

The
GenomeWeb
Media Group

MOLECULAR FOCUS.
GLOBAL REACH.

2021 Media Kit



genomeweb

360^{Dx}



PRECISION
ONCOLOGY NEWS

TWENTY YEARS Tracking the Evolution of Genomics

GenomeWeb launched its flagship news site and daily newsletter in 2000, meeting the need for a real-time online news service dedicated to the burgeoning genomics industry. Since then, genomics has influenced major segments of the life science and healthcare markets, spanning basic research to clinical practice, and GenomeWeb's expert journalists have tracked this evolution closely.

GenomeWeb's portfolio now includes sister sites 360Dx and Precision Oncology News, which keep industry leaders informed about key trends in *in vitro* diagnostics and oncology — two fields that have witnessed rapid disruption from advances in molecular biology.

Our highly engaged audience has grown steadily over the years to include nearly half a million decision makers in pharmaceutical and biotech firms, academic research, diagnostic developers, clinical labs, clinical research organizations, and healthcare practitioners. We offer a broad range of digital marketing options to deliver your message to these loyal and influential audiences.

The GenomeWeb Media Group is a business unit of Crain Communications Inc.

Our Audience*

467,000
AVERAGE MONTHLY
UNIQUE USERS
ACROSS ALL THREE
SITES IN 2020

**1.2
MILLION**
AVERAGE PAGE VIEWS
PER MONTH ACROSS
ALL THREE SITES
IN 2020

147,369
UNIQUE EMAIL
NEWSLETTER
SUBSCRIBERS



282,065

average monthly users, 2020 YTD
(32% increase over 2019)



93,216

average monthly users, 2020 YTD
(132% increase over 2019)



14,791

average monthly users, 2020 YTD
(72% increase over 2019)

*Source: Google Analytics, SailThru data as of August 2020

AUDIENCE: GenomeWeb

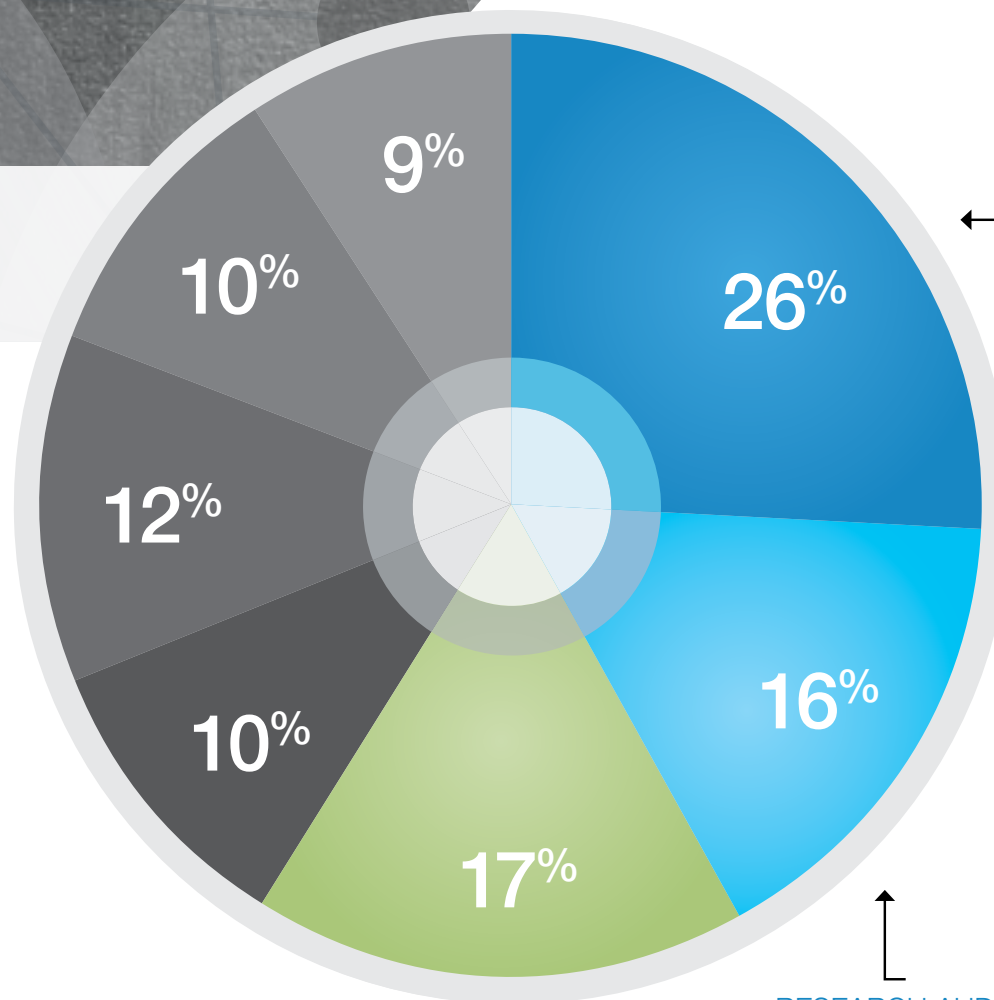
GenomeWeb's readers reflect the breadth of molecular biology technologies and applications, from bench researchers to clinicians.

TOTAL AUDIENCE BY ORGANIZATION TYPE*

282,065

Monthly Unique Visitors**

- Academic/Govt/Nonprofit Research Institute
- Pharma/Biopharma/Ag-Bio
- CLIA Lab/Hospital/Medical Center
- Diagnostic Developer
- CRO/Genomic Services Provider
- Instrument Manufacturer/Vendor
- Other (VCs, consultants, lawyers, etc.)



