The **GenomeWeb**
Media Group

MOLECULAR FOCUS.
GLOBAL REACH.

2025 Media Kit

genomeweb

360 Dx

PRECISION
MEDICINE ONLINE

PRECISION MEDICINE
LEADERS SUMMIT

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; as well as a series of in-person conferences on trending topics in genomics and precision medicine.

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*

276,904
AVERAGE MONTHLY UNIQUE VISITORS ACROSS ALL THREE SITES IN 2024

621,742
AVERAGE PAGE VIEWS PER MONTH ACROSS ALL THREE SITES IN 2024

174,725
UNIQUE EMAIL NEWSLETTER SUBSCRIBERS

genomeweb
180,393
average monthly users, 2024 YTD*

360Dx
51,562
average monthly users, 2024 YTD*

PRECISION MEDICINE ONLINE
44,949
average monthly users, 2024 YTD*

*Source: Adobe Analytics, SailThru data as of August 2024

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AUDIENCE:
GenomeWeb

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

TOTAL AUDIENCE
BY ORGANIZATION TYPE*

180,393
Monthly Unique Visitors**

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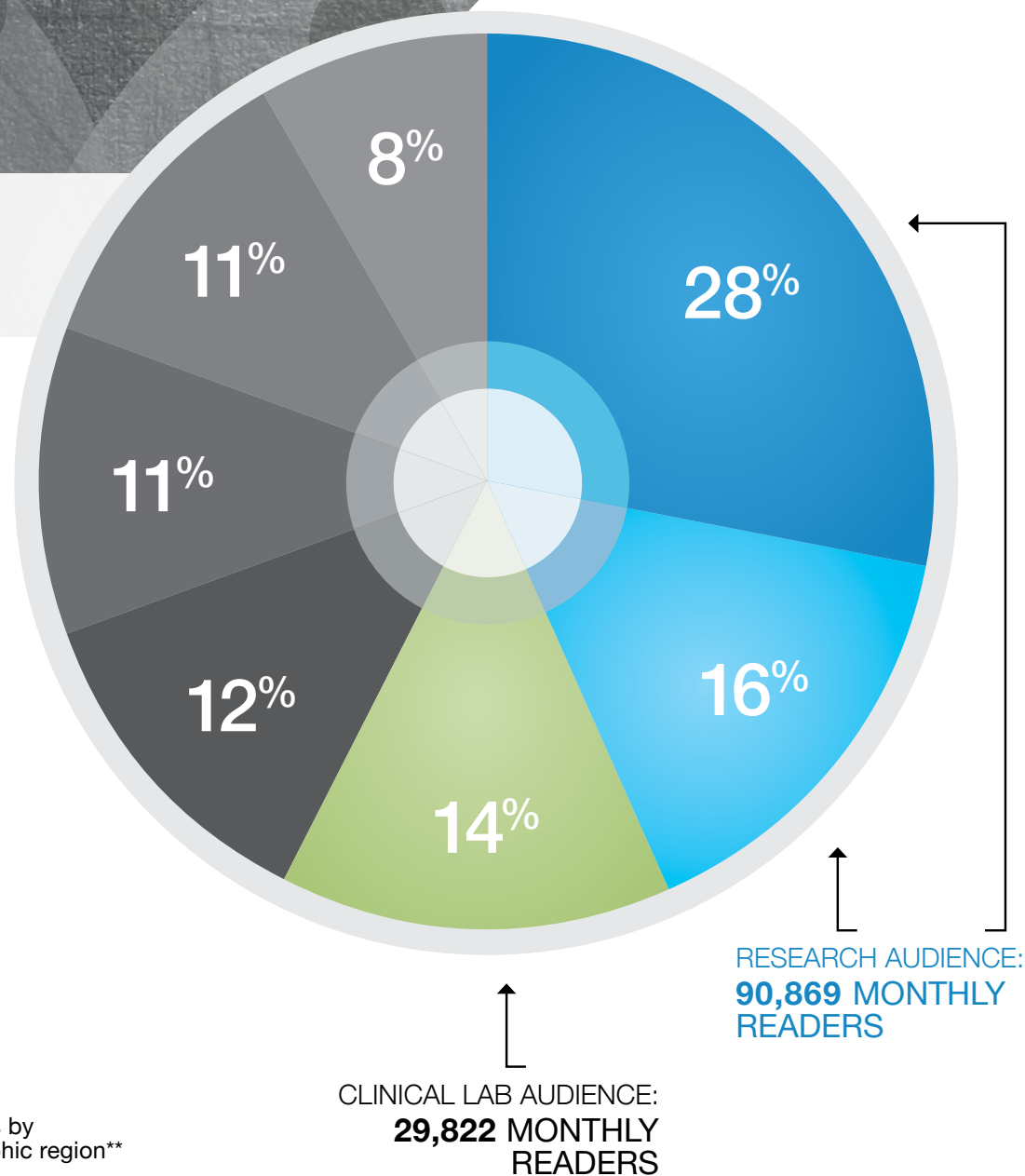- ● Instrument/Reagent/Software Manufacturer or Vendor

