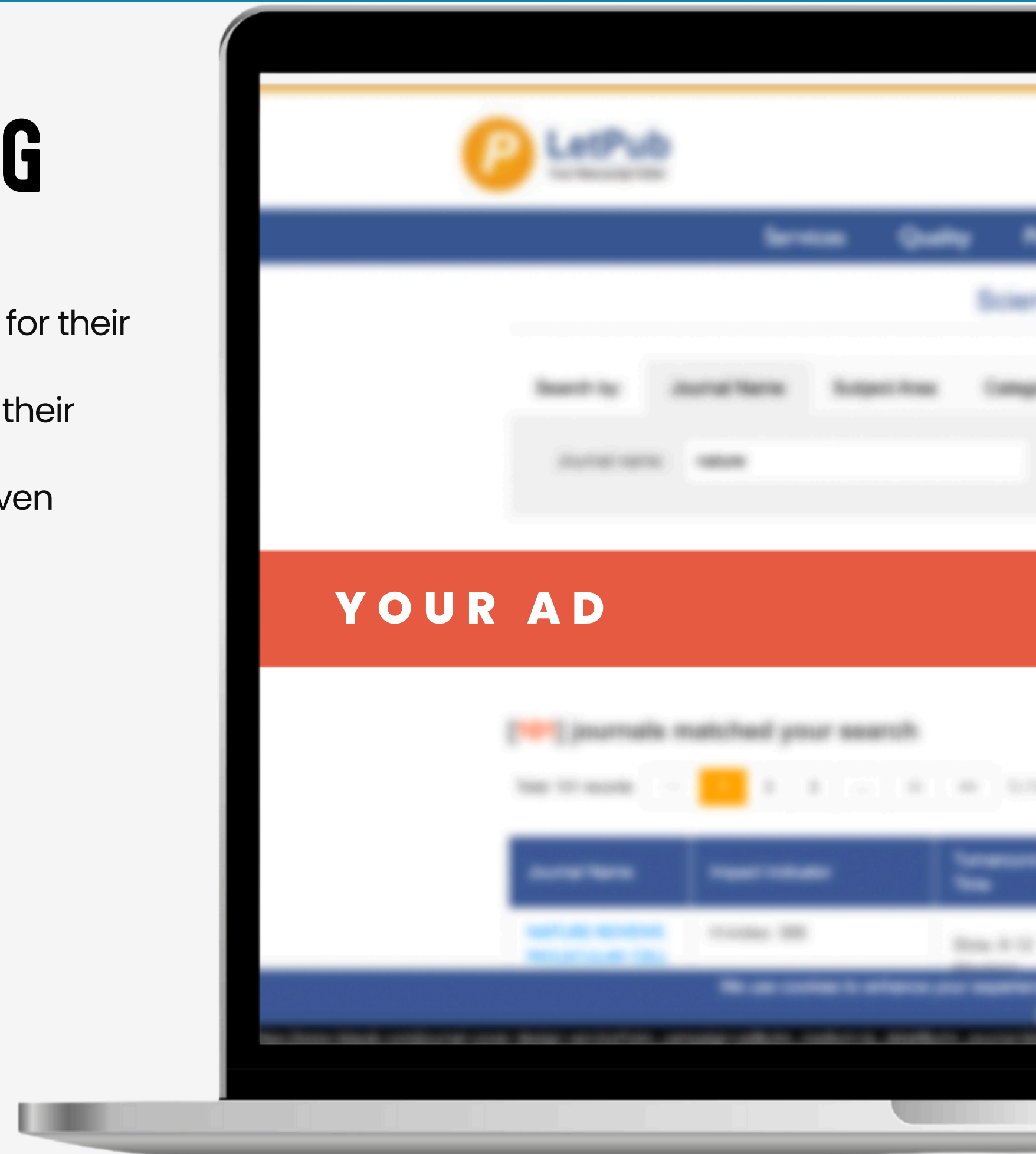
If a user searches for a journal or topic, related ads are triggered and displayed in key positions.



Fixed Display Banners

Ads are placed in specific, high-visibility positions on the homepage, journal search results, and key research pages.

They remain in place for the entire campaign period, ensuring consistent exposure to all visitors.