RESEARCH AUDIENCE:
147,914 MONTHLY READERS

CLINICAL LAB AUDIENCE:
61,235 MONTHLY READERS



Readers by geographic region**



*Source: GenomeWeb Registration Demographics as of August 2020

**Source: Google Analytics as of August 2020

AUDIENCE: 360Dx

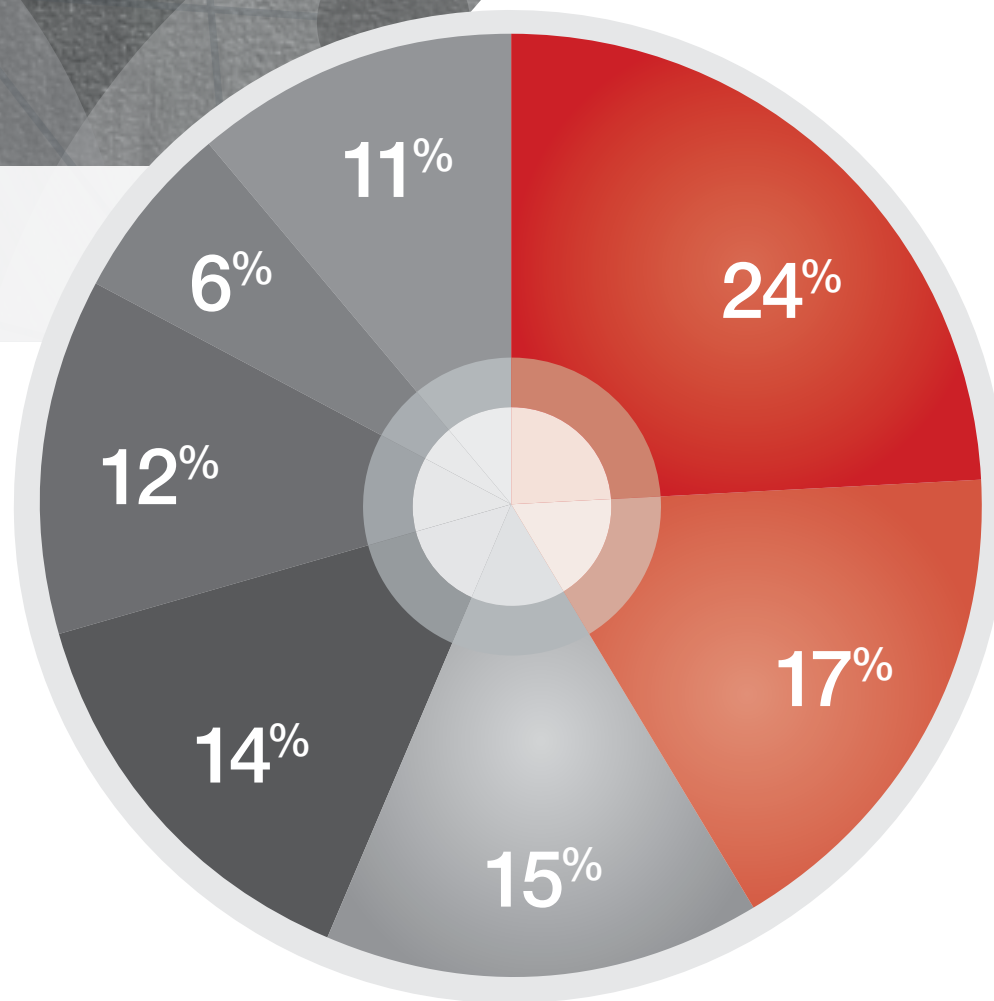
360Dx readers are decision makers from diagnostic developers and clinical labs who need to stay on top of the latest trends in the *in vitro* diagnostic market.

TOTAL AUDIENCE BY ORGANIZATION TYPE*

93,216

Monthly Unique Visitors**

- CLIA Lab/Hospital
- Diagnostics Developer
- Academic/Nonprofit Research
- Pharma/Biopharma/Ag-Bio
- Instrument/Reagent Vendor
- CRO/Research Services
- Other (VCs, consultants, lawyers, etc.)



360^{Dx}

Readers by geographic region**



*Source: 360Dx Registration Demographics as of August 2020
**Source: Google Analytics as of August 2020

AUDIENCE: Precision Oncology News

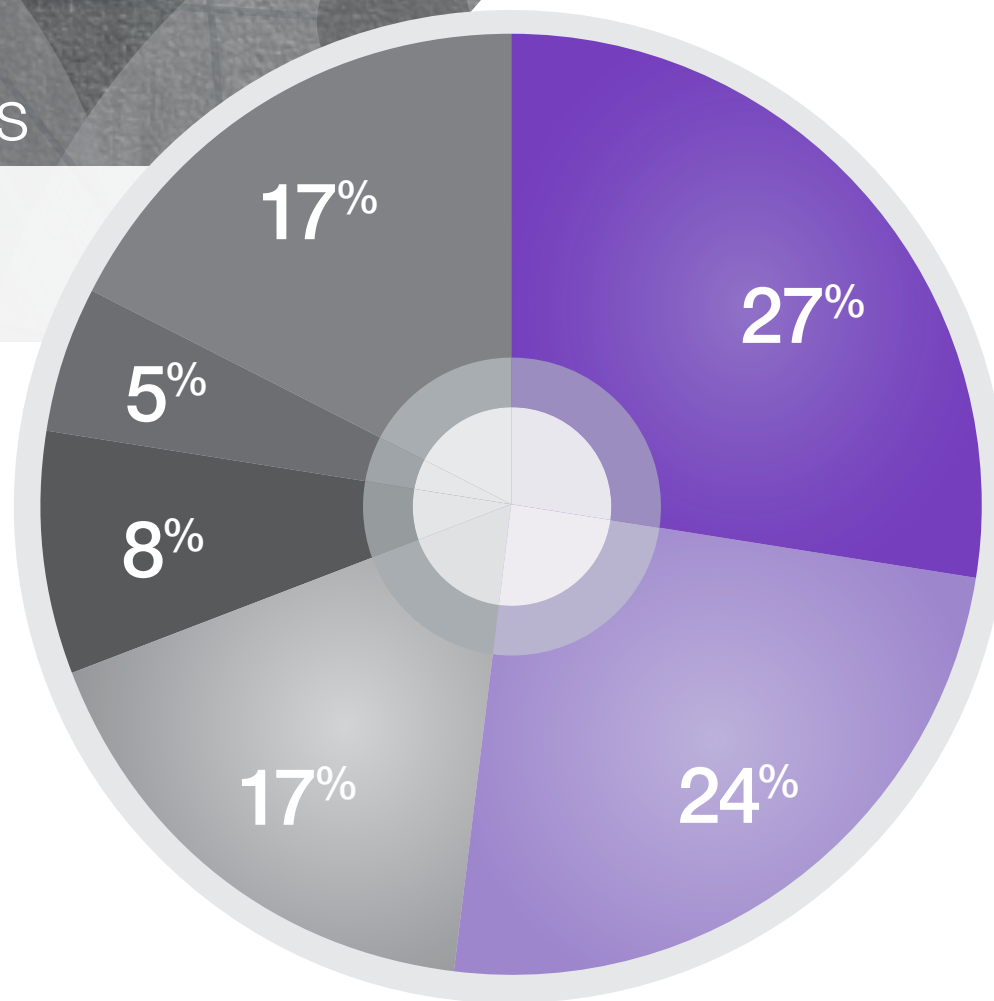
Precision Oncology News readers are early adopters of biomarker-driven cancer therapy hailing from cancer centers, research hospitals, and private oncology practices.

