

## **Benefit for Advertisers:**

### **International Advertising as a Communication Process**

The SciTech, Journal of Science & Technology has distinguished international editorial board. The Journal covers the broad spectrum of "Science and Technology" like the experimental, theoretical and computational sciences, engineering sciences, and technology. Thus, this Journal reflects the broad interests of today's research community, providing a dedicated forum for rapidly reporting breakthroughs in the development and application of concepts, methods, and applications in the broad area of "Science and Technology". As the Journal is open Access the soft copy of the research articles published by this Journal. This implies that the journal has a wide reader community. Also the readers are not limited to colleagues who are working within the same field of the published article. The SciTech, Journal of Science & Technology has a wide range of reader and institutions.

The international advertising in the website can, therefore, be viewed as a communication process that takes place in multiple cultures that differ in terms of values, communication styles, and consumption patterns. International advertising is also a business activity involving advertisers and the advertising agencies that create ads and buy media in different countries. The sum total of these activities constitutes a worldwide industry that is growing in importance. International advertising is also a major force that both reflects social values, and propagates certain values worldwide.

- Advertise in online data bases directories to reach people worldwide. Include a link to your website, company contacts like a phone number and address, your company type and a description of your business. People can read your ad and click a link to contact your company. Include email information so potential customers can email you for more information.

Use online directories to reach a large amount of people for a single cost. Place you ad in the section of the directory where your potential customers will look so that customers will see your ad when they are looking for company names.

Make sure your contact information is clear and directs the customer to you or your directory listing.

- Use a company slogan or heading that will catch the reader's attention and make them want to read more. Place your ad as close to your listing as possible so people can find your business information quickly.

### **Advertising in Website and in the single Printed issue of the journal:**

Advertising with The SciTech, Journal of Science & Technology is the direct way to reach the scientists, researchers, faculty, engineers, students and other professionals associated with the Journal and Publisher or its growing list of members and organizations.

### **The SciTech, Journal of Science & Technology Corporate Member logo:**

Proudly display your affiliation with The SciTech, Journal of Science & Technology on your company website or printed materials.