EMAIL MARKETING CAMPAIGNS

Reaching Academic Audiences Through Direct Emails

- Researchers subscribe to our newsletters to stay updated on industry trends, new publications, and academic discussions.
- Sponsors can contribute valuable insights, placing their content where scholars are actively looking for resources and information.



Keyword Targeted Emails

Advertisers select specific keywords related to their target audience (e.g., “machine learning,” “cancer research,” or journal names).

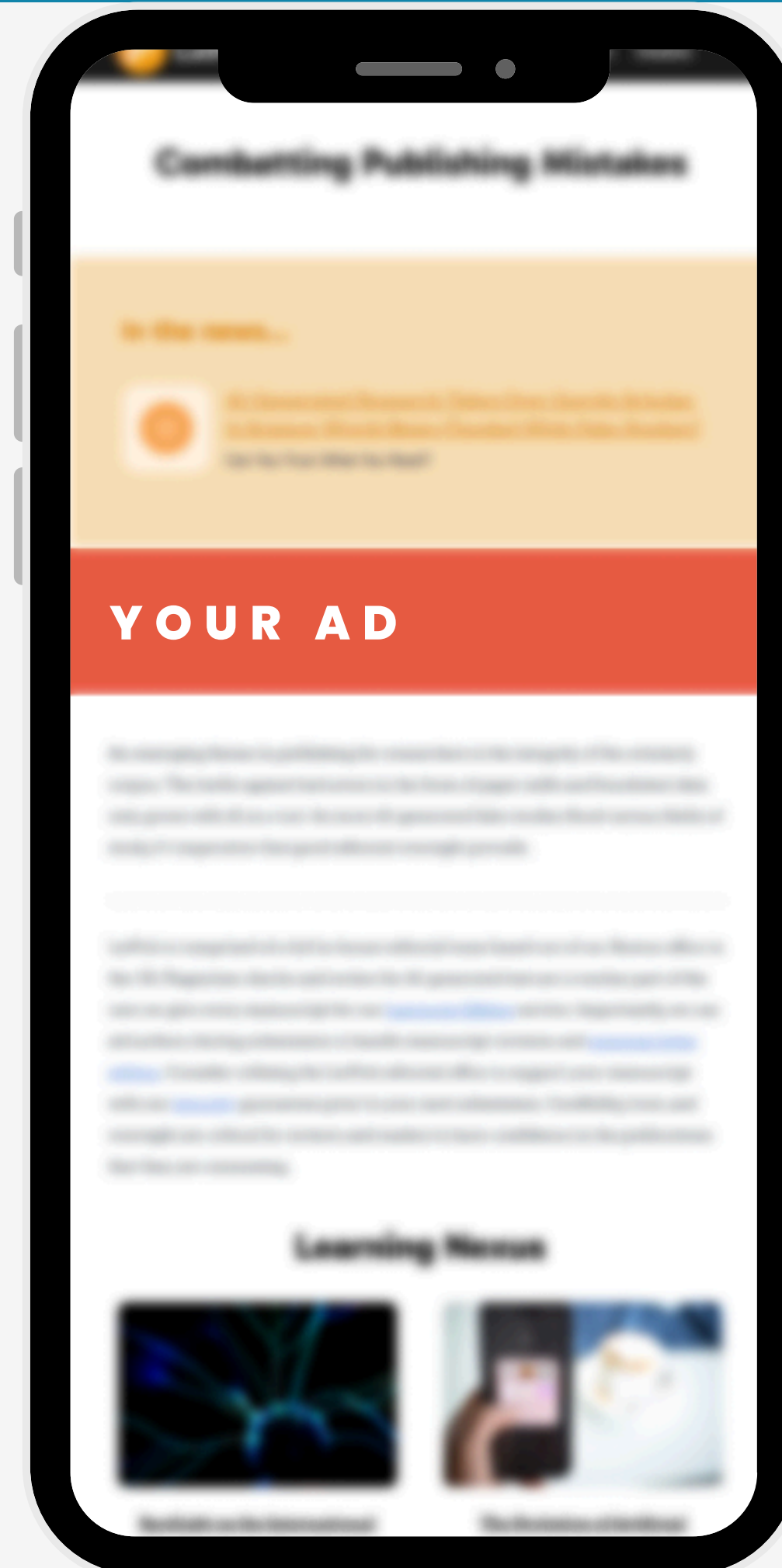
A custom recipient list is generated based on researchers’ interests



Branded Email Sponsorships

Advertisers place banners or sponsored sections within weekly research newsletters.