TOTAL AUDIENCE BY ORGANIZATION TYPE*

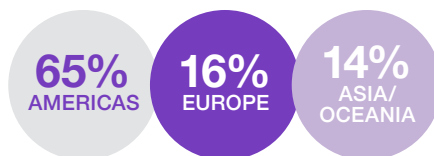
14,791

Monthly Unique Visitors**

- Pharma/Biopharma
- Hospital/Private Practice
- Academic/Govt/Nonprofit Research Institute
- CRO/Genomic Services Provider
- Diagnostic Developer
- Other (Vendors, Consultants, etc.)



Readers by geographic region**



*Source: Precision Oncology News Registration Demographics as of August 2020
 **Source: Google Analytics as of August 2020

AUDIENCE ENGAGEMENT

Readers of the GenomeWeb Media Group brands are highly engaged with our sites and breaking news bulletins.

Newsletter Engagement*

Our real-time email news bulletins are industry must-reads.

GenomeWeb Daily News

22.5%

OPEN RATE

360Dx Daily News

25.2%

OPEN RATE

Precision Oncology News Alert

33%

OPEN RATE

Onsite Engagement**

Newsletter subscribers are devoted consumers of our online content.



genomeweb

2.05

AVERAGE
PAGES
PER
SESSION

3:02

MINUTES
AVERAGE
SESSION
DURATION

360 Dx

2.72

AVERAGE
PAGES
PER
SESSION

2:52

MINUTES
AVERAGE
SESSION
DURATION



PRECISION
ONCOLOGY NEWS

3.26

AVERAGE
PAGES
PER
SESSION

3:35

MINUTES
AVERAGE
SESSION
DURATION

*Source: SailThru data as of August 2020

**Source: Google Analytics

ADVERTISING OPTIONS For Every Budget



DISPLAY PAGES 8-10

- **New in 2021! Home Page Takeover** offers unprecedented visibility
- Run-of-site banners provide **maximum reach** to the broadest possible audience
- Core Channel banners allow you to target reader interests
- Hypertargeted Channel banners provide precision messaging for niche audiences
- An average of 467,000 unique visitors per month across all three sites*



NEWSLETTERS PAGES 11-13

- **147,369** unique email newsletter registrants across all three sites; 47% of readers subscribe to three or more newsletters
- Daily emails — GenomeWeb Daily News, the Scan, and 360Dx Daily News — reach more than **134,000** unique opt-in readers 20 times per week
- Topic-specific weekly, bi-weekly, and monthly mailings serve **targeted** audiences
- Open rates outpace industry benchmarks



LEAD GENERATION PAGES 14-16

- **Webinars:** Our dedicated webinar team works with you to co-host and market an informative online seminar program that delivers hundreds of high-quality leads
- **Pay-Per-Lead Program:** Harness GenomeWeb's promotional reach to drive traffic to your white papers, application notes, educational videos, and on-demand webinars. Ensure qualified leads with our customized registration page option



CUSTOM OPPORTUNITIES PAGES 17-20

- **Topic Takeover:** Maximize your exposure with a full-page branding program built around our content keywords
- **Custom Channel:** Full-page takeover branding, lead generation, and thought leadership positioning on a topic of your choice
- **Surveys:** Survey our readership to inform your R&D or marketing strategies
- **eCase Studies:** Our team will produce an educational video highlighting the value of your products in your customers' research
- **Virtual Roundtable:** Exclusive sponsorship of a thought-provoking online panel discussion. Produced by our editorial staff, we gather high-profile opinion leaders to discuss key trends
- **Sponsored Content:** Educational content produced by you that is vetted by GenomeWeb and hosted on a special section of our site.



EMAIL LIST RENTAL PAGE 21

- Send your message directly to our audience
- Total database size of **111,744** email addresses

DISPLAY ADVERTISING: Home Page Takeover

Industry decision makers start their day on the home pages of GenomeWeb, 360Dx, and Precision Oncology News.

A Home Page Takeover gives you exclusive ownership of all seven ad units on the industry's "front page," providing optimum exposure to our most engaged and loyal readers.

Home Page visitors are highly engaged. These visitors spend more time on site and consume more content than visitors who do not visit the home page:

- **GenomeWeb:**

Home Page visitors spend an average of **3:27 minutes** onsite and view an average of **3.1 pages**.

- **360Dx:**

Home Page visitors spend an average of **2:46 minutes** onsite and view an average of **2.8 pages**.

- **Precision Oncology News:**

Home Page visitors spend an average of **2:37 minutes** onsite and view an average of **2.8 pages**.



DISPLAY ADVERTISING: Run-of-Site Coverage

Run-of-site banner positions on the GenomeWeb, 360Dx, and Precision Oncology News sites provide maximum reach, with exposure across high-traffic article pages and the home page.

