

The **GenomeWeb** Media Group

MOLECULAR FOCUS.
GLOBAL REACH.

2024 Media Kit



More than **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.

The **GenomeWeb Media Group's** portfolio now includes sister sites **360Dx** and **Precision Medicine Online**, which keep industry leaders informed about key trends in in vitro diagnostics and individualized Medicine. In 2022, we acquired Knead Media, which added the **Precision Medicine Leaders' Summit** conference series to our offerings.

Our highly engaged audience has grown steadily over the years to include thousands of 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 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*

277,256

AVERAGE MONTHLY
UNIQUE USERS
ACROSS ALL THREE
SITES IN 2023

645,805

AVERAGE PAGE VIEWS
PER MONTH ACROSS
ALL THREE SITES
IN 2023

182,617

UNIQUE EMAIL
NEWSLETTER
SUBSCRIBERS



202,233

average monthly
users, 2023 YTD

360Dx

45,186

average monthly
users, 2023 YTD

**PRECISION
MEDICINE ONLINE**

46,679

average monthly
users, 2023 YTD



*Source: Google Analytics, SailThru data as of August 2023

The
GenomeWeb
Media Group

2024 Media Kit
MOLECULAR FOCUS.
GLOBAL REACH.

AUDIENCE: GenomeWeb

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

TOTAL AUDIENCE BY ORGANIZATION TYPE*

202,233

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.)