genomeweb

28%

16%

14%

12%

11%

11%

8%

RESEARCH AUDIENCE:
90,869 MONTHLY READERS

CLINICAL LAB AUDIENCE:
29,822 MONTHLY READERS

Readers by geographic region**

61% AMERICAS

21% EUROPE

18% ASIA/ OCEANIA

*Source: GenomeWeb Registration Demographics as of August 2024
**Source: Adobe Analytics as of August 2024

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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.
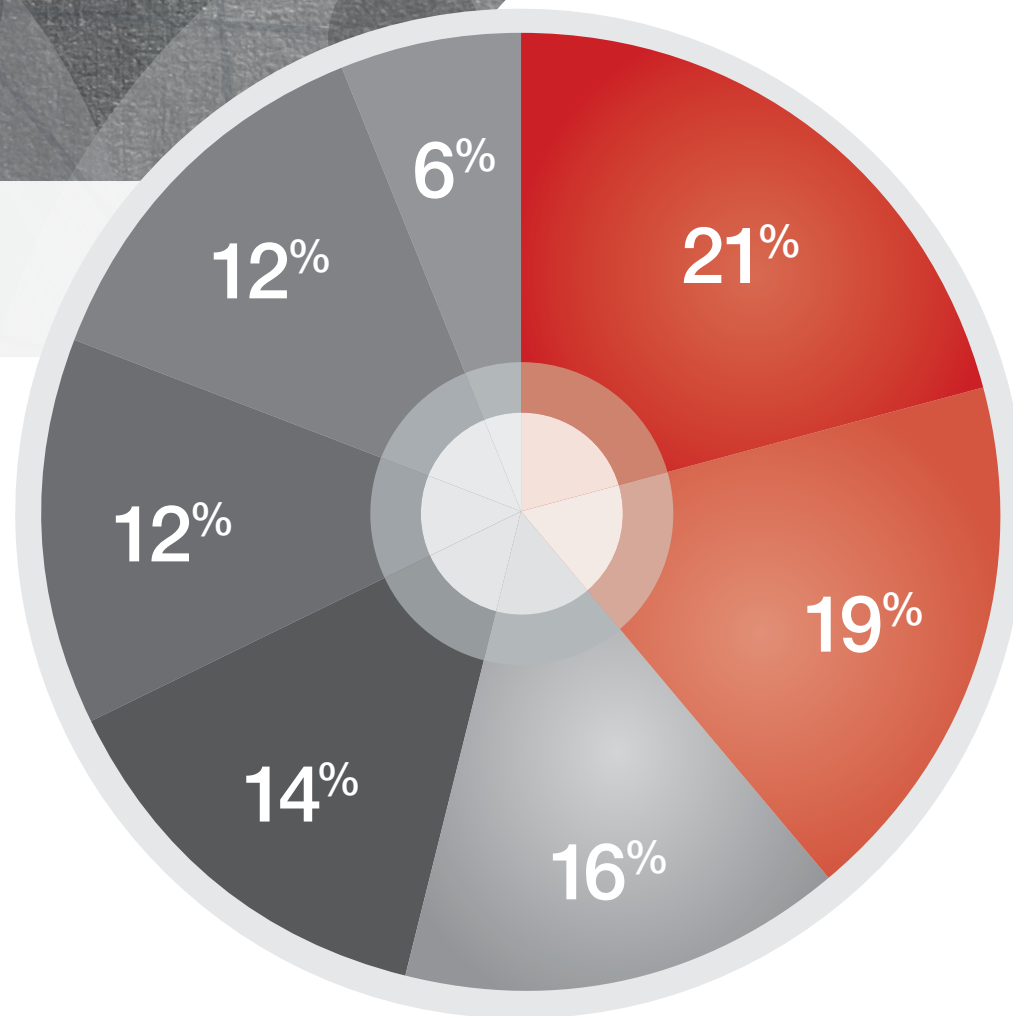
TOTAL AUDIENCE
BY ORGANIZATION TYPE*