Run-of-site CPM Rates - GenomeWeb, 360Dx and Precision Oncology News

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Ad Position	Size	CPM: 20K Impressions	CPM: 40K Impressions	CPM: 120K Impressions	CPM: 240K Impressions	CPM: 480K Impressions
Leaderboard	728 x 90	\$88.00	\$80.00	\$76.25	\$72.50	\$68.75
Small Rectangle (1 & 2)	180 x 150	\$37.50	\$34.50	\$32.50	\$31.25	\$30.00
Skyscraper	160 x 600	\$55.00	\$50.00	\$47.50	\$45.00	\$42.50
Large Rectangle 1	300 x 250	\$88.00	\$80.00	\$76.25	\$72.50	\$68.75
Large Rectangle 2	300 x 250	\$37.50	\$34.50	\$32.50	\$31.25	\$30.00
Footer	728 x 90	\$27.50	\$25.00	\$23.75	\$22.50	\$21.25
Text Sponsorship	250 characters			\$500 per month		



DISPLAY ADVERTISING: Core and Hypertargeted Channels

Target your messaging to popular content channels as well as niche topics.

GenomeWeb Core Channels:

- Sequencing
- Molecular Diagnostics
- Cancer
- PCR
- Clinical Sequencing
- Gene Editing
- Infectious Disease
- Informatics
- Microarrays & Multiplexing
- Proteomics & Protein Research
- Applied Markets

360Dx Core Channels:

- Clinical Lab Management
- Coronavirus
- Point-of- Care Testing

Core Channel CPM Rates

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Position	Size	CPM: 5K Impressions	CPM: 15K Impressions	CPM: 45K Impressions	CPM: 90K Impressions	CPM: 180K Impressions
Leaderboard	728 x 90	\$127.75	\$116.00	\$109.75	\$105.00	\$100.00
Small Rectangle (1 & 2)	180 x 150	\$92.25	\$83.75	\$79.75	\$75.75	\$72.50
Skyscraper	160 x 600	\$110.00	\$100.00	\$95.00	\$90.00	\$86.00
Large Rectangle 1	300 x 250	\$127.75	\$116.00	\$109.75	\$105.00	\$100.00
Large Rectangle 2	300 x 250	\$92.25	\$83.75	\$79.75	\$75.75	\$72.50
Footer	728 x 90	\$71.00	\$64.50	\$61.25	\$58.00	\$55.00

Hypertargeted Channel CPM Rates

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Position	Size	CPM
Leaderboard	728 x 90	\$147.00
Small Rectangle (1 & 2)	180 x 150	\$106.00
Skyscraper	160 x 600	\$126.50
Large Rectangle 1	300 x 250	\$147.00
Large Rectangle 2	300 x 250	\$106.00
Footer	728 x 90	\$81.75

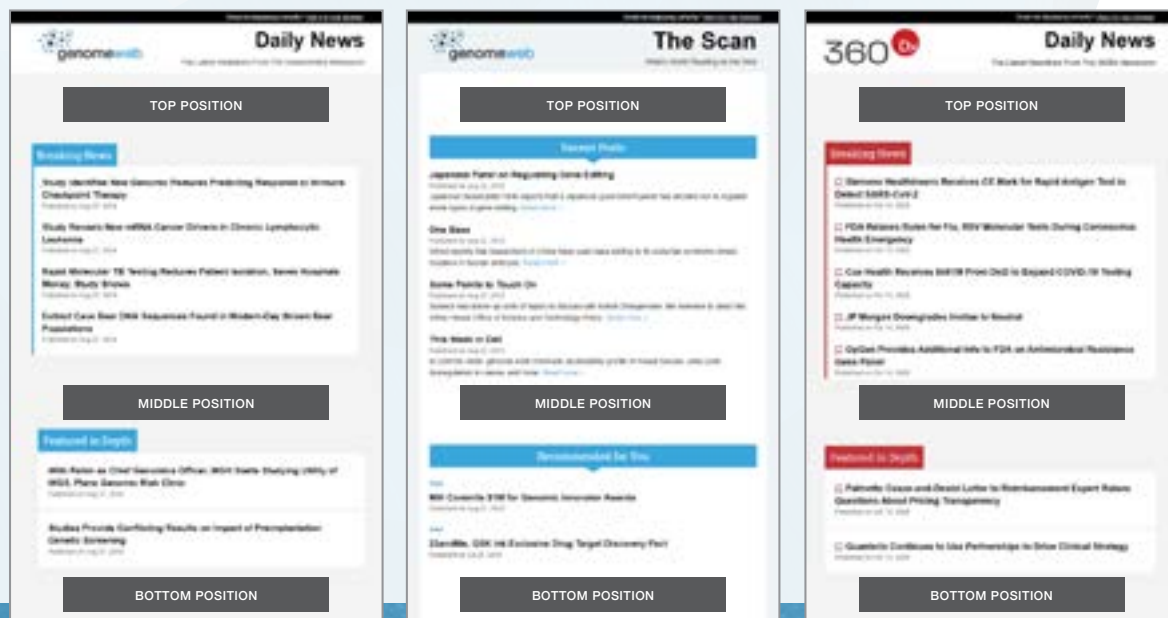
GenomeWeb Hypertargeted Channels:

- Autoimmune Disease
- Biomarker Discovery & Validation
- Cardiovascular Disease
- Cell Biology Research
- Drug Discovery and Development
- Epigenetics Research
- Gene Expression Research
- Genetic Research
- Inherited Disease
- Mass Spec
- Metabolic Disease
- Neurological and Psychological Disease
- Reproductive Health
- Sample Prep

NEWSLETTERS:

Daily News Bulletin Sponsorships

Life science and diagnostics leaders rely on breaking news bulletins from the GenomeWeb and 360Dx newsletters to stay ahead of the curve in their fields. Four daily bulletins reach more than 134,000 readers each weekday.



GenomeWeb Daily News

- The industry's leading source for breaking news
- Delivered twice daily each weekday
- 108,000 subscribers
- Open rate: 22.5%

The Scan

- Curated digest of journal, blog, and news content
- Delivered once each weekday
- 107,000 subscribers
- Open rate: 21.8%

360Dx Daily News

- Breaking news on the IVD and clinical lab markets
- Delivered once each weekday
- 23,000 subscribers
- Open rate: 24.9%

GenomeWeb Daily News and Scan Per-Bulletin Rates

468 X 60 TEXT OR HTML ADS

Ad Position	1X	3X	6X	12X
Top Position	\$730	\$695	\$655	\$635
Top 2 Position	\$545	\$520	\$495	\$470
Middle Position	\$495	\$470	\$445	\$420
Bottom Position	\$295	\$280	\$265	\$250
Bottom 2 Position	\$295	\$280	\$265	\$250

360Dx Daily News Per-Bulletin Rates

468 X 60 TEXT OR HTML ADS

Position	Price per Bulletin
Top Position	\$450
Top 2 Position	\$400
Middle Position	\$350
Bottom Position	\$195
Bottom 2 Position	\$195

NEWSLETTERS: Topical Bulletin Sponsorships

Topic-focused news bulletins help you target thousands of readers in specialty disciplines.

