

Ramping up online ads on scientific publications – choices and strategies at Tidsskriftet

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The Journal of the Norwegian Medical Associations

From paper dollars to digital dimes

The Journal of the Norwegian Medical Association – Tidsskriftet.no

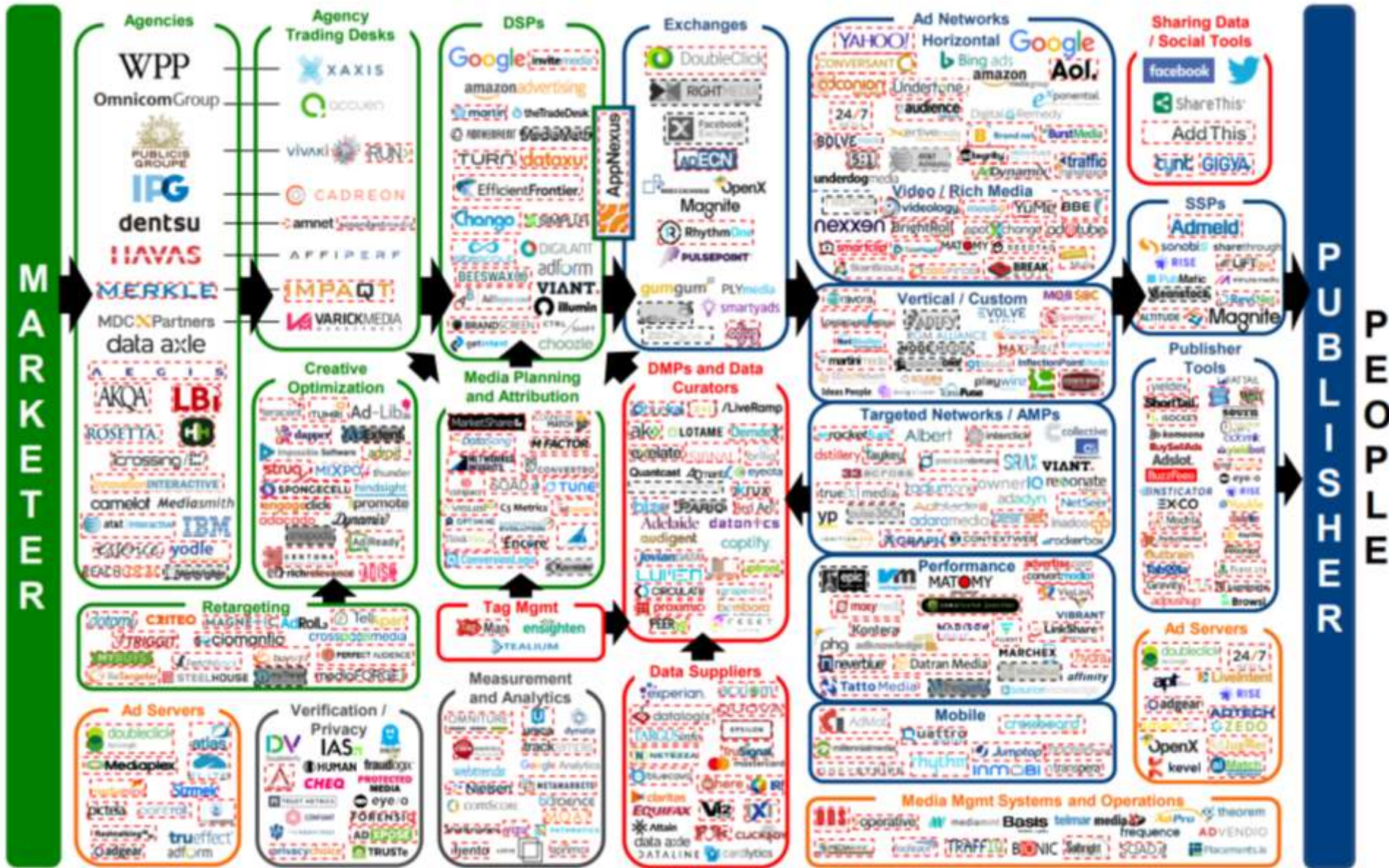
- The Norwegian Medical Association organizes 97% of all MDs in Norway
- Journal started on paper in 1881 and has published all content online since 1.1.2000
- Peer-reviewed, Pubmed-indexed, open access, COPE-member
- Publishes science, debate, feature-articles and membership-news

Traffic

- 11 million pageviews a year (Norway has 5 mill. inhabitants)
- 60% of the visitors come from Google, 15% from social media

Challenges

- Limitation: No scientific journal places ads inside the article-body.
- A myriad of ad-sizes - what do you sell?
- Where do you put the ads on desktop?
- What do you do on the very small screens?
- Do you sell your own ads? Be part of a network? Google-ads, auctions



Our choices

- Norwegian media-sites agreed in 1999 on two standard banner-widths – desktop 980 px and mobile 320 px. We followed this and only do full width ads
- Our sales were in-house, but are now done by external agency
- Only ads sold by agency, no ad-networks
- Mostly pharma-ads, but also ads for cars, insurance and governmental info-campaigns
- Ads are sold across all pages and across desktop and mobile

