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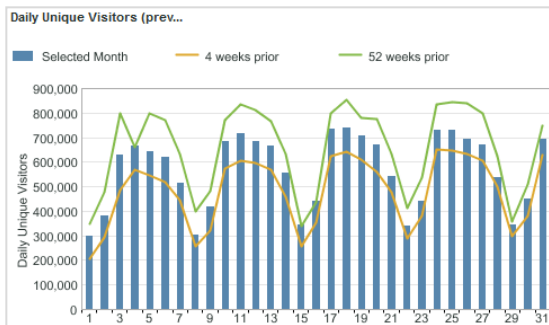
Wiley Online Library

About

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. With several million unique visitors each month, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter.

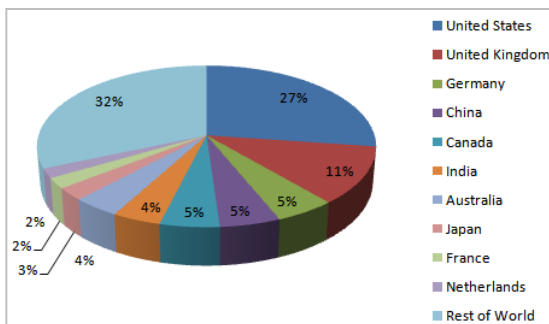
Overall usage, June 2014 (in million):

Unique Users	14
Visits	20
Page Views	83



The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

Top 10 regional breakdown, June 2013:



Advertise

You have multiple options of advertising your company, your product or service on Wiley Online Library.

- Reach the whole network
- Target a focussed subject area and thus cover multiple related journals
- Address the readers of a specific journal
- Reach the journals' readers via the electronic table of content (eTOC) e-mail service for one or multiple journals

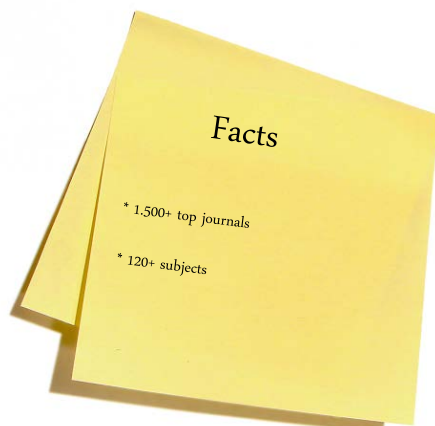
Further options as geo-targeting or frequency capping allow you to align your advertising campaign to the optimum.

Basic terms & conditions*

Subject	Leaderboard	75.- \$ CPM
	Skyscraper	100.- \$ CPM
Journal	Leaderboard	98.- \$ CPM
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* Valid from October 1, 2014

** Cost per 1,000 subscribers



Wiley Online Library

Positioning of your advertising

On the portal

The screenshot shows the Wiley Online Library homepage. At the top, there is a navigation bar with links like 'PUBLICATIONS', 'BROWSE BY SUBJECT', 'RESOURCES', and 'ABOUT US'. Below this, the main content area is divided into several sections. On the left, there is a sidebar with links for 'FOR LIBRARIANS', 'FOR ADVERTISERS', 'FOR CONTRIBUTORS', and 'FOR SOCIETIES'. The main content area features a large orange banner at the top that reads 'Your leaderboard ad'. Below this, there are several smaller banners and sections, including 'Cell & Molecular Biology', 'Research Highlights', 'Essential Resources', and 'Our online resources include'. A vertical orange banner on the right side of the page reads 'Your skyscraper ad'.

In the eTOC

The screenshot shows a Wiley Online Library eTOC page. At the top, there is a navigation bar with links like 'PUBLICATIONS', 'BROWSE BY SUBJECT', 'RESOURCES', and 'ABOUT US'. Below this, the main content area is divided into several sections. On the left, there is a sidebar with links for 'FOR LIBRARIANS', 'FOR ADVERTISERS', 'FOR CONTRIBUTORS', and 'FOR SOCIETIES'. The main content area features a large orange banner at the top that reads 'Your skyscraper ad'. Below this, there are several smaller banners and sections, including 'Cell & Molecular Biology', 'Research Highlights', 'Essential Resources', and 'Our online resources include'. A vertical orange banner on the right side of the page reads 'Your skyscraper ad'.

To provide a tailored offer and the best service to you, we recommend that you get in contact with us so we can elaborate the ideal campaign on Wiley Online Library for your company or your agency client based on latest usage figures.

For detailed information please contact:

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