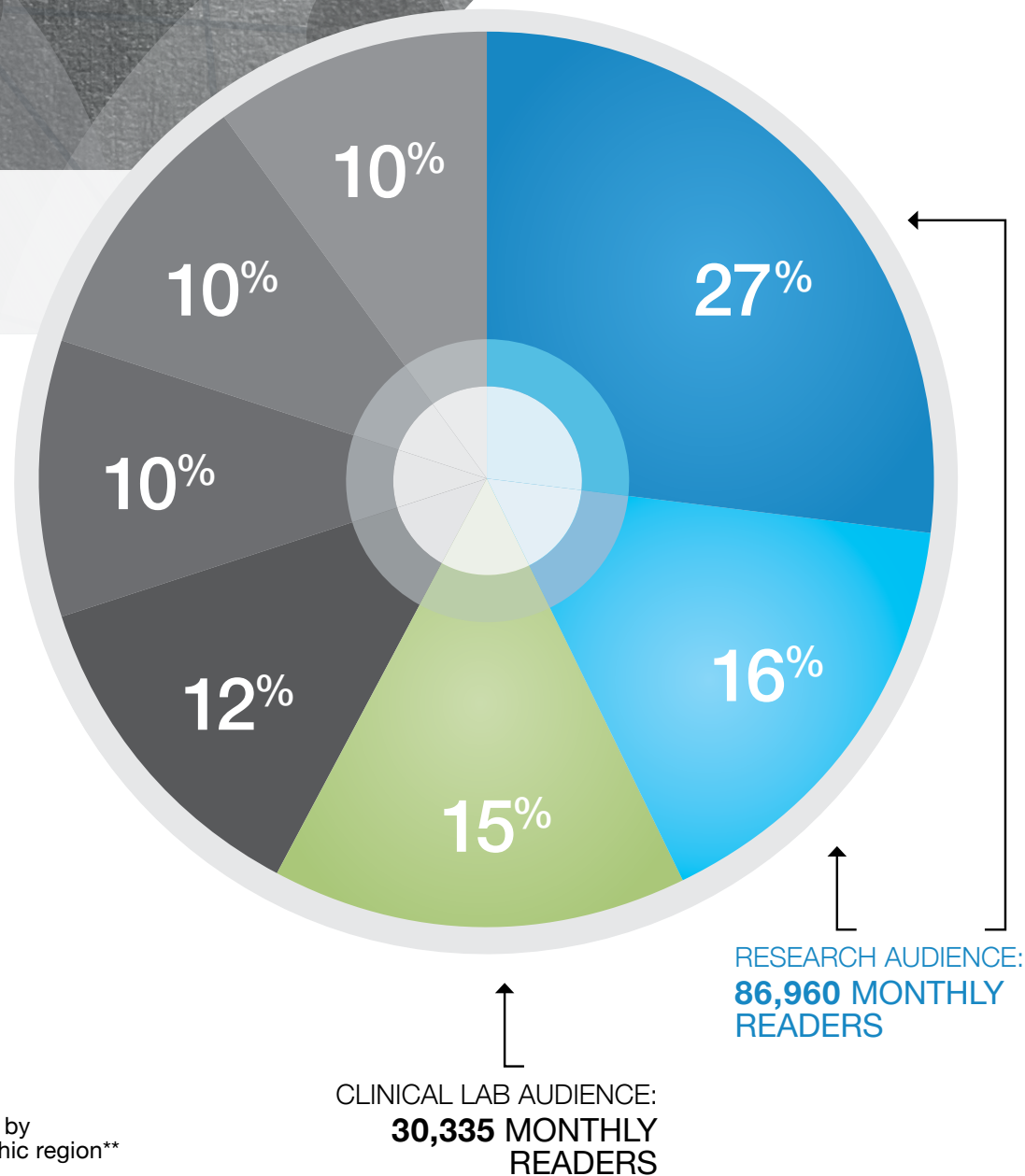


Readers by geographic region**

68%
AMERICAS

19%
EUROPE

11%
ASIA/
OCEANIA



*Source: GenomeWeb Registration Demographics as of August 2023

**Source: Google Analytics as of August 2023

The
GenomeWeb
Media Group

2024 Media Kit
MOLECULAR FOCUS.
GLOBAL REACH.

AUDIENCE: 360Dx

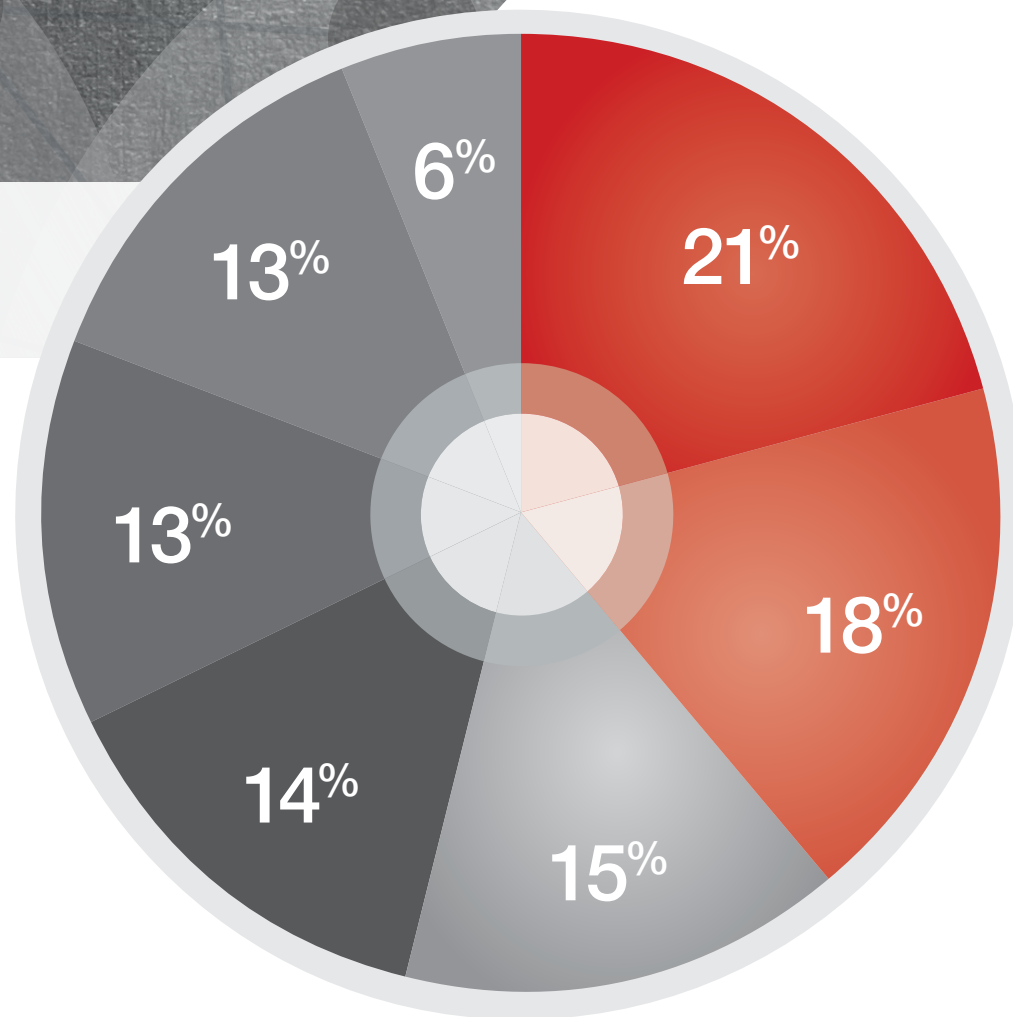
360Dx readers are decision makers from diagnostic developers and clinical labs who need to stay on top of the latest trends in the *in vitro* diagnostic market.

