Online Advertising Opportunities

Whether your goal is to build your brand, drive web traffic, announce a 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 ag-genomics industry professionals.

Newsletter Banner Ad

A PAG 31 Newsletter provides maximum exposure to one exclusive advertiser, in each of 10 issues filled with important conference information.

- **Banner size - 728 x 90 px, jpg or png. Include URL**
- List includes over 12,000 past attendees, registrants, and subscribers
- 34% open rate average, and 19% click rate
- One exclusive sponsor per newsletter
- Choose from the following issues dates:
  - 10/9 (#1), 10/17 (#2), 10/26 (#3), 10/31 (#4), 11/14 (#5), 11/28 (#6), 12/12 (#7), 12/26 (#8), 1/9 (#9), 1/30 (#10)

  *Dates subject to change.

**Cost:**
- $1,200/Issues 1-3
- $1,500/Issues 4-8
- $1,700/Issues 9-10

**Banner Upload**

www.intlpag.org/31/banner-upload-form

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 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.

- 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

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