



PathologyOutlines.com

Find Pathology Information Fast

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PathologyOutlines Advertising Rate Card Effective November 12, 2008

[Home Page](#)
[PDF version of this page](#)

Advertising on **www.PathologyOutlines.com** reaches a targeted audience of pathologists and laboratory personnel who visit our website on a regular basis. We average **200,000 monthly visitors** (click [here](#) to view our statistics), making us the world's most popular pathology website.

Note: to advertise [Job](#) or [Fellowship](#) openings or [Conferences](#), please click on these pages.

Banner Advertising

Banner advertisers receive a listing on our **Buyer's Guide** in up to 5 categories, 2 monthly announcements on our **New Products and Services** page and click-thru statistics every 1-2 months.

Banner Opportunities

Location	Banner size	Cost for 6 / 12 months
● Top corner of Home Page currently PSA and PathSync	144 x 72 pixels	\$4500 / \$7500
● Top of Home page-large banner currently Leica and Clariant 1 in 2 rotation	468 x 72 pixels	\$6500 / \$11,000
● Feature page * currently Ventana	468 x 45 pixels	\$4500 / \$7500
● Near top of Home Page currently Bioimagene	468 x 72 pixels	\$5750 / \$9750
● Middle section of Home page examples: Sakura, Lab Invest	468 x 72 pixels	\$4000 / \$6750

- Side of Home page
examples: IMPAC, Vachette 144 x 144 pixels \$3000 / \$5000
- Partners-bottom of Home page
example: Leica Microsystems 100 x 100 pixels \$4000 (one year)
- Top of Jobs, Conferences,
Fellowship or Case of Week
pages 468 x 72 pixels \$1500 / \$2500
- Top of 3 Chapter pages 468 x 72 pixels \$1500 / \$2500

Technical requirements: banners must be in GIF, animated GIF or JPG format. We do not accept Flash. The maximum file size is 25K, the loop limit is 5, and no audio is allowed. Click [here](#) for suggestions on banner advertising.

* For the feature page, please provide us a banner up to 468 x 45 pixels (30K) and a webpage targeted to pathologists in HTML format ([example1](#), [example2](#)).

Deadlines: advertising periods begin on the first of each month. Banners should be received by the 25th of the preceding month.

Product placement advertising - **new**

For specific immunohistochemistry, molecular, chemistry or like tests, after the description of the test on our website, we will post your company name and a link to your website in a section titled “**Sources for this product (advertisement)**”. The cost is \$1000 total for 5 tests for one year. Your link may appear in multiple places on our website for the same test, but we will only charge you once for each test. We will also send you click-thru data for each test, every 1-2 months. If several companies are advertising a particular test, we will post them in the order received.

Email advertising

Over 1950 email subscribers receive our Case of the Week. These emails, with your advertising message (100 words of text and links and a banner), are also posted online on the **Case of the Week** page, and are typically read an additional 150 times each month after the email is sent. They are also permanently posted in the chapter appropriate to the content of the case. The cost is \$1200 for 3 emails.

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 approach to management. This includes the Buyers Guide and Announcements (below). The cost is \$3000 for one year, reduced to \$2000 for those with other banner advertising on the Home Page or elsewhere.

Buyers Guide and Announcements

This package provides exposure for your company on two popular pages of our website. First, your company is listed on our Buyer's Guide, with a 100 word description in up to 5 categories and a link to your website. Second, you can post two announcements per month on our New Products and Services page, with a banner, images and a link. The cost is \$2000 for one year.

Terms

Ads either require prepayment or payment within 30 days by check or credit card. Please contact Nat Pernick at 248/646-0325 or NatPernick@Hotmail.com to place your ad or if you have any questions.