TOTAL AUDIENCE BY ORGANIZATION TYPE*

45,186

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 2023

**Source: Google Analytics as of August 2023

The
GenomeWeb
Media Group

2024 Media Kit
MOLECULAR FOCUS.
GLOBAL REACH.

AUDIENCE: Precision Medicine Online

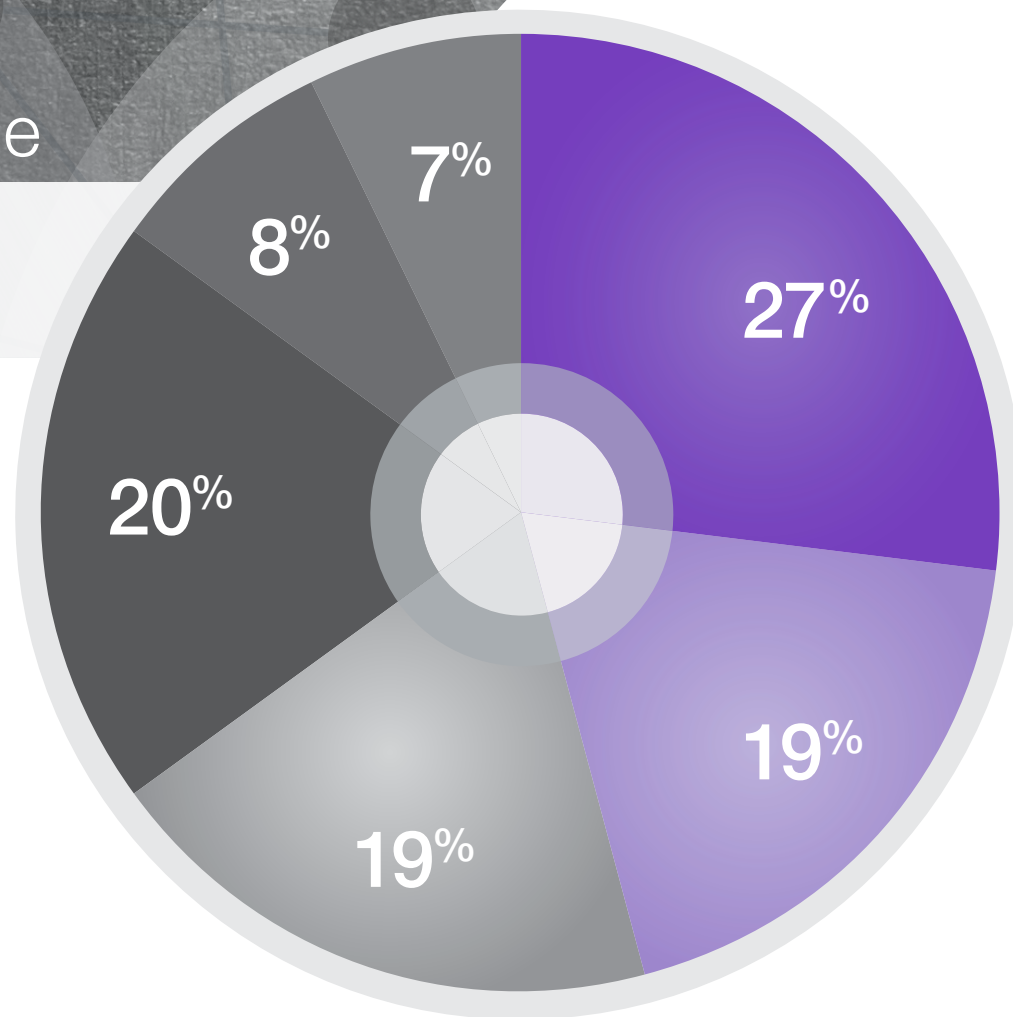
Precision Medicine Online readers are early adopters of individualized medicine hailing from research hospitals, private clinical practices and pharmaceutical developers.

TOTAL AUDIENCE BY ORGANIZATION TYPE*

46,679

Monthly Unique Visitors**

- Pharma/Biopharma
- Hospital/Private Practice
- Academic/Nonprofit Research Institute
- Professional Services (Consultants, VCs, Lawyers, etc.)
- CRO/Genomic Services Provider
- IVD/Research Instrumentation Vendor



Readers by geographic region**



*Source: Precision Medicine Online Registration Demographics as of August 2023

**Source: Google Analytics as of August 2023

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

25.1%

OPEN RATE

360Dx Daily News

27.9%

OPEN RATE

Precision Oncology News Alert

31.1%

OPEN RATE

Onsite Engagement**

Newsletter subscribers are devoted consumers of our online content.