51,562
Monthly Unique Visitors**

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

360**Dx**

21%
19%
16%
14%
12%
12%
6%

Readers by geographic region**

65% AMERICAS
23% EUROPE
12% ASIA/ OCEANIA

*Source: GenomeWeb Registration Demographics as of August 2024
**Source: Adobe Analytics as of August 2024

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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*

44,949
Monthly Unique Visitors**

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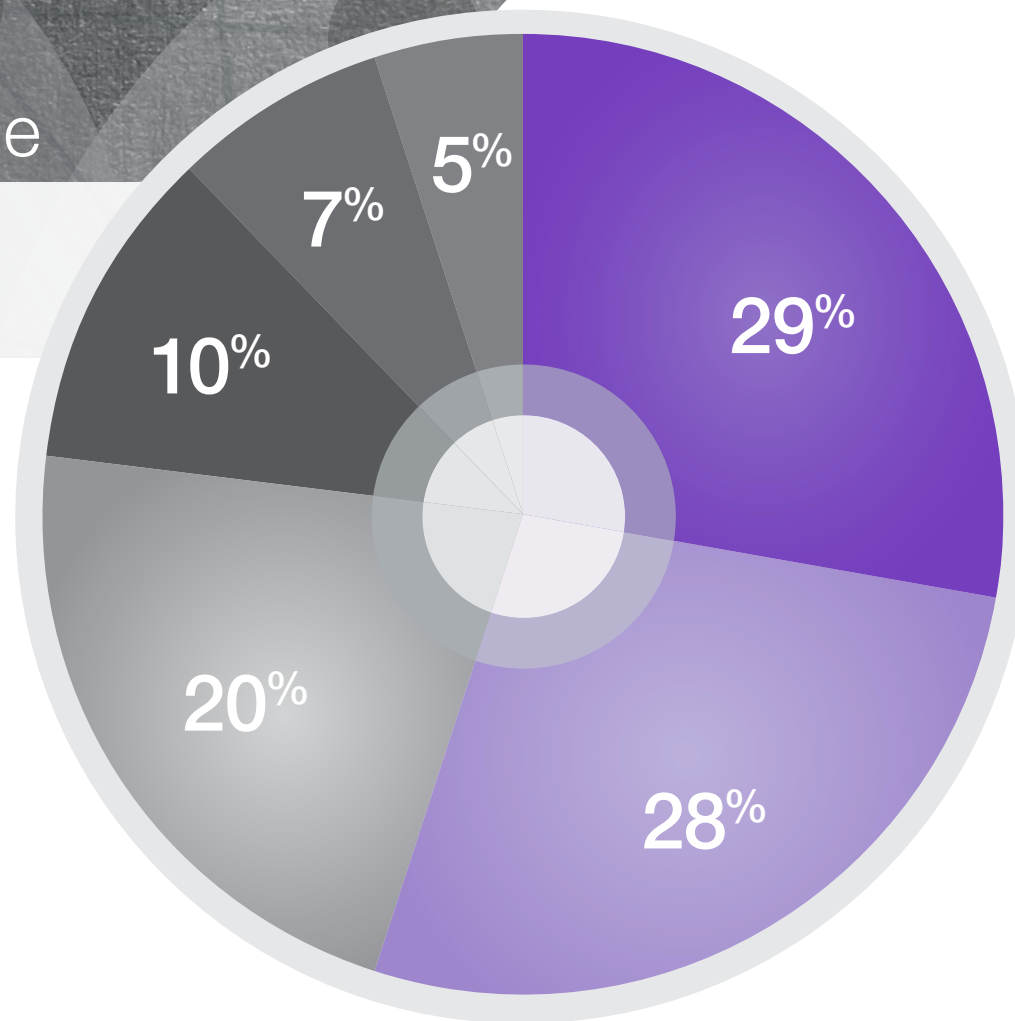
PRECISION MEDICINE ONLINE