Top and bottom banners



APEXXNAR[®]
Vaksine mot pneumokokkinfeksjon
(20-valent, polysakkarid, konjugert, adsorbert)

LES MER

KUN FOR HELSEPERSONELL

PF-166-NO6-0296

FREDAG 06. OKTOBER 2023

Tidsskriftet
DEN NORSKE LEGEFØRING

ARTIKLER FAGOMRÅDER UTGAVER PODKAST FORFATTERVEILEDNING LEGEJOBBER SØK

MEDISINEN I BILDER

Struma og stridor

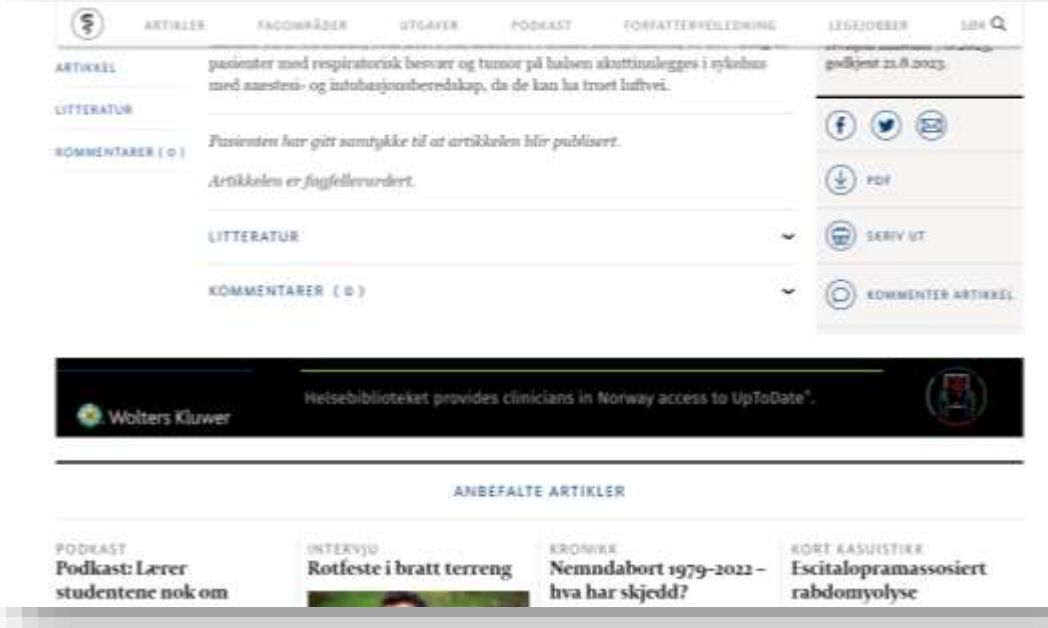
ARTIKKEL: *Torgeir Folkestad, Tormund Hauptland Njølstad, Katrin Brauckhoff, Øyvind Bruserud Om forfatterne*

LITTERATUR

KOMMENTARER (0)

Publisert: 29. september 2023
Tidsskr Nor Legeforen 2023
doi: 10.4045/tidsskr.23.0347

Mottatt 8.5.2023, første revisjon innsendt 7.8.2023, godkjent 21.8.2023.



ARTIKKEL: pasienter med respiratorisk besvær og tumor på halsskittinlegges i sykehus med anæstesi- og intubasjonsberedskap, da de kan ha trøtt luftve.

LITTERATUR

KOMMENTARER (0)

Pasienten har gitt samtykke til at artikkelen blir publisert.

Artikkelen er fagfellevurdert.

LITTERATUR

KOMMENTARER (0)

publisert 21.8.2023

f t e

PDF

SKRIV UT

KOMMENTER ARTIKKEL

Wolters Kluwer

Heisebiblioteket provides clinicians in Norway access to UpToDate[®].

