



2018 Media Kit

PathologyOutlines.com, now in its 18th year, is the world's most popular pathology website and its new content is now peer reviewed. We had more than 50% growth in traffic last year and now have 29,000+ daily visitors ([based on Google analytics](#)) and 30,000+ followers on social media. See our Statistics page for details and read our Testimonials.

We have many options for banner and email advertising. Payment is generally required to reserve advertising spaces. Note: prices for banner advertising may be higher for terms less than 1 year.

Banners		
Opportunity	Duration	Price
Home page banner <i>(including mobile)</i>	monthly	\$500-\$2,000 <i>Varies by location</i>
Chapter banner	yearly	\$2,000-\$4,000 <i>Based on chapter traffic</i>
Jobs page	yearly	\$4,000
Fellowships page	yearly	\$3,000
Conferences page	yearly	\$6,000

E-blasts	
Premium tier	\$1,500 deployment
<i>What's New</i> newsletter <i>(quarterly)</i>	10,000+ subscribers
Commercial e-blast <i>unique for each client</i>	7,600+ subscribers
Standard tier	\$1,000 deployment
Case of the Week <i>(also posted on 4 Case of the Week pages)</i>	8,100+ subscribers
Jobs, Fellowships, Conferences <i>sent every 2 weeks</i>	5,600+ subscribers
Monthly updates	4,700+ subscribers

Other Opportunities		
Opportunity	Description	Price
Industry news	<i>Post logo plus 12 links to newsworthy items throughout year</i>	\$3,000 per year
<i>What's New</i> folder	<i>Folder contains print copies of our newsletter for USCAP, ASCP, CAP conferences</i>	\$2,000 500 folders
Social Media posts	<i>35,000+ followers: Twitter, Facebook, Instagram</i>	\$1,000 deployment
Books pages	<i>Currently 1,400+ books posted</i>	\$300 per book posting up to 5 years
CME listings	<i>List your CME/SAM courses</i>	\$375 per post

Contact us
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