29%
28%
20%
10%
7%
5%

Readers by geographic region**

58% AMERICAS
27% EUROPE
15% ASIA/OCEANIA

ADVERTISING OPTIONS For Every Budget

ONLINE DISPLAY
PAGES 7-9

- **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 **276,904** unique visitors per month across all three sites*

NEWSLETTERS
PAGES 10-11

- **174,725** 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 **125,000** unique opt-in readers **25** times per week
- Topic-specific weekly, bi-weekly, and monthly mailings serve **targeted** audiences
- **New in 2025!** Precision Medicine Online Daily Alert reaches more than 32,000 readers in the precision medicine market five times weekly!
- 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 12-17

- **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 18-19

- **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.
- **Custom Podcast Series:** Leverage GenomeWeb's partnership with MendelsPod to sponsor a podcast series on a topic of your choice.
- **New in 2025!** Executive Q&A Videos highlight your company's thought leadership.

EVENTS
PAGE 20-21

- Live events provide unparalleled networking with industry thought-leaders
- Virtual events deliver high-quality leads with flexible sponsorship options
- Work with our events team to create a **custom virtual or in-person event** that raises your company's profile!

*Source: Google Analytics

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 and loyal:

- **GenomeWeb:**
  73% of all home page views are from readers who visit GenomeWeb.com at least every other day.

- **360Dx:**
  72% of all home page views are from readers who visit 360Dx.com at least every other day.

- **Precision Medicine Online:**
  71% of all home page views are from readers who visit precisionmedicineonline.com at least every other day.

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

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DISPLAY ADVERTISING:
Core Channels

Target your messaging to popular content channels and niche topics.

GenomeWeb
Core Channels:
- Sequencing
- Molecular Diagnostics
- Cancer
- PCR
- Clinical Sequencing
- Infectious Disease
- Informatics
- Microarrays & Multiplexing
- Proteomics & Protein Research
- Applied Markets

360Dx
Core Channels:
- Clinical Lab Management
- Point-of-Care Testing

Precision Medicine Online
Core Channels:
- ~~Precision Oncology~~
  SOLD OUT FOR 2025

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 the GenomeWeb, 360Dx, and Precision Medicine Online 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
- **108,767 subscribers** (EU geotargeting: 16,660)
- Open rate: **21.5%**