GenomeWeb				
Topic	For Readers Following	Send Days	Subscribers	Open Rate
Sequencing	NGS technologies, RNA-seq, clinical sequencing	Tuesdays, Fridays	28,800	29.1%
Molecular Diagnostics	Emerging diagnostic technology, PCR- and NGS-based testing	Mondays, Thursdays	25,300	29.8%
Cancer	Cancer research, liquid biopsy, cancer risk testing	Mondays, Thursdays	25,200	28.8%
PCR	qPCR, digital PCR, amplification, point-of-care testing platforms	Wednesdays	20,800	26.4%
Informatics	Bioinformatics, software, genome analysis, variant classification, IT	Wednesdays	19,600	25.1%
Proteomics	Protein analysis, clinical proteomics, Biomarkers	Tuesdays	10,900	28.1%
Liquid Biopsy	Cell-free DNA testing, blood-based PCR and NGS testing	Tuesdays	4,600	44.2%
Weekly Roundup	The biggest GenomeWeb stories of the prior week	Mondays	4,100	42.0%
Europe	News about the European genomics sector	Fridays	2,100	39.1%
Industry Conference Headlines	News from major industry conferences	Periodically	847	49.0%

Topical Email Bulletin Rates

468 X 60 TEXT OR HTML ADS

Ad Position	Price per Bulletin
Top Position	\$450
Top 2 Position	\$400
Middle Position	\$350
Bottom Position	\$195
Bottom 2 Position	\$195

NEWSLETTERS: Topical Bulletin Sponsorships

Topic-focused news bulletins help you target thousands of readers in specialty disciplines.

360Dx				
Topic	For Readers Following	Send Days	Subscribers	Open Rate
Infectious Disease	Diagnostic development for pathogenic diseases	Fridays	14,900	23.4%
Cancer	Cancer diagnostics, companion diagnostics, cancer risk testing	Wednesdays	8,500	22.7%
Molecular Diagnostics	Lab-developed tests, regulatory and reimbursement issues	Tuesdays, Fridays	7,800	25.9%
Coronavirus	The latest news on COVID-19 testing	Saturdays	7,100	43.6%
360Dx Premium	A weekly mailing highlighting the best of 360Dx's coverage	Mondays	5,200	34.5%
Point-of-Care Testing	New developments on point-of-care testing technologies	Thursdays	1,800	48.2%
Clinical Lab Management	Trends and issues affecting clinical labs	Thursdays	1,400	48.8%
Europe	News about the European diagnostics sector	Fridays	670	41.7%

Precision Oncology News				
Topic	For Readers Following	Send Days	Subscribers	Open Rate
News Alert	News about the implementation of biomarker-guided cancer treatment	Tuesdays, Thursdays	5,300	31.9%

Topical Email Bulletin Rates

468 X 60 TEXT OR HTML ADS

Ad Position	Price per Bulletin
Top Position	\$450
Top 2 Position	\$400
Middle Position	\$350
Bottom Position	\$195
Bottom 2 Position	\$195

LEAD GENERATION: Webinars

Our Turnkey Webinar Program Gives You Direct Access to the GenomeWeb Media Group's Global Audience.

Put our digital marketing presence to work for you with a sponsored Webinar. You'll receive hundreds of fully qualified leads as well as four months' worth of branding.



WEBINAR SPONSORS RECEIVE:

- More than \$30,000 worth of online branding (banners, bulletins, email blasts) during the promotional period.
- Dedicated webinar coordinator for a 100% turnkey experience.
- Ability to customize registration form questions in order to qualify leads.
- Copies of all marketing materials for internal promotion, including custom landing page URL.
- Detailed attendance report breaking out attendees, engagement, event activity, and more.
- Copy of MP4 recording of webinar to host on your site.



CUSTOM MARKETING PROGRAM:

Each webinar includes a comprehensive marketing program that is completely customized in line with the topic and your target audience. Our dedicated webinar team will work with you to plan and execute a seamless webinar that delivers hundreds of qualified leads.

All creative materials are supplied by our in-house design team.

The marketing program includes:

- Two-month banner ad campaign.
- Five promotional email blasts to a highly targeted list to drive registration: more than 50,000 names in total.
- Text and HTML ads in our daily and weekly email bulletins.
- Two reminder emails prior to the live event.
- A follow-up email to all registrants after the live webinar with a link to the on-demand version.

LEAD GENERATION: Webinars

Pre-Event:

Planning begins months before the webinar date in order to ensure a smooth event and meet your lead-generation goals.

- We provide a dedicated webinar coordinator who handles all logistical details related to the event.
- Our coordinator liaises with our editorial teams to help develop the theme with you, create any audience surveys, and work with all panelists to prepare them for the event.

Live Event:

We provide two dedicated staffers to host the live event:

- A webinar producer who handles all logistics and ensures panelists are prepared.
- A moderator from our editorial team who introduces the panelists and conducts the Q&A session.

440

AVERAGE
TOTAL
REGISTRANTS

500

AVERAGE TOTAL LEAD
(INCLUDING ON-
DEMAND LEADS)

64%

of GenomeWebinar
attendees are
potential buyers of
life science tools and
technologies

Post-Event:

The sponsor receives a comprehensive report including:

- Contact details of all registered delegates.
- Indication of who attended and their attention level.
- Details of all questions asked throughout the event.
- Results of surveys or polls conducted during the event.
- The recorded webinar is hosted on our websites and is promoted for two months via our daily email bulletins.

