Your turnkey solution to scientific storytelling and branding, from online educational events to content development and social media engagement.
About LabRoots
Welcome to LabRoots, your scientific network and virtual education provider. LabRoots is the leading scientific social networking website, offering top scientific trending news and premier educational virtual events and webinars.

Visit Our Website:
- LABROOTS.COM
- TRENDING NEWS
- VIRTUAL EVENTS
- WEBINARS
- CONTINUING EDUCATION
- GDPR COMPLIANT

Team Up With LabRoots
Take Advantage Of:
- 3.2 million users in our global scientific community
- Robust, interactive platform to showcase your company’s expertise through webinars and virtual events
- A wide range of products and services to choose from to highlight your brand
- World’s largest producer of virtual events within the Life Sciences and Clinical Diagnostics community
- Continuing Education credits for event attendees, including P.A.C.E. CE, CME, CEU, and more
- Engage with more than 3 million of LabRoots followers through topic-specific social media channels
- Improved mobile-friendly design
Demographics & Traffic

Registered Members: 3.2 Million
Monthly User Sessions: 685K
Monthly Page Impressions: 7.1 Million

Average Website Session: 10+ Minutes
Average Webinar Session: 34 Minutes
Average Virtual Event Session: 2.2 Hours

Target Your Audience

Find Your Market with Audience Selections
Choose from hundreds of specialty keywords via our online Audience Selection Form. Below is a sample:

- Agricultural Sciences 90,168
- Analytical Chemistry 108,627
- Antibodies 91,031
- Assay Development 74,571
- Biochemistry 127,246
- Bioinformatics 63,134
- Bioprocessing 48,875
- Biotechnology 110,626
- Cancer/Oncology 99,938
- Cannabis Sciences 52,061
- Cell Biology 93,443
- Chromatography 77,809
- Clinical Research 74,610
- CRISPR 58,139
- Diagnostics 77,204
- DNA Sequencing 61,767
- Drug Discovery 63,422
- ELISA 97,365
- Flow Cytometry 70,214
- Forensics 44,986
- Gene Expression 70,974
- Genetics/Genomics 97,830
- Instrumentation 72,253
- Immunology 63,627
- Immuno-Oncology 50,743
- Infectious Disease 66,290
- Influenza 54,172
- Microbiology 90,677
- Molecular Biology 125,493
- Molecular Diagnostics 58,631
- Neuroscience 89,945
- Next-Gen Sequencing 55,129
- Nuclear Acid Analysis 75,254
- Pathology 48,572
- PCR/RT-PCR/Real-time PCR 101,574
- Pharmaceuticals 92,282
- Precision Medicine 53,906
- Protein Expression 69,943
- Stem Cells 66,329
- Toxicology 61,458

Go to Audience Selection Form

Back to Contents

Go to Rate Card

Back to Contents
Reach your desired audience by renting a targeted segment of our 3,200,000+ opt-in email list. Garner larger interest in your product or service by sharing your brand message or story to a curated list of targeted users. Your message will resonate with users as you leverage our comprehensive Audience Selection form and target your email based on geography, work sector, specialty, job function, and keywords.

250,000+ Emails / Day
1.8 Million Emails / Week
7.2 Million Emails / Month
20-25% Open Rates

68,754 Reach
1,292 Likes
94 Comments
478 Shares

Reach, engage, and resonate with your ideal audience with content-driven ads that target niche demographics on category-specific social media channels.
Custom Content Campaign

Sponsored Custom Content
Utilize the LabRoots audience by sharing an article, infographic or video created by you in the Trending News section of the LabRoots website. This custom content is not only shared on the LabRoots website but also in the General Trending newsletter that’s sent out weekly, category-specific Trending newsletters, and on LabRoots social media pages. This allows you to use your branded content to tell your story to a new audience in a place they already like to visit.

Rich Custom Content
When you sponsor an article, infographic or video with LabRoots, you will get a dedicated writer and designer who will help coordinate the research, writings and all design elements related to the campaign. They will work directly with you and your team to develop a fully customized, informative article, infographic, or video that reflects your brand and story. The content will be reviewed and approved by you before being posted to the LabRoots.com website, sent out in the General Trending newsletter and appropriate category-specific Trending newsletters, and shared on relevant social media pages.

