

January 14-18, 2017
Town & Country Hotel
San Diego, CA

PLANT & ANIMAL GENOME XXV



Online Advertising Opportunities

Whether your goal is to build your brand, drive traffic to your site, announce an industry workshop at PAG or promote a new product or service, newsletter and online banner ads can help. Put your message right in front of the PAG community — a uniquely specialized network of scientists, academics, students, and industry professionals in the ag-genomics community.

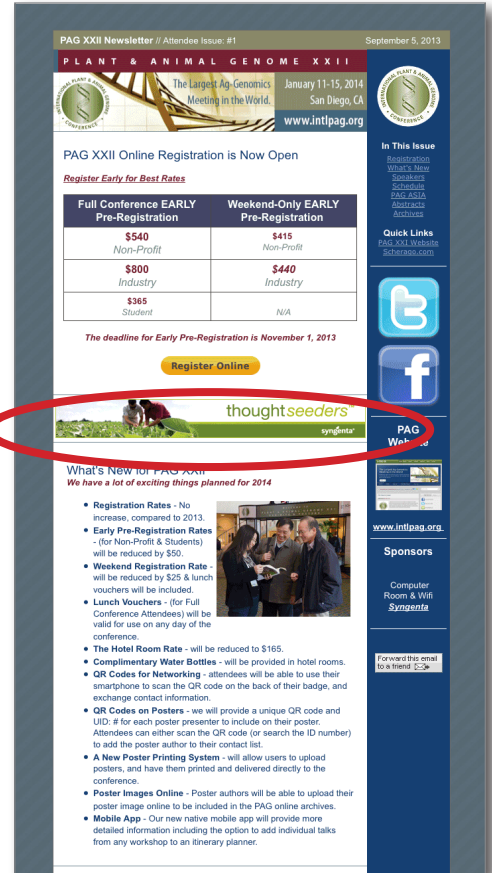
Newsletter Banner Ad

A PAG XXV Newsletter provides maximum exposure to one exclusive advertiser, in each of 10 issues filled with conference information.

- ▶ List includes approx. 8,000 past attendees, early registrants, & subscribers
- ▶ 34% open rate average, and 19% click rate
- ▶ One exclusive sponsor per newsletter
- ▶ 10 Issues available. Choose from the following dates:
9/6, 10/4, 10/25, 11/1, 11/15, 12/6, 12/13, 12/20, 1/10, 1/24

Cost: \$750/per issue

SPECS: Standard banner, 468 x 60 px / JPG, PNG or GIF (static only) / Include URL.



Website Banner Ads

The PAG XXV website is the first place attendees go when planning to visit PAG. In the months leading up to the conference, www.intlpag.org receives a steady stream of visitors registering, seeking show-related info, submitting abstracts, and previewing the scientific program and exhibits.

With a total of over 200,000 pageviews of almost 3 minutes each from October through January — you'll be in the right place, at the right time to reach this highly targeted audience, with an banner ad on the home page.

- ▶ Estimated pageviews/month: over 50,000, by over 13,000 users
- ▶ Typical site visit duration: 2 min, 48 seconds
- ▶ Approx. 52% of visitors are international
- ▶ A max of 4 banner ads in rotation

**Cost: \$1,200 / Oct. - Dec.
\$2,200 / Jan.**

For more information,
contact Darrin Scherago
at 201-653-5141
or email:
darrins@scherago.com

SPECS: Leaderboard banner, 728 x 90 px / JPG, PNG or GIF (static or animated) / Include URL.