PRICING:

\$15,000 per webinar

\$12,500 per webinar

for 2 or more per year and for clients qualifying for the GenomeWeb Media Group's value-added program

Formatted webinar transcript (optional):
\$2,750

Formatted white paper summary based on webinar presentations (optional):
\$5,000

LEAD GENERATION: Pay-Per-Lead Program

Our pay-per-lead offering can help you meet your marketing goals.

Our turnkey, customizable cost-per-lead programs deliver a steady stream of qualified leads to help fill your sales pipelines, with options available for every budget.

Include as many resources as you want in the same lead-gen campaign across all three of our sites!

CHOOSE FROM THE FOLLOWING OPTIONS FOR YOUR REGISTRATION FIELDS:

For all programs, we will host and promote your downloadable resources, including:

- White Papers
- Application Notes
- Posters
- eBooks
- Case Studies
- On-Demand Webinars

Basic Lead Gen Program	Basic Plus Lead Gen Program	Premium Lead Gen Program
Four reader demographic fields:	Seven reader demographic fields:	Eleven reader demographic fields:
<ul style="list-style-type: none"> • First Name • Last Name • Organization Name • Email Address 	<ul style="list-style-type: none"> • First Name • Last Name • Organization Name • Email Address • Job Title • Mailing Address <p>Choice of One of the Following:</p> <ul style="list-style-type: none"> • Phone Number • Organization Type • Job Function • Technology Areas of Interest • Application Areas of Interest 	<ul style="list-style-type: none"> • First Name • Last Name • Organization Name • Email Address • Job Title • Mailing Address • Phone Number • Organization Type • Job Function • Technology Areas of Interest • Application Areas of Interest
\$25 per lead	\$45 per lead	\$55 per lead
100 lead minimum	100 lead minimum	100 lead minimum
Minimum order \$2,500	Minimum order \$4,500	Minimum order \$5,500

Further qualify your Basic Plus or Premium leads with a custom question for an additional \$10/lead!

EXCLUSIVE ONLINE SPONSORSHIP: Topic Takeovers

Maximize your exposure on GenomeWeb with a custom full-page branding program built around a topic of your choice

GenomeWeb's topic takeovers are designed to showcase your thought leadership on a subject of interest to our audience.

A **topic takeover** gives you all seven ad units on our article pages, allowing you to deliver comprehensive, coordinated messaging well beyond the scope of a traditional banner ad. Seven ad positions offer the opportunity to convey the full breadth of your offerings or test a mix of branding, traffic driving, and other messaging.

We will work with you to develop a topical theme and 10-15 exclusive keywords that will define the scope of your campaign. Article pages tagged with those terms are served with full-page takeover ads.

Program includes an **eblast series** on the topical theme, highlighting your messaging alongside curated from the GenomeWeb Media Group content.

Optional lead-generation add-on: Four ad positions on each page are reserved to promote your downloadable white papers, application notes, and other assets. We will deliver leads on a cost-per-lead basis over the course of the campaign.



EXCLUSIVE ONLINE SPONSORSHIP: Custom Channel

A Sponsored Custom Channel is an unprecedented opportunity to align your message with GenomeWeb content.

Partner with GenomeWeb for this 12-month program to create an educational online content hub on a topic of your choice!

- Highlights your educational resources alongside the GenomeWeb Media Group's value-added content.
- High-visibility branding and lead-generation offering that promotes your white papers, videos, application notes, and other resources.
- Delivers a convenient, online portal for our readers interested in staying abreast of news and resources on your topic of choice.

GENOMEWEB WILL LEVERAGE ITS EXISTING CONTENT CHANNEL ARCHITECTURE TO BUILD A CUSTOM CHANNEL ON A TOPIC OF YOUR CHOICE WITH THE FOLLOWING FEATURES:

- Exclusive sponsorship: All inventory on the channel home page and article pages will be reserved for your advertising creative and downloadable resources for a 12-month term.
- Real-time curated news feed: **GenomeWeb Media Group** editors will hand-select articles that will appear on this channel (based on criteria to be determined via scoping discussions).
- Custom resource eblasts: We will send six eblasts during a 12-month period highlighting your downloadable resources alongside curated **GenomeWeb Media Group** content.
- Comprehensive marketing plan: We will create and run ads on our websites and in email bulletins driving traffic to the channel home page and to individual downloadable resources. Additional marketing includes AdWords, social media, paid media, and promotion at conferences.
- Sponsored Custom Channel: Delivers full-page-takeover branding, lead generation, and thought leadership positioning on a topic of your choice.



EXCLUSIVE ONLINE SPONSORSHIP: Virtual Roundtable Series

Align your brand with the hottest topics in the genomics, diagnostics, and oncology fields by sponsoring a thought-provoking virtual roundtable. Produced and moderated by our senior editorial staff, these online events gather a panel of high-profile opinion leaders to discuss key trends.



SPONSORS RECEIVE:

- Company name and logo on all promotion to our engaged audience, including customizable landing/registration page, banner advertising, email blasts, and newsletter advertising.
- Names and contact information for all registrants for the live event as well as on-demand recording, including engagement statistics and all questions asked during the event.
- Copy of recording to share for your own use.
- Print-ready written summary of the roundtable discussion for follow-on content marketing.

2020 VIRTUAL ROUNDTABLE TOPICS:

June 2020:

Germline Insights from NGS Somatic Testing: Clinical Challenges and Controversies

October 2020:

Navigating the FDA's EUA Process for Diagnostics in the Present and Future: A Stakeholder Panel Discussion

December 2020:

Predicting COVID-19 Severity from Genetic and Other Biomarkers: A Virtual Roundtable Discussion

TENTATIVE 2021 VIRTUAL ROUNDTABLE TOPICS:

Precision Oncology News Virtual Molecular Tumor Board Series

Equity of Genomic Testing for Cancer Patients: Progress and Obstacles

Trends in Single-Cell Analysis

Polygenic Risk Scores: Benefits and Challenges

Advances in Gene Editing

New Technologies Enabling Point-of-Care Testing

Trends in Clinical Lab Management

COVID-19 Testing: Overcoming Technical and Regulatory Hurdles

IVD-R: What Labs and IVD Developers Need to Know

CONTENT MARKETING SOLUTIONS

The GenomeWeb Media Group will work with you to develop a content marketing program to showcase either your own content or materials produced by the GW Custom Solutions team.

eCase Studies

Allow the GenomeWeb Media Group to produce an educational on-demand video highlighting the value of your products in your customers' research!