Banner & Text Ads

Banner Options
Banner ads deliver cost-effective and highly visible coverage for all your products and services. With a wide range of online advertising options, clients can be assured that the size and diversity of our advertising network provides optimum marketing opportunities.

Image: A basic image creation. Requires a GIF, JPG, or PNG file. Please make sure the file size is less than 1000000 bytes.
Third party: You can use any custom HTML and JavaScript snippets as well as tags from a third party ad server or DoubleClick for Advertisers.
HTML5: A creative built from HTML and supporting assets. An animated HTML5 creative requires GIF, JPG or PNG files. Animations should rotate no more than 8 times, 20 sec animation.

What We Need From You
• Your creative files in the correct format and size of your banner order
• The click-through URL your banner ad should point to
• The duration your banner should run (start date - end date) along with number of purchased impressions

Average Impressions
Top Position: 50,000/month impressions, CTR 0.27%
MPU: 100,000/month impressions, CTR 0.15%

Text Ads
Font: 14px; Open Sans or Helvetica; 600 Weight (Medium)
Colors:
Title #b6bd00 (Green); Description #666666 (Gray)
Characters: 55-60 Total (Title + Description + Spaces)

Ad Sizes
A. Super Leaderboard: 970px X 90px, includes a 320px X 50px. Ad will default to mobile size when viewed on mobile devices.
B. Leaderboard: 728px X 90px, includes a 320px X 50px. Ad will default to mobile size when viewed on mobile devices. Available for Banners and Text Ads.
C. MPU: 300px X 250px
D. Mobile: 320px X 50px
Newsletters

LabRoots offers sponsorship opportunities through our weekly newsletters, allowing clients to select the most appropriate newsletter for their banner ad to garner more interest for their marketing campaign.

Ad Size (all newsletters)
468px X 60px, requires a GIF, JPG, or PNG file.

Webinars & Virtual Events Newsletter
469,837 Subscribers
Keeps our audience aware of both upcoming webinars and virtual events as well as those recently made available for on-demand viewing.

General Trending Newsletter
583,601 Subscribers
Delivers the latest in curated, scientific news, and information on newly published research and findings.

27.5% Average Open Rates
14.9% Average CTR Newsletter

Category-Specific Trending Newsletters
With more than a dozen topics, LabRoots procures the latest news and information within a specific category.

Average Time on Trending News Page: 3+ Minutes

Categories
- Genetics & Genomics
- Cell & Molecular Biology
- Clinical & Molecular Dx
- Health & Medicine
- Neuroscience
- Cancer
- Immunology
- Microbiology
- Technology
- Cardiology
- Plants & Animals
- Drug Discovery & Development
- Chemistry & Physics
- Space & Astronomy
- Earth & The Environment
- Cannabis Sciences

Subscribers
- Genetics & Genomics: 35,084 (T)
- Cell & Molecular Biology: 33,393 (W)
- Clinical & Molecular Dx: 31,806 (Th)
- Health & Medicine: 31,281 (W)
- Neuroscience: 30,027 (Th)
- Cancer: 28,803 (W)
- Immunology: 28,032 (Th)
- Microbiology: 26,442 (W)
- Technology: 25,296 (Sa)
- Cardiology: 25,218 (F)
- Plants & Animals: 23,185 (Su)
- Drug Discovery & Development: 21,547 (W)
- Chemistry & Physics: 21,155 (F)
- Space & Astronomy: 19,519 (S)
- Earth & The Environment: 19,185 (S)
- Cannabis Sciences: 18,388 (F)
Webinar Best Practices:
There are several other factors that play a role in the final results. These include, but aren’t limited to, the following:

• Scheduled on weekday mornings
• Has an interesting, informative, educational topic
• Offers continuing education credits (a larger incentive for your audience)
• 2-3 months marketing by LabRoots AND the client
• A quality speaker, such as Industry Expert, Key Opinion Leader, Customer or Client
• Has a well-written, informative abstract
• Identifies clear learning objectives

What to Expect:
• Production of all aspects of the webinar
• Creation of a branded registration page and microsite
• Creation of branded, customized webinar background
• Creation and deployment of automatic reminder emails to webinar registrants
• Assistance in speaker selection
• Promotion of the webinar via digital marketing
• The ability to offer P.A.C.E. CE Credits to attendees
• CME Credits available at an additional cost
• On-demand webinar viewing for 12 months
• Hosting on the LabRoots website indefinitely
• A provided MP4 copy of the webinar for the sponsor
• Live polling and comprehensive reporting for all metrics

