



# PathologyOutlines.com

*Find Pathology Information Fast*

30100 Telegraph Road, Suite 408  
Bingham Farms, Michigan (USA) 48025  
Telephone: 248/646-0325; Fax: 248/646-3119  
Email: [PathOutSales@gmail.com](mailto:PathOutSales@gmail.com)

## PathologyOutlines.com Advertising Rate Card Effective January 1, 2012

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

Advertising on [www.PathologyOutlines.com](http://www.PathologyOutlines.com) reaches a targeted audience of pathologists and laboratory personnel who visit our website on a regular basis. We now average over **300,000 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, inclusion in applicable **Feature Pages** and **Promotion** emails 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 bioTheranostics	144 x 72 pixels	\$4,500 / \$7,500
• Top of Home page-large banner currently Leica and Clariant 1 in 2 rotation	468 x 72 pixels	\$6,500 / \$11,000
• Near top of Home Page #1 currently Ventana	468 x 72 pixels	\$5,500 / \$9,000
• Near top of Home Page #2 currently A2LA	468 x 72 pixels	\$5,000 / \$8,000

• Middle section of Home page examples: Sakura, Epitomics	468 x 72 pixels	\$4,000 / \$6,750
• Side of Home page examples: Sunquest, Voicebrook	144 x 144 pixels	\$3,000 / \$5,000
• Partners-bottom of Home page example: Vachette	100 x 100 pixels	\$4,000 (one year)
• Top of Jobs pages	468 x 72 pixels	\$2,500 / \$4,000
• Top of Conference, Fellowship or Case of Week pages	468 x 72 pixels	\$1,700 / \$2,800
• Top of 3 Chapter pages	468 x 72 pixels	\$1,700 / \$2,800

**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.

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

### Product placement advertising

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 \$1250 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 3,700 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 \$600 per email or \$1,500 for 3 emails. Click [here](#) for an example.

To add email advertising in the biweekly Jobs / Fellowships / Conferences email (2400 subscribers) plus Monthly Website news email (2300 subscribers) costs an additional \$500 for one email to both lists, or \$1,200 for 3 emails to both lists.

### 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 \$3,000 for one year, reduced to \$2,000 for those with other banner advertising on the Home Page or elsewhere.

### **Conference Promotion**

We can drive traffic to your exhibit booth or promote completion of surveys or registration by hosting a contest / drawing from our large website traffic. To enter the contest / drawing, we will require visitors to fill out some document, either at your booth, online or elsewhere, that is then entered in our drawing. We will promote the contest on our website and in our various emails that reach over 5,000 pathology subscribers. Winners will be randomly selected to receive \$500 total in cash prizes, and their names will be posted on our **Contests** page. The cost for this promotion is \$3,000.

### **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 \$1,800 for one year (\$1,000 for 6 months). For additional categories (beyond 5), the cost is \$100 each per year.

### **Terms**

Ads either require prepayment or payment within 30 days by check or credit card. Please contact Sara Halladay-Klakulak or Nat Pernick at 248/646-0325 or [pathoutsales@gmail.com](mailto:pathoutsales@gmail.com) to place your ad or if you have any questions.