- GenomeWeb's E-Case Studies are short (15-minute) pre-recorded videos in which your customers present real-world examples of how they are using your products in their research workflows. Sponsoring companies may also have internal staff present work on behalf of their customers.
- E-case Studies are recorded as on-demand video presentations, including your customer's presentation followed by a Q&A with a GenomeWeb moderator (using seed questions to be prepared by the sponsor and GenomeWeb).
- GenomeWeb also provides a PDF transcript for each E-Case Study.
- The recording and PDF are yours to use in your content marketing efforts. Or use them in GenomeWeb's pay-per lead program.

Sponsored Content

Sponsored content is content produced by you, your public relations firm, or another third party that is vetted by the GenomeWeb Media Group and deemed to be of scientific/educational value for our audience.

- Content is hosted on a special section of the GenomeWeb sites and GenomeWeb drives traffic to these pages via onsite ads and bulletin ads. Sponsored content is clearly marked as such.
- Sponsored content is best suited for thought leadership and brand awareness.

Custom Surveys

Work with the GenomeWeb Media Group to design a survey of our audience to inform your R&D, business development, or go-to-market strategy.

- GenomeWeb's editorial and marketing teams will work with you to develop a survey that will deliver valuable insights to your internal teams.
- Turnkey offering: GenomeWeb designs and hosts the survey, manages eblasts, analyzes the data, and produces a printer-friendly detailed report.
- Marketing plan add-on available to promote report via GenomeWeb, or sponsor can limit to internal use.

EMAIL LIST RENTAL

Deliver Your Message Directly to the GenomeWeb audience

GenomeWeb's list rental program gives you direct access to our engaged audience. GenomeWeb readers are found in biopharmaceutical companies, research universities, biomedical institutes, and government laboratories. More than three-quarters of readers are involved in the purchasing process for scientific tools and technologies.

Ask your ad sales manager for a complete data card with details for all selection categories.

111,744
NAMES IN LIST RENTAL DATABASE*

SELECTION CATEGORIES

AREA OF INTEREST:

- Biomarker Discovery
- Cancer Diagnostics
- Cancer Research
- Cancer Therapeutics
- Clinical Lab Management
- Coronavirus
- Diagnostics/Companion Diagnostics Development
- Drug Discovery/Development
- Epigenetics
- Gene Editing/Gene Silencing
- Genotyping/SNP Analysis
- Human Disease (Non-cancer)
- Infectious Disease
- Informatics/IT/Data Analysis
- Liquid Biopsy
- Microarray Analysis
- Microbiology
- NIPT
- PCR
- Proteomics/Protein Analysis
- Sequencing
- Translational Research

ORGANIZATION TYPE:

- Pharmaceutical/Biopharmaceutical Company
- Ag-Bio Company
- Contract Research Organization
- Genomic Services Provider
- Diagnostic Developer
- Core Lab
- Academic/University/Nonprofit Research Institute
- Government Agency
- Reference/Clinical Lab/Hospital CLIA Lab
- Medical Center/Hospital

PRICING:

Base Price: \$500/Thousand
(includes interest area selection)

Suppression List
Comparison: **\$150/file**

HTML: **\$50/file**

DISPLAY PRICING

Run-of-site CPM Rates (GenomeWeb, 360Dx and Precision Oncology News)

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Position	Size	CPM: 20K Impressions	CPM: 40K Impressions	CPM: 120K Impressions	CPM: 240K Impressions	CPM: 480K Impressions
Leaderboard	728 x 90	\$88.00	\$80.00	\$76.25	\$72.50	\$68.75
Small Rectangle (1 & 2)	180 x 150	\$37.50	\$34.50	\$32.50	\$31.25	\$30.00
Skyscraper	160 x 600	\$55.00	\$50.00	\$47.50	\$45.00	\$42.50
Large Rectangle 1	300 x 250	\$88.00	\$80.00	\$76.25	\$72.50	\$68.75
Large Rectangle 2	300 x 250	\$37.50	\$34.50	\$32.50	\$31.25	\$30.00
Footer	728 x 90	\$27.50	\$25.00	\$23.75	\$22.50	\$21.25
Text Sponsorship	250 characters		\$500 per month			

Hypertargeted Channel CPM Rates

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Position	Size	CPM
Leaderboard	728 x 90	\$147.00
Small Rectangle (1 & 2)	180 x 150	\$106.00
Skyscraper	160 x 600	\$126.50
Large Rectangle 1	300 x 250	\$147.00
Large Rectangle 2	300 x 250	\$106.00
Footer	728 x 90	\$81.75



Core Channel CPM Rates (GenomeWeb and 360Dx)

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Ad Position	Size	CPM: 5K Impressions	CPM: 15K Impressions	CPM: 45K Impressions	CPM: 90K Impressions	CPM: 180K Impressions
Leaderboard	728 x 90	\$127.75	\$116.00	\$109.75	\$105.00	\$100.00
Small Rectangle (1 & 2)	180 x 150	\$92.25	\$83.75	\$79.75	\$75.75	\$72.50
Skyscraper	160 x 600	\$110.00	\$100.00	\$95.00	\$90.00	\$86.00
Large Rectangle 1	300 x 250	\$127.75	\$116.00	\$109.75	\$105.00	\$100.00
Large Rectangle 2	300 x 250	\$92.25	\$83.75	\$79.75	\$75.75	\$72.50
Footer	728 x 90	\$71.00	\$64.50	\$61.25	\$58.00	\$55.00

NEWSLETTER PRICING

GenomeWeb Daily News and Scan Per-Bulletin Rates 468 X 60 TEXT OR HTML ADS

Ad Position	1X	3X	6X	12X
Top Position	\$730	\$695	\$655	\$625
Top 2 Position	\$545	\$520	\$495	\$470
Middle Position	\$495	\$470	\$445	\$420
Bottom Position	\$295	\$280	\$265	\$250
Bottom 2 Position	\$295	\$280	\$265	\$250

360Dx Daily News Per-Bulletin Rates

Position	Price per Bulletin
Top Position	\$450
Top 2 Position	\$400
Middle Position	\$350
Bottom Position	\$195
Bottom 2 Position	\$195

Topical Email Bulletin Rates 468 X 60 TEXT OR HTML ADS

Ad Position	Price per Bulletin
Top Position	\$450
Top 2 Position	\$400
Middle Position	\$350
Bottom Position	\$195
Bottom 2 Position	\$195

SPECIAL NOTES

- Per-bulletin middle position bookings earn a complimentary bottom position. Complimentary positions must run in the same year as the middle position.
- Bulletin link longevity: bulletin links remain live for one week from the day the bulletin runs.
- All bulletin purchases combine for frequency discounts.