1.94
AVERAGE
PAGES
PER
SESSION

3:41
MINUTES
AVERAGE
SESSION
DURATION

360 **Dx**

2.22
AVERAGE
PAGES
PER
SESSION

2:34
MINUTES
AVERAGE
SESSION
DURATION



2.33
AVERAGE
PAGES
PER
SESSION

2:58
MINUTES
AVERAGE
SESSION
DURATION

*Source: SailThru data as of July 2023

**Source: Google Analytics

ADVERTISING OPTIONS For Every Budget



ONLINE DISPLAY

PAGES 8-10

- **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 **277,256** unique visitors per month across all three sites*



NEWSLETTERS

PAGES 11-13

- **182,617** unique email newsletter registrants across all three sites; 47% of readers subscribe to more than one newsletter
- Daily emails — GenomeWeb Daily News, the Scan, 360Dx Daily News, and Precision Oncology News — reach more than **131,796** unique opt-in readers **25** times per week
- Topic-specific weekly, bi-weekly, and monthly mailings serve **targeted** audiences
- Open rates outpace industry benchmarks
- **Geotargeting** option directs your message to newsletter readers based in Europe
- **E-mail list rental:** Send your message directly to our database size of more than **124,000** email addresses



LEAD GENERATION

PAGES 15-19

- **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 Channel:** Full-page takeover branding, lead generation, and thought leadership positioning on a topic of your choice
- **Virtual Roundtable:** Exclusive sponsorship of a thought-provoking online panel discussion. Produced and moderated by our senior editorial staff, these events gather a panel of high-profile opinion leaders to discuss key trends



CUSTOM OPPORTUNITIES

PAGES 20-21

- **Topic Takeover:** Maximize your exposure with a full-page branding program built around our content keywords
- **Surveys:** Survey our readership to inform your R&D or marketing strategy
- **eCase Studies:** Our team will produce an educational video highlighting the value of your products in your customers' research
- **Sponsored Content:** Educational content produced by you that is vetted by GenomeWeb and hosted on a special section of our site.
- **GenomeWeb eBooks** on a topic of your choice provide thought leadership and content marketing opportunities.



EVENTS

PAGE 22-23

- Precision Medicine Leaders' Summit live events provide unparalleled networking with industry thought-leaders
- PMLS virtual events deliver high-quality leads with flexible sponsorship options

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 **5:08 minutes** onsite and view an average of **2.4 pages**.

- **360Dx:**

Home Page visitors spend an average of **4:16 minutes** onsite and view an average of **2.76 pages**.

- Precision Medicine Online:

Home Page visitors spend an average of **4:37 minutes** onsite and view an average of **2.9 pages**.



DISPLAY ADVERTISING: Run-of-Site Coverage

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

Run-of-site CPM Rates - Reach: Global, Excluding Europe GenomeWeb, 360Dx and Precision Medicine Online

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			\$500.00 per month		

Run-of-site CPM Rates - Reach: Europe Only GenomeWeb, 360Dx and Precision Medicine Online

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Ad Position	Size	CPM: 20K Impressions
Leaderboard	728 x 90	\$97.00
Small Rectangle (1 & 2)	180 x 150	\$41.25
Skyscraper	160 x 600	\$60.50
Large Rectangle 1	300 x 250	\$97.00
Large Rectangle 2	300 x 250	\$41.25
Footer	728 x 90	\$30.25
Text Sponsorship	250 characters, \$500.00 per month	

Further details on Display pricing are on page 24 and specifications are on page 27.



The
GenomeWeb
Media Group

2024 Media Kit
MOLECULAR FOCUS.
GLOBAL REACH.

DISPLAY ADVERTISING:

Core Channels

Target your messaging to popular content channels and 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
- COVID-19
- Point-of-Care Testing

Precision Medicine Online Core Channels:

- Precision Oncology

Core Channel CPM Rates - Reach: Global

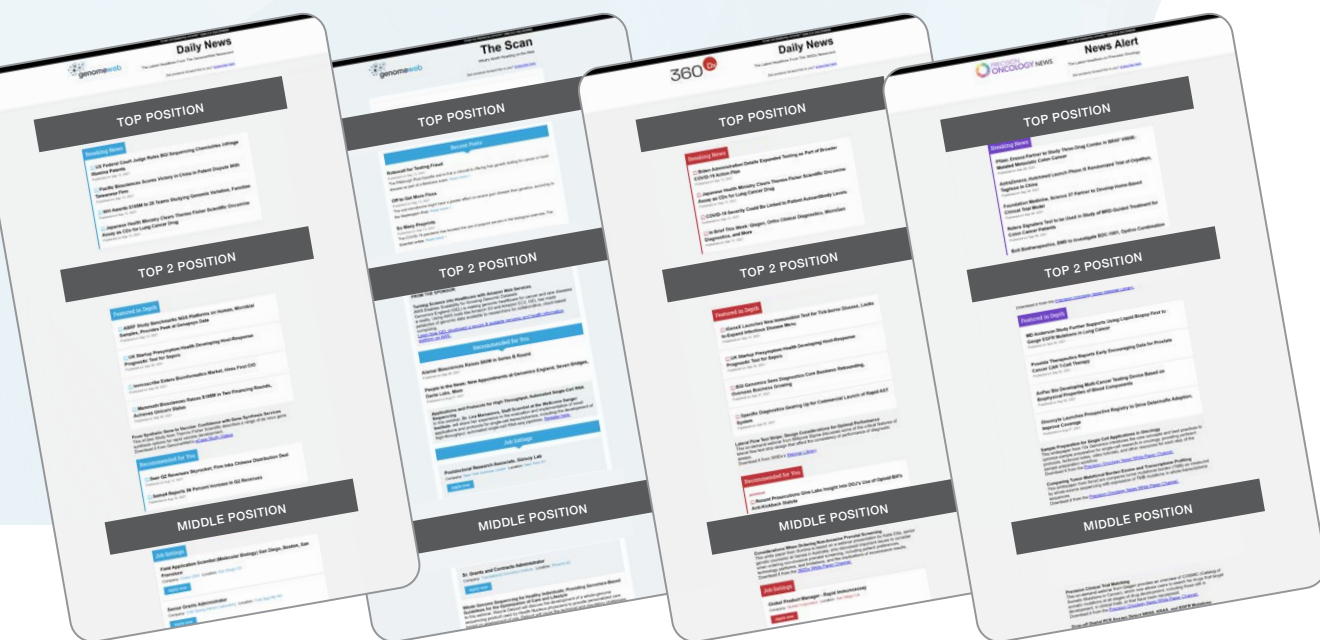
CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

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

NEWSLETTERS:

Daily News Bulletin Sponsorships

Life science and diagnostics leaders rely on breaking news bulletins from GenomeWeb, 360Dx, and Precision Oncology News newsrooms to stay ahead of the curve in their fields. Five daily bulletins reach more than 149,000 readers each weekday.



GenomeWeb Daily News

- The **industry's leading** source for breaking news
- Delivered twice daily each weekday
- **114,010 subscribers**
- Open rate: **25.1%**

The Scan

- Curated digest of journal, blog, and news content
- Delivered once each weekday
- **115,830 subscribers**
- Open rate: **27.2%**

360Dx Daily News

- Breaking news on the **IVD and clinical lab markets**
- Delivered once each weekday
- **26,548 subscribers**
- Open rate: **27.9%**

Precision Oncology News

- Daily headlines on the implementation of biomarker-guided cancer care
- Delivered once each weekday
- **11,252 subscribers**
- Open rate: **31.1%**

*The Scan bulletin has only four ad positions.

Daily Newsletter Per-Bulletin Rates

Reach: *Global, Excluding Europe*

GenomeWeb Daily News, Scan*, 360Dx Daily News

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	1X	3X	6X	12X
Top Position	\$730.00	\$695.00	\$655.00	\$635.00
Top 2 Position	\$545.00	\$520.00	\$495.00	\$470.00
Middle Position	\$495.00	\$470.00	\$445.00	\$420.00
Bottom Position	\$295.00	\$280.00	\$265.00	\$250.00
Bottom 2 Position	\$295.00	\$280.00	\$265.00	\$250.00

Daily Newsletter Per-Bulletin Rates

Reach: *Europe Only*

GenomeWeb Daily News, Scan, 360Dx Daily News

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	1X
Top Position	\$450.00
Top 2 Position	\$400.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

Newsletter Per-Bulletin Rates

Reach: *Global*

Precision Oncology News Daily

Precision Medicine Online (twice-weekly)

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	1X
Top Position	\$550.00
Top 2 Position	\$450.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

The
GenomeWeb
Media Group

2024 Media Kit

MOLECULAR FOCUS.
GLOBAL REACH.