The Scan
- Curated digest of journal, blog, and news content
- Delivered once each weekday
- **110,309 subscribers**
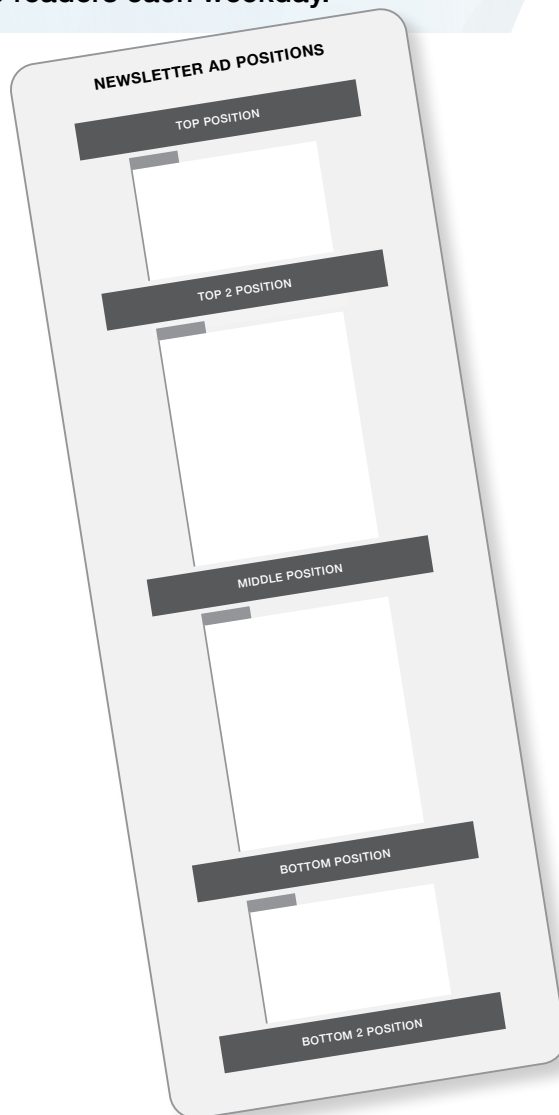- Open rate: **24.4%**

360Dx Daily News
- Breaking news on the **IVD and clinical lab markets**
- Delivered once each weekday
- **26,165 subscribers** (EU geotargeting: 4,341)
- Open rate: **23.6%**

Precision Medicine News Alert
- Real-time reporting on the implementation of precision medicine across multiple disease areas
- Delivered once each weekday
- **33,580 subscribers**
- Open rate: **28.8%**

Precision Oncology News
- Daily headlines on the implementation of biomarker-guided cancer care
- Delivered once each weekday
- **11,252 subscribers**
- Open rate: **28.7%**

*GenomeWeb Daily News and 360Dx Daily News exclude Europe.
**The Scan bulletin has only four ad positions.

NEWSLETTER AD POSITIONS

TOP POSITION

TOP 2 POSITION

MIDDLE POSITION

BOTTOM POSITION

BOTTOM 2 POSITION

Daily Newsletter Per-Bulletin Rates
Reach: Global*
GenomeWeb Daily News*, Scan**, 360Dx Daily News*, Precision Medicine Online News Alert

(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, 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

(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

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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	23,670	24.7%
Molecular Diagnostics	Emerging diagnostic technology, PCR- and NGS-based testing	Mondays, Thursdays	20,619	25.4%
Cancer	Cancer research, liquid biopsy, cancer risk testing	Mondays, Thursdays	19,889	25.1%
Proteomics	Protein analysis, clinical proteomics, biomarkers	Tuesdays	9,520	23.5%
Liquid Biopsy	Cell-free DNA testing, blood-based PCR and NGS testing	Tuesdays	6,086	33.0%
Weekly Roundup	The biggest GenomeWeb stories of the prior week	Mondays	5,328	31.6%
GenomeWeb Premium Newsletter	A weekly mailing highlighting the best GenomeWeb coverage	Mondays	5,231	27.8%
Industry Conference Headlines	News from major industry Conferences	Periodically	6,922	35.4%
Europe*	News about the European genomics sector	Fridays	2,457	33.9%

360Dx

Topic	For Readers Following	Send Days	Subscribers	Open Rate
Infectious Disease	Diagnostic development for pathogenic diseases	Fridays	12,110	21.6%
Cancer	Cancer diagnostics, companion diagnostics, cancer risk testing	Wednesdays	8,146	25.7%
360Dx Premium	A weekly mailing highlighting the best of 360Dx's coverage	Mondays	7,093	23.2%
Molecular Diagnostics	Lab-developed tests, regulatory and reimbursement issues	Tuesdays, Fridays	6,033	24.6%
Clinical Lab Management	Trends and issues affecting clinical labs	Thursdays	3,506	34.8%
Point-of-Care Testing	New developments on point-of-care testing technologies	Thursdays	3,401	34.4%
Europe*	News about the European diagnostics sector	Fridays	945	35.9%

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 and 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.