BANNER SPECIFICATIONS

AD SPECIFICATIONS:

BANNER SIZES BY POSITION:

Leaderboard, Footer: 728 x 90

Small Rectangle (1&2): 180 x 150

Skyscraper: 160 x 600

Large Rectangle (1&2): 300x250

Text Sponsorship: 250 characters

ACCEPTED FORMAT:

HTML 5, JPG, GIF, animated GIF, Flash, One link per banner ad.

DEADLINE AND DELIVERY:

All materials are due by 6 pm EST on the Monday of the week prior to your ad's scheduled run.

Submit materials to genomeweb@yourbow.com

FREQUENCY DISCOUNTS:

Core Channel and Run-of-site Banner purchases are counted separately for frequency discounts.

Q4 2020 bookings count towards 2021 frequency rates for bookings completed before March 31, 2021.

NOTE:

Maximum purchase of 120,000 impressions in a given 30-day period for Run-of-site Banner campaigns. Please check with your sales representative for limitations on Core Channel Banner purchases.

Important note for HTML 5 ads:

The ability to accurately measure when a consumer clicks the ad (click through) is a critical feature of any ad server. Ad servers must be able to identify the click destination of the ad and swap it out with something it can control, most commonly a redirect URL that, when initiated, logs the click. In order to record click throughs, the ad server, the publisher and any other parties involved must be able to recognize the code identifying the click and its destination through a standard format.

The following examples are methods for applying the clickTag variable within the ad creative: `var clickTag = "www.example.com";`

Click destination methods

Ads must use the clickTag variables as the destination of the click event, whether handled by anchor tags (`<a>`), `window.location`, `window.open`, or any other method of navigating the user.

When using this variable upon click, if you use an anchor tag, we require setting the target attribute to `"_blank"`. This ensures that the click destination opens in a new page or tab.

```
<a href=(the URL of the clickTag) target="_blank"> </a>
```

A typical way to utilize the clickTag variable is to give the anchor tag a unique id and assign the href dynamically after page load via Javascript:

```
HTML: <a id="clickArea" target="_blank"></a>
```

```
Javascript: var clickArea =  
            document.getElementById("clickArea");  
            clickArea.href = clickTag;
```

To leverage Javascript's `window.open` method within the HTML:

```
<a href="javascript:window.open(window.clickTag, '_blank')"></a>
```

Multiple Clickthrough URLs

In instances of multiple clickthrough urls within the same ad, enumerate click tags as follows: `clickTag0`, `clickTag1`, `clickTag2`

Click tags should be placed in the .html file without minification or obfuscation. This helps the ad server find the variable easily so that it can substitute the correct value.

NEWSLETTER AD SPECIFICATIONS

NEWSLETTER TEXT ADS:

Text Ads should be submitted in the following format:

Hed

[70 character limit, including spaces, no breaks]

Subhed (optional)

[70 character limit, including spaces, no breaks]

Body

[300 character limit, no more than 3 breaks, 4 if no subhed]

One Call-to-Action link:

please **highlight or underline** in copy

Example format for Advertisers submitting text ad copy:

Hed: Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit Sed Do Eiusmod

Subhed: Tempor Incidunt ut Labore et Dolore Magna Aliqua quis Nostrud

Body: Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt **ut labore et dolore.**

PLEASE NOTE:

We are not responsible for the appearance of any special or HTML-based characters showing up properly in a text ad. Some browsers will not display them as intended and others will substitute alternative characters and we have no control over this. Examples include: superscript TM, gendered apostrophes or quotation marks, and the circled C and R in copyright registration marks.

BULLETIN BANNER ADS:

All positions are 468 x 60. Acceptable formats are JPG and GIF. Note that while we accept animated GIFs they do not render completely in Outlook 2007.

DEADLINES:

All materials are due by 6 pm EST on the Monday of the week preceding your scheduled ad.

Ad materials that are not compliant with our specifications are considered outstanding. In instances where materials are not specification compliant or are outstanding clients will be invoiced at the contracted rate and the ad will not run.

DELIVERY:

Email materials to genomeweb@yourbow.com

CONTACTS

AD SALES

Carla Lira-Avila

Midwest Media Sales Director
carla.lira@genomeweb.com
CO Office: 303-404-2038
Mobile: 303-378-6284

Victoria Macomber

East Coast Media Sales Director
victoria.macomber@genomeweb.com
Mobile: 774-210-0020

Arlene Nelson

International Media
Sales Director
arlene.nelson@genomeweb.com
Mobile: 201-788-1971

Drew Thornley

West Coast Media Sales Director
drew.thornley@genomeweb.com
Mobile: 619-459- 9595

Greg Anderson

COO
greg.anderson@genomeweb.com
Tel: 212-651-5632
Mobile: 917-628-5903

Kevin Churak

Sales/Marketing Analyst
kevin.churak@genomeweb.com
Tel: 212-651-5624

Maggie Grennes

Sales Assistant
maggie.grennes@genomeweb.com
Tel: 212-651-5614

AD TRAFFICKING

Send all ad materials to:
genomeweb@yourbow.com

GENOMEWEBINARS

Alison Baksh

Integrated Marketing Manager
alison.baksh@genomeweb.com
Tel: 212-651-5621

Daniel Bookbinder

Digital Marketing Producer
daniel.bookbinder@genomeweb.com
Tel: 212-210-0420