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	25,816	29.5%
Molecular Diagnostics	Emerging diagnostic technology, PCR- and NGS-based testing	Mondays, Thursdays	22,541	29.6%
Cancer	Cancer research, liquid biopsy, cancer risk testing	Mondays, Thursdays	22,393	28.4%
PCR	qPCR, digital PCR, amplification, point-of-care testing platforms	Wednesdays	18,724	26.1%
Informatics	Bioinformatics, software, genome analysis, variant classification, IT	Wednesdays	17,463	26.2%
Proteomics	Protein analysis, clinical proteomics, Biomarkers	Tuesdays	10,206	25.5%
Liquid Biopsy	Cell-free DNA testing, blood-based PCR and NGS testing	Tuesdays	5,437	36.7%
Weekly Roundup	The biggest GenomeWeb stories of the prior week	Mondays	5,270	34.9%
GenomeWeb Premium Newsletter	A weekly mailing highlighting the best GenomeWeb coverage	Mondays	4,433	34.9%
Industry Conference Headlines	News from major industry conferences	Periodically	4,821	47.0%
Europe*	News about the European genomics sector	Fridays	2,445	35.8%

Topical Email Bulletin Rates

(468 X 60 TEXT OR HTML ADS)

Ad Position	Price per Bulletin
Top Position	\$550.00
Top 2 Position	\$450.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

*The GenomeWeb Europe bulletin has only two ad positions: Top and Bottom

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	13,395	24.5%
Cancer	Cancer diagnostics, companion diagnostics, cancer risk testing	Wednesdays	8,539	29.2%
360Dx Premium	A weekly mailing highlighting the best of 360Dx's coverage	Mondays	7,384	30.0%
Molecular Diagnostics	Lab-developed tests, regulatory and reimbursement issues	Tuesdays, Fridays	6,744	30.3%
COVID-19	The latest news on COVID-19 testing	Saturdays	6,377	35.8%
Point-of-Care Testing	New developments on point-of-care testing technologies	Thursdays	2,864	43.9%
Clinical Lab Management	Trends and issues affecting clinical labs	Thursdays	2,811	41.6%
Europe*	News about the European diagnostics sector	Fridays	897	38.4%

Topical Email Bulletin Rates

(468 X 60 TEXT OR HTML ADS)

Ad Position	Price per Bulletin
Top Position	\$550.00
Top 2 Position	\$450.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

*The 360Dx Europe bulletin has only two ad positions: Top and Bottom

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.

124,560
NAMES IN LIST RENTAL DATABASE*

SELECTION CATEGORIES

AREA OF INTEREST:

- Biomarker Discovery
- Cancer Diagnostics
- Cancer Research
- Cancer Therapeutics
- Clinical Lab Management
- COVID-19
- 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**

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.

430

AVERAGE TOTAL
REGISTRANTS FOR
LIVE EVENT*

470

AVERAGE TOTAL
LEADS (INCLUDING
ON-DEMAND
LEADS)**

70%

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

Discounts available for
three or more webinars

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

Formatted summary based
on webinar presentations:
\$5,000

*Registrant average includes only those registrants generated by GenomeWeb's webinar marketing program.
Sponsors who supplement our marketing with their own campaigns average 565 registrants.

**Lead average includes only those leads generated by GenomeWeb's pre-and post-webinar marketing program.
Webinar sponsors who supplement our marketing with their own campaigns average 580 total leads.

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!

Pay-per-lead marketing program includes three months of online, newsletter, and eblast promotion for initial asset submission. Extend your campaign by submitting new assets after three months.

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

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

CHOOSE FROM THE FOLLOWING OPTIONS FOR YOUR REGISTRATION FIELDS:

Basic Plus Lead Gen Program: 8 Fields	Premium Lead Gen Program: 12 Fields
Six reader demographic fields:	Eleven reader demographic fields:
<ul style="list-style-type: none">• First Name• Last Name• Organization Name• Email Address• Job Title• Mailing Address	<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
Choice of One of the Following: <ul style="list-style-type: none">• Phone Number• Organization Type• Job Function• Technology Areas of Interest• Application Areas of Interest	
Plus a custom qualifying question	Plus a custom qualifying question
\$65 per lead	\$75 per lead
50 lead minimum	50 lead minimum
Minimum order \$3,250.00	Minimum order \$3,750.00
Further qualify your leads with an additional custom question for an additional \$10 per question per lead!	

LEAD GENERATION: 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.



LEAD GENERATION: 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.

TENTATIVE 2024 VIRTUAL ROUNDTABLE TOPICS:

**Precision Oncology
News Virtual
Molecular Tumor
Board Series**

**Implementing
Third-Gen
Sequencing:** The
Risks and Rewards
of Early Adoption

**Future Directions
for Single-Cell
Multiomics**

**Newborn
Sequencing:**
Overcoming
Reimbursement
and Access
Challenges

**Polygenic Risk
Scores:** Benefits
and Challenges

**Current Trends in
Infectious Disease**

**Testing Advances
in Precision
Medicine for
Rare Disease**

**Democratizing
Next-Gen
Sequencing:**
Are we There Yet?

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.



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 ebcasts, analyzes the data, and produces a printer-friendly detailed report.

