



PathologyOutlines.com

Find Pathology Information Fast

PathologyOutlines.com Advertising Rate Card Effective January 1, 2017

Advertising on **www.PathologyOutlines.com** reaches a targeted audience of pathologists and laboratory personnel who visit our website on a regular basis. In 2016, we had a total of over 5.6 million sessions, with an average of 15,415 sessions per day.

Banner Advertising

Banner advertisers automatically receive listings and links on our **Buyer's Guide** in up to 5 categories, 2 monthly announcements on our **New Products and Services** page, inclusion when we highlight monthly Products and Services that are applicable, **Promotion** emails, monthly statistic emails, along with other value-added content.

Availability: We have banners on the Home Page, at the Top of our online textbook chapters and on specialty pages (i.e., Jobs, Conferences, Management, etc). Call or email Sara Halladay-Klakulak (pathoutsales@gmail.com or 248.646.3025) for information on availability and current pricing.

Technical requirements: Banners must be in JPEG format. We do not accept Flash. The maximum file size is usually 35-40K, rotating banners are not allowed on the home page, and no audio is accepted.

Ad Materials Deadline: New ad materials are due a minimum of one week prior to the start date, as indicated by your account manager. If ad materials are not received by a few days prior to the contracted start date and no notice of a new start date is provided, we are not responsible for continuing advertising beyond original end dates.

Renewal Deadlines: Information about renewing is provided 1-2 months prior to the end of current contracts. If this is not enough time to finalize budgets and make decisions, please let your account manager know so that renewal information can be sent in plenty of time to provide us with notice of intent. In

addition, although we would like to be able to provide first right-of-refusal for current advertisers and the placements they currently hold, we need at least 3 weeks notice to fulfill this. If notice of renewal is not provided within 3 weeks of the end of the current contract, we reserve the right to offer the space to other interested parties.

Contact: Sara Halladay-Klakulak at 248/646-0325 or PathOutSales@gmail.com for availability and prices and to learn about any special rates.

Case of the Week Email advertising

Over 6,800 subscribers receive our Case of the Week emails. These emails, along with your advertising message (100 words of text, links, additional images and a large banner), are posted online on the 4 Case of the Week pages and on the appropriate topics page. They are typically read many times each month after the initial email is sent, as we do have many visitors who read them on-line. The 2017 rate is \$750 per email or \$2,000 for 3 emails. These emails are more likely to be read because everyone who receives these emails has signed up for them.

To add email advertising in the biweekly Jobs / Fellowships / Conferences email (4,100+ subscribers) plus Monthly Website news email (3,000+ subscribers) costs an additional \$750 for one email to both lists, or \$1,800 for 3 emails to both lists.

Commercial Email advertising

Commercial emails are sent to over 7,900 targeted email subscribers and contain only the product or service information that a sponsor provides (no additional website news, updates, etc). We provide an additional incentive to our subscribers to open and read these emails. The rate to post a large banner/ logo, 250-300 words of text, any associated images, links and contact info is \$950/ email. Ad materials are due the Friday before an email is scheduled to be sent.

Management Page advertising

Advertisers on this page have a banner as well as the opportunity to write articles about the management of pathology practices. Articles are posted for at least two years, and contain contact information at the end. These articles help pathologists learn about your company's approach to management. This includes the Buyers Guide, Announcements, Promotions Emails and other value-added options. The cost is \$3,000 for one year, and is reduced to \$2,000/ year for those with another banner elsewhere on the website.

Webinars

We will post, at no charge, a simple listing (date, location, title and link) for any free, educational-based webinars or CME courses. Upgrades are available for webinars: for free webinars, the cost is \$325 for a large listing, which includes graphics, additional text and links (much like the conference ads). For webinars that are not free or that are commercial in content, the cost to post is \$325 for one (1) simple listing, or \$625 for one (1) large listing with graphics, text and links. These rates are a one time charge until the date of the webinars. Recent listings will be posted in our biweekly emails.

Cancellation Policy

Although we assume that advertisers are entering into a contract with an expectation of advertising for the duration, we also understand that things sometimes happen that make cancellation necessary. We now require a minimum of 60-days notice to cancel and will prorate the amount due based on the current (non-discounted) 6-month rate for your occupied space if canceling a 12- or 6-month contract (If contract is 5- or less months, we will base it on a 3-month prorated amount). Final payment is due immediately upon cancellation. We appreciate your understanding.

Terms

Ads either require prepayment or payment within 30 days by check or credit card. Please contact Sara Halladay-Klakulak at 248/646-0325, or pathoutsales@gmail.com, for additional information or to place an ad.