124,560
NAMES IN LIST RENTAL DATABASE*

PRICING:

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

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

HTML: **$50/file**

SELECTION CATEGORIES

AREA OF INTEREST:
- Allergy
- Autoimmune Disease
- Automation
- Biofuels
- Biomarker Discovery
- Cancer Diagnostics
- Cancer Research
- Cancer Therapeutics
- Cardiovascular Disease
- Clinical Lab Management
- Clinical Trials
- Coagulation/Hematology
- Coronavirus
- Cytogenetics
- Diagnostics Development
- Drug Discovery
- Epigenetics
- Food/Environmental Safety
- Forensics
- Gene Editing/Gene Silencing
- Genotyping/SNP Analysis
- Histotechnology
- Human Disease
- Immunoassays
- Infectious Disease
- Informatics/IT/Data Analysis
- Inherited Disease
- Liquid Biopsy
- Metabolic Disorders
- Metabolomics
- Microarray Analysis
- Microbiology
- Microscopy/Imaging
- Molecular Diagnostics
- Neurological/Psychological Disease
- NIPT
- Patient Care
- PCR
- Point-of-Care Testing
- Proteomics/Protein Analysis
- Reproductive Health
- Run Clinical Tests
- Sequencing
- Stem Cells
- Synthetic Biology
- Translational Research
- Women's Health

ORGANIZATION TYPE:
- Academic Medical Center/Hospital
- Academic/University/Nonprofit Research Institute
- Ag-Bio Company
- Contract Research Organization
- Core Lab
- Diagnostic Developer
- Genomic Services Provider
- Government Research Agency/Laboratory
- Instrument Manufacturer/Vendor
- Management Consultant/Venture Capital/Law Firm
- Pharmaceutical/Biopharmaceutical Company
- Private/Group Medical Practice
- Public Relations/Advertising Firm
- Reference/Clinical Lab/Hospital CLIA Lab

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.

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.

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

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: • First Name • Last Name • Organization Name • Email Address • Job Title • Mailing Address **Choice of One of the Following:** • Phone Number • Organization Type • Job Function • Technology Areas of Interest • Application Areas of Interest **Plus a custom qualifying question**	**Eleven** reader demographic fields: • 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 **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!

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.

- 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.

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.

CURRENT TRENDS IN NUCLEIC ACID TESTING FOR HIV AND HCV

A GenomeWeb / Hologic Virtual Roundtable

genomeweb | HOLOGIC

TENTATIVE 2025 VIRTUAL ROUNDTABLE TOPICS:

Virtual Molecular Tumor Board Series

Next-Next Gen Sequencing: AdaptingWorkflows for Novel Technologies

AI and Digital Pathology: Real-World Impact on Clinical Decision Making

Newborn Sequencing: Overcoming Reimbursement and Access Challenges

Advances in Precision Medicine for Rare Disease

Current Trends in Point-of-Care Testing

Polygenic Risk Scores: Challenges and Opportunities

Practice Considerations for Multi-Cancer Early Detection Testing

Best Practices for Multiomics Data Analysis

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.

Sponsored Content

- 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.
- The GenomeWeb Custom Content team can work with you to write a Sponsored Content piece.
- **New in 2025!** Sponsored executive Q&A videos highlight your company's thought leadership

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.

Custom Surveys

- 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.

