Online Advertising Opportunities

Whether you 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 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 XXIX Newsletter provides maximum exposure to one exclusive advertiser, in each of 10 issues filled with important conference information.

- List includes over 12,000 past attendees, early registrants, and subscribers
- 34% open rate average, and 19% click rate
- One exclusive sponsor per newsletter
- 10 Issues available. Choose from the following dates:*
  - 9/7, 10/5, 10/19, 11/5, 11/16, 11/30, 12/14, 12/21, 1/4, 1/1

Standard banner size - 468 x 60 px, jpg or png. Include URL.

*dates subject to change

Website Banner Ads

The PAG website is the first place attendees go when planning to visit the conference. In the months leading up to the event, www.intlpag.org receives a steady stream of visitors registering, seeking meeting-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 a 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: September $1,000, October $1,200, November $1,400, December $1,600, January $2,200

For more information, contact Darrin Scherago at +1 201-653-5141 (EDT/GMT -4) or email: darrins@scherago.com