GenomeWeb eBooks

- Partner with the most trusted name in life science journalism to produce an educational eBook on a topic of your choice.
- Excellent thought leadership and content marketing opportunity.
- Promote the eBook through GenomeWeb's pay-per-lead program to help build your lead pipeline.

EVENTS: IN-PERSON, VIRTUAL, AND HYBRID OPTIONS

The Precision Medicine Leaders' Summit is now part of the GenomeWeb family of offerings! In-person and hybrid events provide unparalleled networking with industry thought-leaders, while virtual events deliver high-quality leads with flexible sponsorship options.

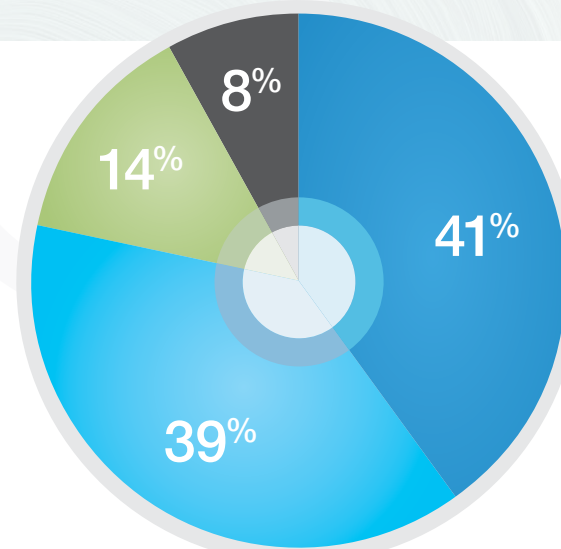
PMLS events are collaborative by design, with the goal of connecting attendees, sponsors, and speakers. Mindful collaboration is dependent on attendee input, so all talks and sessions are programmed to allow time for discussion.

At PMLS in-person events, networking is as important as the formal sessions. All events include ample time for informal networking as well as an evening cocktail reception to allow participants to meet old acquaintances and form new, meaningful relationships.

2024 Event Calendar

Date	Venue	Event
February 28	Virtual	PMLS Companion Diagnostics and PGx Virtual Summit
March 15	Virtual	2024 PMLS Community Oncology Virtual Summit
April 25	Virtual	2024 PMLS Genomic Sequencing for Precision Medicine Virtual Summit
May 14 - 15	La Jolla, CA	Future of Biotechnology in Individualized Medicine (in partnership with Scripps Research Institute)
June 1	Chicago, IL	Molecular Tumor Board Breakfast Session (held during ASCO)
June 25 - 26	Philadelphia, PA	Multomics in Precision Medicine (in Partnership with the University of Pennsylvania Institute for Biomedical Informatics)
August	Virtual	2024 PMLS Precision Cell and Gene Therapy Virtual Summit
September	San Diego, CA	Advances in Single-Cell and Spatial Biology
September	Virtual	Liquid Biopsy Virtual Summit
October	Boston (tentative)	International Conference on Newborn Sequencing (in partnership with Genomes2People and Harvard University)
October	Chicago, IL	Precision Oncology and Diagnostics
December 5	Virtual	Precision Pathology Virtual Summit

PMLS Attendee Profile



Job Function

- Healthcare (Clinicians, Physician Scientists, Lab Managers, Pharmacists)
- Research (Professors, Scientists, R&D)
- Executive Management (C-Level, Health System Executives)
- Administrators (Hospital/Pharmacy Administrators, Insurers)

EVENTS: IN-PERSON, VIRTUAL, AND HYBRID OPTIONS

SPONSORSHIP PACKAGES: IN-PERSON EVENTS

	Gold Sponsorship \$20,000	Silver Sponsorship \$10,000	Exhibitor Sponsorship \$5,000
Two options: 1) create a panel discussion on a topic of your choosing with up to four participants, or 2) a shorter standalone presentation.	✓		
Exhibit booth (signage, table, two chairs, and WiFi). Booths are located in a high-traffic area near registration and breaks.	✓	✓	✓
Position on panel discussion with the topic already determined by the organizers and includes an independent moderator.		✓	
Post-show registration list with full contact information and registration details for all in-person and virtual registrants.	✓	✓	✓
Delegate passes (for your company staff) to the event, as well as networking cocktail reception. This provides an informal networking opportunity for ALL conference attendees, exhibitors, and speakers.	5	3	2
Passes for your customers and prospects to attend the event, including all meals and the networking cocktail reception.	5	3	
Distribution of promotional literature/brochures. These will be distributed to all attendees on arrival at the meeting.	✓	✓	
Logo on conference website and all event marketing materials	✓	✓	✓
Logo on signage at the conference.	✓	✓	✓
Logo and company description in the event app	✓	✓	✓
Virtual Booth in event app.	✓	✓	✓