Reaching a broad yet engaged audience of researchers across career stages and geographies.





WEEKLY EMAILS

Researchers rely on our weekly newsletters to stay informed on industry insights, emerging trends, and academic updates. With a highly engaged audience of 1M+ subscribers, your content appears alongside carefully curated research news, reaching scholars actively seeking relevant information.

33%

AVG OPEN RATE

40%

TOP-PERFORMING CAMPAIGN CTR

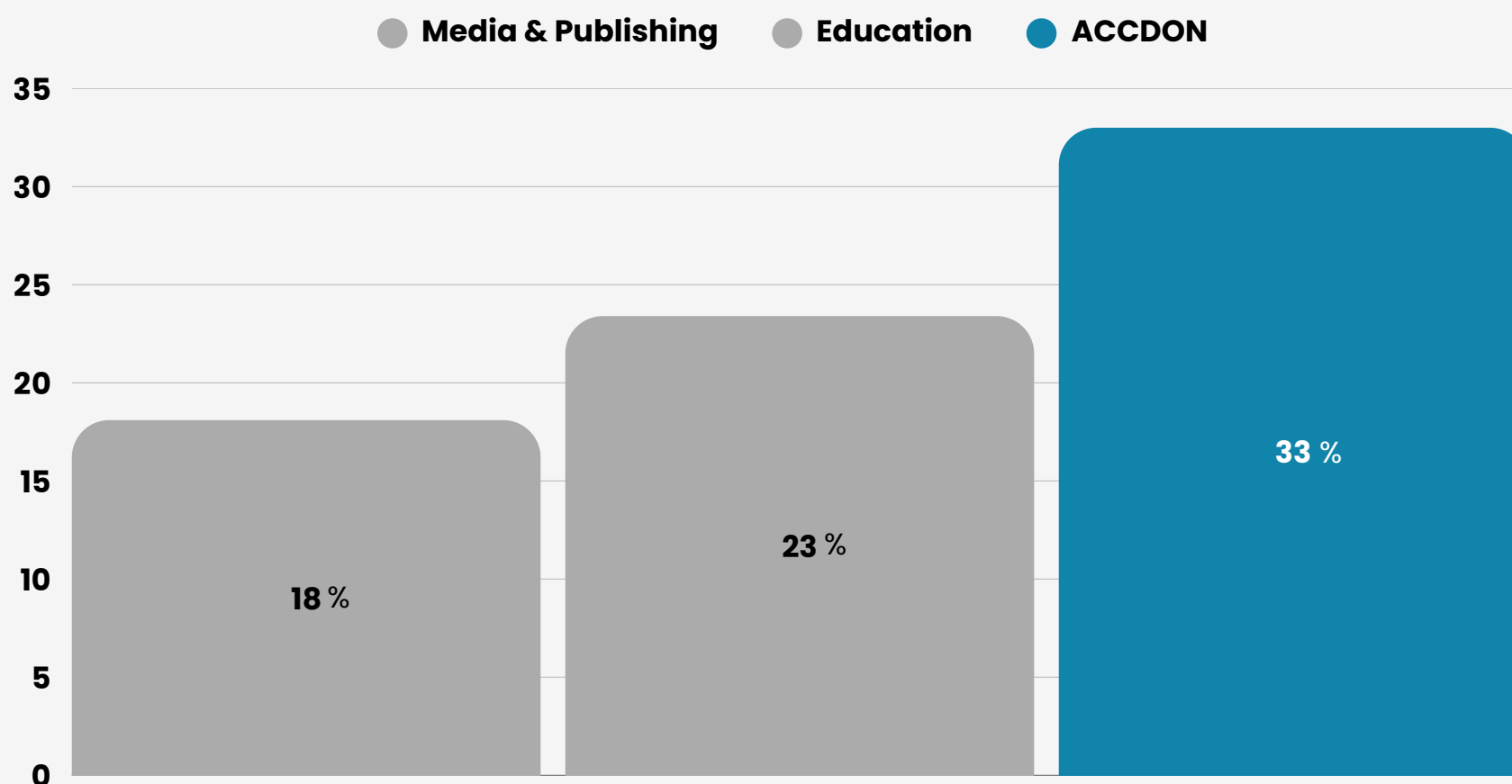
0.08%

AVG BOUNCE RATE

1M+

TOTAL SUBSCRIBERS

Email Open Rate Benchmark: How We Outperform Our Segments



Source: [WebFX](#) "Email Marketing Benchmarks for 2025: See Your Industry's Averages"

