

January 12-16, 2019
Town & Country Hotel
San Diego, CA

PLANT & ANIMAL GENOME XXVII



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

- ▶ List includes over 8,500 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*:
9/4, 10/2, 10/23, 10/30, 11/13, 12/4, 12/18, 1/3, 1/9, 1/22

Standard banner size - 468 x 60 px, JPG, PNG or static GIF. Include URL.

Cost: \$750/per issue

*dates subject to change



Website Banner Ads

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