Custom Podcast Series

- Leverage GenomeWeb's partnership with MendelsPod to sponsor a podcast series on a topic of your choice, or one selected by the GenomeWeb and Mendelspod editorial teams.
- Sponsor acknowledgment at beginning and end of each show
- Cross-marketing to Mendelspod and GenomeWeb subscribers across all channels: onsite, newsletter placements, and eblasts.

eCase Studies

- 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.

EVENTS:
IN-PERSON, VIRTUAL, AND HYBRID OPTIONS

Our in-person and hybrid events offer unparalleled networking, backed by the editorial strength of the GenomeWeb newsroom. Virtual events deliver high-quality leads with flexible sponsorship options, including exclusive sponsorship of custom events.
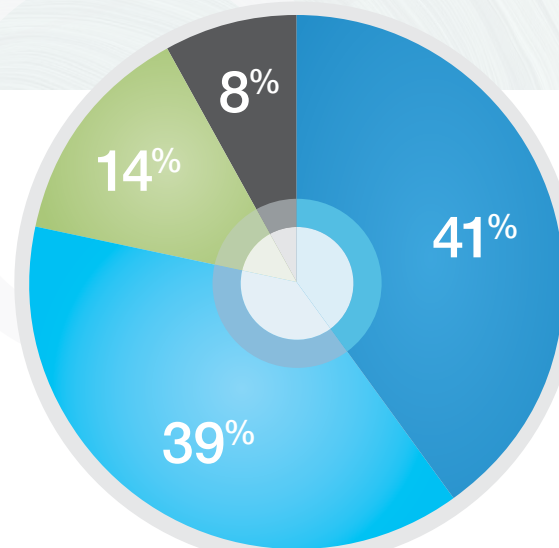
GenomeWeb events are collaborative by design, with the goal of connecting attendees, sponsors, and speakers. Mindful collaboration is dependent on attendee input, so all talks and sessions are programmed to allow time for discussion.

At our 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.

Event Attendee Profile

- 41%
- 39%
- 14%
- 8%

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)

2025 Event Calendar

Date	Venue	Event
April 28	Chicago	~~AACR Networking Event: Single Sponsorship~~ SOLD OUT FOR 2025
May 30	Chicago	~~ASCO In-Person Molecular Tumor Board breakfast: Single Sponsorship~~ SOLD OUT FOR 2025
June 23 - 24	Philadelphia	Multiomics in Precision Medicine
September 11 - 12	San Diego	Advances in Single-Cell and Spatial Biology
October 14	Boston	ASHG Networking Event/GenomeWeb 25th Anniversary Party
October 28 - 29	New York	Precision Oncology and Diagnostics
November 12	Boston	~~AMP Networking Event: Single Sponsorship~~ SOLD OUT FOR 2025

EVENTS: IN-PERSON, VIRTUAL, AND HYBRID OPTIONS

SPONSORSHIP PACKAGES AND OPPORTUNITIES	Session Sponsorship $15,000	Fireside Chat Sponsorship $15,000	Panel Sponsorship $5,000	Exhibitor* $5,000	Virtual Sponsorship $2,500	Reception $8,000	Breakfast/ Lunch $8,000	Lanyard $3,000	Water Bottle $3,000
Thought Leadership/ Event Presence	30-minute custom session: Your speaker or panel	30-minute fireside chat: Your speaker and a GenomeWeb moderator	Panelist spot: topic determined by event organizers	Exhibit booth (signage, table, two chairs, electricity, and WiFi)					
Eblast: Dedicated pre-conference attendee outreach eblast highlighting your presence at the conference	✓	✓	✓						
Online display promotion: Banner ads on GenomeWeb highlighting your presence at the conference	✓	✓	✓						
LinkedIn promotion: Promotion on GenomeWeb's LinkedIn account	✓	✓	✓						
Content Asset: Formatted summary of your session for post-event content marketing	✓	✓	✓						
Complementary tickets for your staff, customers, and prospects to attend the event	10	10	6	4	2	6	6	2	2
Reception or meal-specific "thank you" signage						✓	✓		
Logo on conference lanyard								✓	
Logo on conference water bottle									✓
Logo on conference website and all event marketing materials	✓	✓	✓	✓	✓	✓	✓	✓	✓
Virtual Booth in event app	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post-conference registration list	✓	✓	✓	✓	✓	✓	✓	✓	✓

