

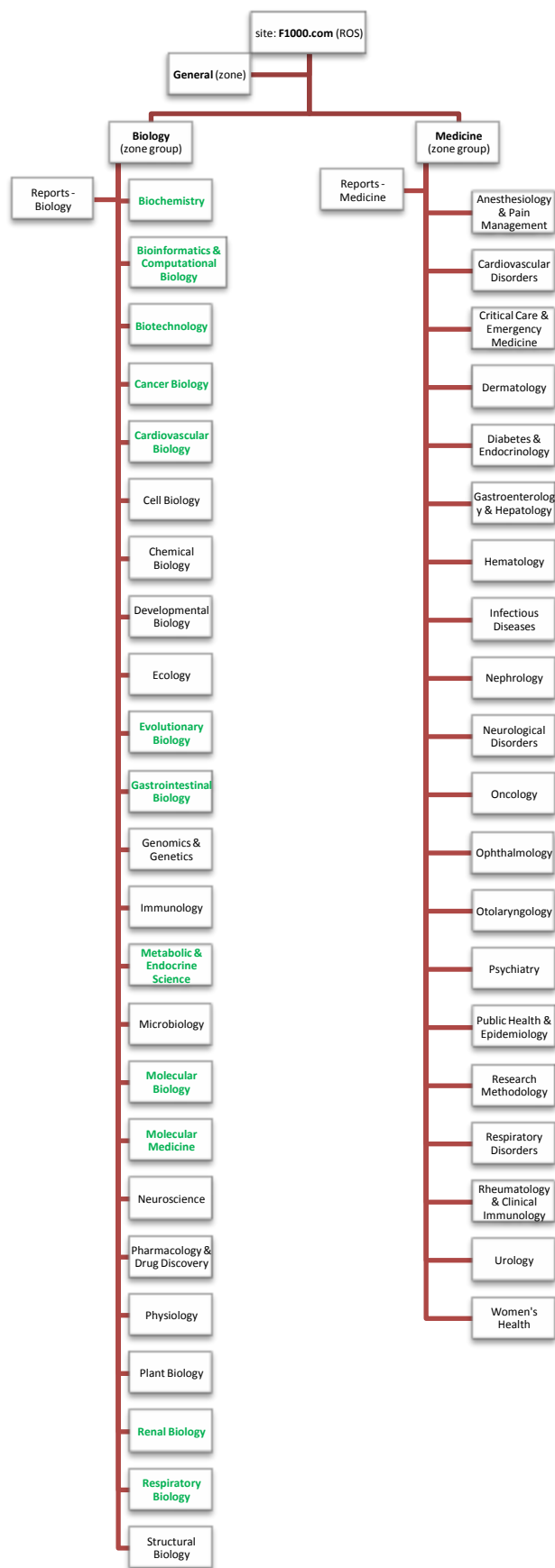
Faculty of 1000 Targeted Zones

Site: F1000.com will have run-of-site ads

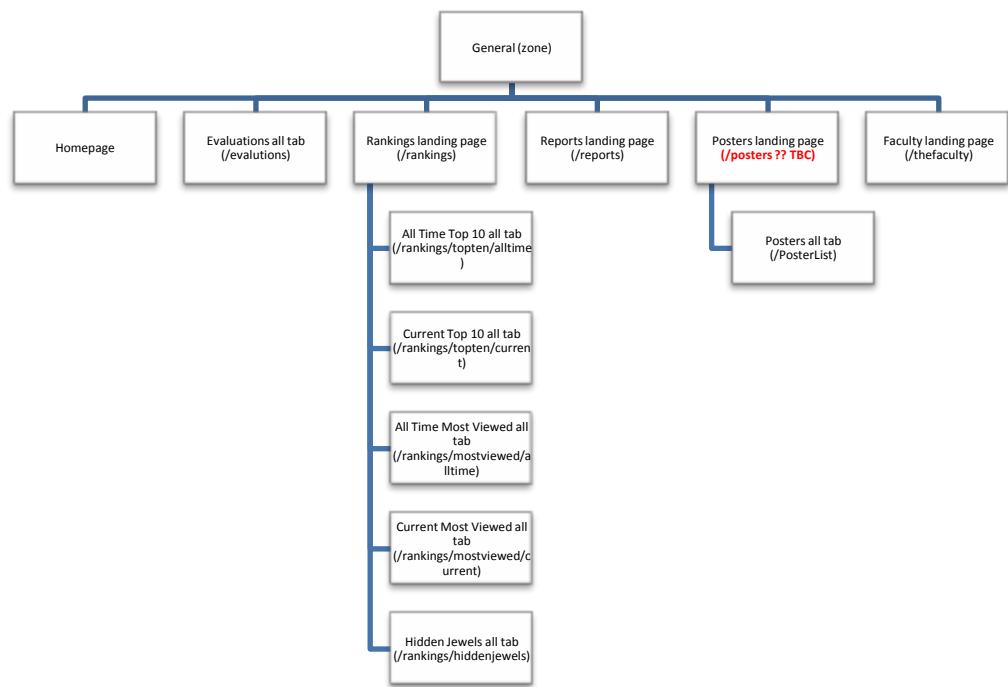
General pages will be grouped in a zone. All targeted ad campaigns will run in the targeted topic zone + general zone. See the General zone chart below.

Biology and Medicine are zone groups. Each topic listed is a zone. See a topic zone chart below. The Reports are not a topic zone, but since they're split into bio/med, it seemed best to have them at the higher level.

The topics in **bold green** are made-up faculties. TBD on how best to target to them.



General zone



Topic zone (using Oncology as an example; it would cover all the Eval sections, Ranking sections, etc)