SPONSORSHIP PACKAGES: VIRTUAL EVENTS

	Gold Sponsorship \$10,000	Virtual Exhibit Booth \$2,500
Speaker opportunity on panel at virtual event (sponsor may develop topic for discussion)	✓	
Virtual exhibit booth with company description, offerings, contact details, and educational materials	✓	✓
Post-show registration list with full contact information and registration details for all registrants.	✓	✓
Logo on conference website and all event marketing materials	✓	✓

OTHER SPONSORSHIP OPPORTUNITIES:

WiFi (exclusive)	\$5,000
LiveStreaming	\$8,000
Lanyards (exclusive)	\$3,000
Lunch (2 companies)	\$8,000/day
Evening Networking Reception (exclusive)	\$25,000

DISPLAY PRICING

Run-of-Site CPM Rates

Reach: Global, Excluding Europe

GenomeWeb, 360Dx, and Precision Medicine Online

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			\$500.00 per month		

Core Channel CPM Rates

Reach: Global

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH; RUN-OF-SITE IMPRESSIONS CONTRIBUTE TO CHANNEL FREQUENCY RATES

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

Run-of-Site CPM Rates

Reach: Europe Only

GenomeWeb, 360Dx, and Precision Medicine Online

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Position	Size	CPM: 20K Impressions
Leaderboard	728 x 90	\$97.00
Small Rectangle (1 & 2)	180 x 150	\$41.25
Skyscraper	160 x 600	\$60.50
Large Rectangle 1	300 x 250	\$97.00
Large Rectangle 2	300 x 250	\$41.25
Footer	728 x 90	\$30.25
Text Sponsorship	250 Characters, \$500.00 per month	

Home Page Takeover CPM Rates

Reach: Global, Excluding Europe

GenomeWeb, 360Dx, and Precision Medicine Online

CAMPAIGNS BEGIN ON 1ST OR 15TH OF THE MONTH

Ad Position	Size	CPM
All positions	All	\$400.00

BULLETIN PRICING

Daily Newsletter Per-Bulletin Rates

Reach: Global, Excluding Europe

**GenomeWeb Daily News, Scan,
360Dx Daily News**

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	1X	3X	6X	12X
Top Position	\$730.00	\$695.00	\$655.00	\$635.00
Top 2 Position	\$545.00	\$520.00	\$495.00	\$470.00
Middle Position	\$495.00	\$470.00	\$445.00	\$420.00
Bottom Position	\$295.00	\$280.00	\$265.00	\$250.00
Bottom 2 Position	\$295.00	\$280.00	\$265.00	\$250.00

Daily Newsletter Per-Bulletin Rates

Reach: Europe Only

**GenomeWeb Daily News, Scan,
360Dx Daily News**

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	1X
Top Position	\$450.00
Top 2 Position	\$400.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

Newsletter Per-Bulletin Rates

Reach: Global

Precision Oncology News

Precision Medicine Online (twice-weekly)

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	Price per Bulletin
Top Position	\$550.00
Top 2 Position	\$450.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

Topical Email Bulletin Rates

(468 X 60 IMAGE OR TEXT ADS)

Ad Position	Price per Bulletin
Top Position	\$550.00
Top 2 Position	\$450.00
Middle Position	\$350.00
Bottom Position	\$195.00
Bottom 2 Position	\$195.00

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): 300 x 250

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 2023 bookings count towards 2024 frequency rates for bookings completed before March 31, 2024.

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 Incididunt 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

Victoria Macomber

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

Drew Thornley

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

Carla Avila

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

Gary King

European Media Sales Director
gary.king@genomeweb.com
Mobile: +44 (0) 7971 360169

Greg Anderson

COO
greg.anderson@genomeweb.com
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

Felicia Ward

Advertising Sales Assistant
felicia.ward@genomeweb.com
Tel: 917-322-1102

AD TRAFFICKING

Send all ad materials to:
genomeweb@yourbow.com

EVENTS

Nigel Russell

Senior Events Director
nigel.russell@genomeweb.com
Mobile: 317-430-8030

Deanna Russell

Events Specialist
deanna.russell@genomeweb.com
Mobile: 317-430-8031

GENOMEWEBINARS

Alison Baksh

Director of Events & Custom Marketing
alison.baksh@genomeweb.com
Tel: 212-651-5621

Ella MacKinnon

Assistant Project Manager
ella.mackinnon@genomeweb.com
Tel: 212-651-5627

Alyssa Thibodeau

Assistant Project Manager
alyssa.thibodeau@genomeweb.com
Tel: 540-419-4801