- High-Performance Placement – Ads are strategically embedded within research-driven newsletters.
- Direct Inbox Access – Avoids spam filters and lands directly with engaged readers.
- Premium Research Audience – Our subscriber base includes leading academics, journal editors, and industry professionals actively engaged in research.

WEBINAR SPONSORSHIPS

- Researchers engage with live and on-demand webinars to gain expert insights and stay informed on industry trends.
- Participate in discussions that connect you with an active scholarly audience.

CASE: HINDAWI WEBINAR SERIES

The Scope A contracted webinar series for Hindawi with production and marketing outreach
“Foundations of Peer Review” & “Becoming a Journal Editor”

The Results  Peaks of 887 registrants and 319 live viewers across 40+ countries



Past Topics We've Covered

“AI as your Research Partner”

“Accelerating the Peer Review Process”

“Leveraging Your Scientific Society”

“Establishing Yourself as New Faculty and the Start-up Process”

“Building and Maintaining an International Research Program”

2K+

Peak Attendees/Session

The highest number of participants in a single live webinar session, engaging with experts and thought leaders

11.4k+

Webinar Participants

Participants join live and on-demand sessions for engaging discussions throughout 2024



KEY ACCOUNT REPRESENTATIVE

Stephen Jezzard

✉ stephen.jezzard@accdon.com

☎ 781-202-9962

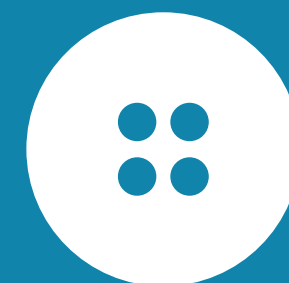
GENERAL INQUIRIES

✉ marketing@accdon.com

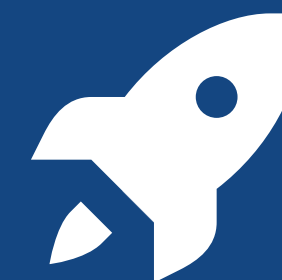
📍 400 5th Ave Suite 530
Waltham, MA 02451



**SEND US YOUR A BRIEF
DESCRIPTION OF YOUR
PRODUCT OR SERVICE AND
THE LANDING PAGE URL.**



**WE'LL DESIGN AN
AD FOR YOU AND
GIVE IT A FREE
TEST RUN WITH
OUR AUDIENCE.**



**0 COMMITMENT.
JUST SEE HOW IT
WORKS.**

TRY IT OUT - IT'S ON US!



Email marketing@accdon.com

DIGITAL AD SPECIFICATIONS

PRODUCT	PLACEMENT	AD UNIT	SPEC (IN PX)
LETPUB WWW.LETPUB.COM	Journal Selector Tool Peer Review Status Check	Horizontal Banner (Custom)	540 x 130
		Skyscraper	160 x 600
		Medium Rectangle (Custom)	397 x 256
		Leaderboard	728 x 90
LETPUB CHINA SITE WWW.LETPUB.COM.CN	Journal Selector Tool	Horizontal Banner (Custom)	540 x 130
LETPUB JAPAN SITE WWW.LETPUB.JP	Homepage Peer Review Status check Journal Selector Tool	Horizontal Banner (Custom)	540 x 130
LETPUB TRADITIONAL CHINESE SITE WWW.LETPUB.TW	Homepage Peer Review Status check Journal Selector Tool	Horizontal Banner (Custom)	540 x 130
PEEREF WWW.PEEREF.COM	Journal Selector Tool Insight Article Research Paper Lab Calculator Notes	Hero Banner (Custom)	1200 x 270
WEEKLY EMAILS	Marketing Email	Email Header Banner (Custom)	940 x 225
WECHAT	Official account post	WeChat ad creatives require a width under 1080px. Additional specifications are available upon request.	