*Exhibitor sponsorship discounted to $4,500 for Session, Fireside, Panel, Reception, or Breakfast/Lunch sponsors

The GenomeWeb Media Group

2025 Media Kit

MOLECULAR FOCUS. GLOBAL REACH.

EDITORIAL COVERAGE CALENDAR

The GenomeWeb, 360Dx, and Precision Medicine Online newsrooms cover numerous key events during the course of the year. For some events, we publish a dedicated newsletter with headlines from the conference.

Date	Conference	Dedicated Newsletter
January 2025	JP Morgan Healthcare Conference	✓
February 2025	AGBT	✓
March 2025	AAC Annual Meeting	✓
March 2025	ACMG Annual Meeting	
March 2025	ABRF Annual Meeting	
April 2025	AACR Annual Meeting	✓
April 2025	ESCMID	✓
May 2025	ASGCT Annual Meeting	✓
May 2025	ESHG Annual Meeting	
June 2025	ASCO Annual Meeting	✓
June 2025	ASM Microbe	
July 2025	ADLM Annual Meeting	✓
July 2025	AAIC	
October 2025	ESMO Congress	✓
October 2025	ASHG Annual Meeting	✓
November 2025	NSGC Annual Conference	
November 2025	AMP Annual Meeting	✓
December 2025	SABCS	
December 2025	ASH Annual Meeting	✓

EDITORIAL:
2025 FEATURES CALENDAR

Topic	Publication	Publication Date
The gut microbiome and organ transplant rejection	GenomeWeb	Week of January 27
Current state of blood-based testing for neurology	360Dx	Week of March 10
Precision medicine trends in cardiology	Precision Medicine Online	Week of March 24
Advances in sample prep automation	GenomeWeb	Week of March 31
Digital PCR in clinical oncology	GenomeWeb	Week of April 7
The international clinical lab market	360Dx	Week of May 5
Whole-genome sequencing as a frontline diagnostic test for rare diseases	360Dx	week of May 19
AI in proteomics	GenomeWeb	week of June 23
Clinical labs and value-based medicine	360Dx	Week of July 28
Advances in sepsis testing	360Dx	Week of July 28
Trends in Alzheimer's gene and cell therapies	Precision Medicine Online	Week of July 28
Spatial omics in clinical research and diagnostics	GenomeWeb	Week of August 11
Precision oncology and AI	Precision Oncology News	Week of September 8
Advances in multi-cancer early detecting testing	GenomeWeb	Week of October 6
Trends in tissue-agnostic drug development	Precision Oncology News	Week of October 13
Challenges in clinical trial designs for rare disease	Precision Medicine Online	Week of November 10
Infectious disease testing in 2025	360Dx	Week of December 1
Sequencing in 2025	GenomeWeb	Week of December 8
Polygenic risk scores in 2025	GenomeWeb	Week of December 15
Gene therapies in precision medicine in 2025	Precision Medicine Online	Week of December 22
Targeted precision oncology medicines in 2025	Precision Oncology News	Week of December 22

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		

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	

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

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*
GenomeWeb Daily News*, Scan, 360Dx Daily News*, Precision Medicine Online News Alert**

(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, 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

(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

*GenomeWeb Daily News and 360Dx Daily News exclude Europe.
**The Scan bulletin has only four ad positions.

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:

JPG, PNG, GIF, animated GIF, HTML5, DCM. We do not accept Flash or Video. 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 2024 bookings count towards 2025 frequency rates for bookings completed before March 31, 2025.

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 HTML5 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

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AD TRAFFICKING

Send all ad materials to:
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GENOMEWEBINARS

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