ANBEFALTE ARTIKLER

PODKAST: **Podkast: Lærer studentene nok om**

INTERVJU: **Rotfeste i bratt terreng**

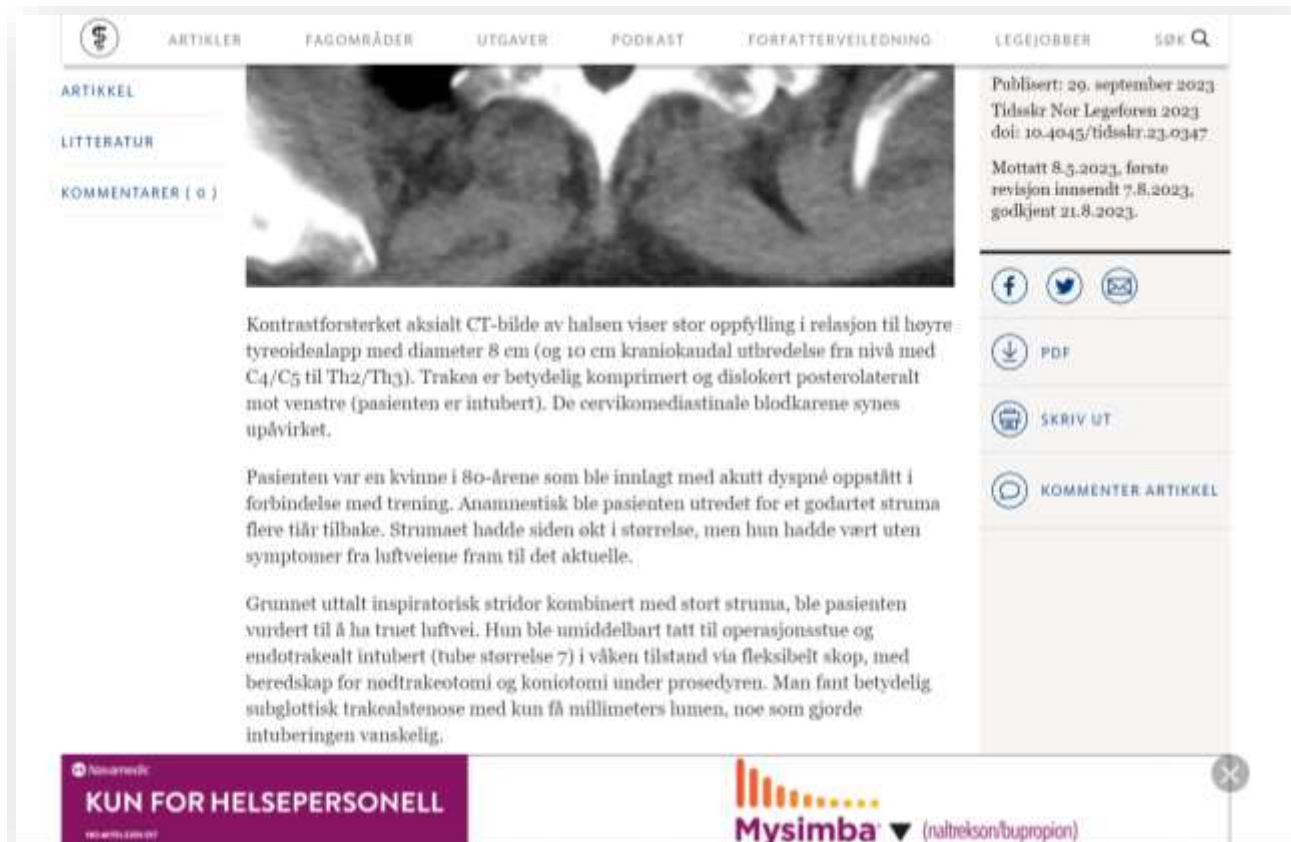
KRONIKK: **Nemndabort 1979–2022 – hva har skjedd?**

KORT KASUISTIKK: **Escitalopramassosiert rabdomyolyse**

Choices 2

- All formats have one height, simplifies sales, booking and website-coding.
- We use Google Ad Manager to book/serve ads
- Easiest to add: Top and bottom banner
- No ads inside articles on scientific journals
- Solution: Two «popup-banners» appearing and disappearing as you scroll down the article
- In-screen-time of about 20 seconds with ordinary reading time

Popup banner:



The screenshot shows a web page from a medical journal. At the top, there is a navigation bar with links for ARTIKLER, FAGOMRÅDER, UTGAVER, PODKAST, FORFATTERVEILEDNING, LEGEJOBBER, and SØK. On the left side, there are menu options for ARTIKKEL, LITTERATUR, and KOMMENTARER (0). The main content area features a CT scan image of a neck. To the right of the image, there is a text box with publication details: 'Publisert: 29. september 2023', 'Tidsskr Nor Legeforen 2023', 'doi: 10.4045/tidsskr.23.0347', 'Mottatt 8.5.2023, første revisjon innsendt 7.8.2023, godkjent 21.8.2023.' Below this, there are social media icons for Facebook, Twitter, and Email, followed by a PDF download icon, a 'SKRIV UT' (Print) icon, and a 'KOMMENTER ARTIKKEL' (Comment on article) icon. The main text of the article is in Norwegian and describes a patient with a large thyroid adenoma. At the bottom of the page, there is a purple banner for 'KUN FOR HELSEPERSONELL' (Only for healthcare professionals) and a white banner for 'Mysimba (naltrexon/bupropion)' with a logo consisting of vertical bars of varying heights.

Questions?

And then an more thing

Drupal-based scientific journal-platform

- Tidsskriftet has developed a rich publishing-platform on Drupal 10
- We would like to share this platform for free
- Key features:
 - Two views: Desktop and mobile
 - Dual language: English and other language
 - Four image-formats – 1/3, 1/2, full and zoomable
 - HTML-tables (not images) with panning
 - Import JATS-articles
 - Generate XML for Pubmed
 - API-submission to Crossref
 - Schema and Highwire metatags
 - Four ad-formats, Google Ad Manager
 - Right margin navigation on desktop
 - Collapsed mobile article-navigation
 - Four moderation status
 - Fully editable desktop frontpage
 - Mobile frontpage created by rules
 - Solr-based search
 - Click on references gives popup
 - Comment-submission/publishing
 - Speaking URLs



Tidsskriftet