Average Webinar Metrics:
1-2 months of promotion:
• Total Registrants: 475
• Live 201
• On Demand 168
• Total Viewers: 78%

2+ months of promotion:
• Total Registrants: 659
• Live 288
• On Demand 190
• Total Viewers: 73%

Over 700 Webinars Produced in 2019

NEW Webinar Library
Ask a LabRoots Sales Manager about our new Webinar Library feature where you can promote an organized collection of your webinars.

Webinars
Over 700 Webinars Produced in 2019

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LabRoots Virtual Events

Showcase your company, brand, and products at one or more of LabRoots’ Educational Virtual Events.

Generate new leads in an innovative way, reaching your clients online in a virtual lab, exhibitor booth, webinar presentation, poster hall and more. Start your branding in the virtual lobby where attendees enter the event, then continue your company’s message as attendees navigate throughout the online environment.

Opportunities Include

• Keynote presentation sponsorship: live in-studio video presentation
• Lobby greeting
• Track presentation sponsorship: live webcast presentation
• Introduction of the speakers given by the sponsor
• Virtual booth in the exhibition hall, featuring online chat, resources center, video capabilities, customized booth and more
• Pre-event newsletter sponsorship
• Strategically placed logo
• Pop-up announcements

Basic booth with standard features

Basic booth with custom hot spots

Custom booth with hot spots

Networking Lounge

Track session webinar

Poster Hall

Posting Hall

Event Lobby

Basic booth with standard features
### NEW Microbiology Virtual Week
**Including immunology, infectious disease & influenza**

**September 8-10, 2020**

**Speckty:**
- Microbiology
- Infectious Disease
- Vaccines
- Immunology
- Microbiome
- Laboratory Testing
- Parasitology
- Allergy
- AIDS/HIV

**Organization:**
- **Academic Institution:** 20%
- **Research Institute:** 15%
- **Hospital/Medical Center:** 15%
- **Clinical Laboratory:** 10%
- **Biotech Company:** 10%
- **Government:** 5%
- **Pharmaceutical:** 5%
- **CRO:** 4%
- **Life Science Company:** 4%

**Geography:**
- **North America:** 40%
- **Europe:** 25%
- **Asia:** 15%
- **South America:** 8%
- **Africa:** 8%
- **Oceania:** 4%
- **North Asia:** 8%
- **South Asia:** 5%
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**Job Title:**
- **Research Scientist:** 26%
- **Medical Laboratory Technologist:** 16%
- **Clinical Laboratory Scientist:** 15%
- **Clinical Laboratory Technician:** 12%
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- **Biologist:** 9%
- **Scientist:** 8%
- **Post Doc:** 6%
- **Microbiologist:** 5%
- **Laboratory Scientist:** 4%
- **Doctor:** 4%
- **Other:** 3%

**Specialty:**
- Cancer Research
- Cancer Diagnostics
- Molecular Diagnostics
- Oncology
- Immunology
- Cancer Therapeutics
- Clinical Research
- Biotechnology
- Cell Biology
- Laboratory Testing

**Geography:**
- **North America:** 51%
- **Europe:** 24%
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- **Other:** 3%
2020 Virtual Events (cont.)

Cancer Research & Oncology
October 7-8, 2020

Analytical Chemistry & Separation Sciences
October 24, 2020

Opioid Crisis
November 3, 2020

Clinical Diagnostics & Research
November 12, 2020

Specialty | Job Title
--- | ---
Cancer Research | Research Scientist 20%
Cancer Diagnostics | Medical Doctor/Specialist 14%
Cancer Therapeutics | Medical Laboratory Technologist 14%
Molecular Diagnostics | Clinical Lab Scientist 13%
Oncology | Lab Management 10%
Immunology | Student 10%
Immunology | Post Doc 5%
Oncology | Education/Faculty 4%
Cell Biology | Executive 4%
Laboratory Testing | Pathologist 4%
Bioscience | Other 2%

Organization | Geographical Distribution
--- | ---
Academic Institution 24% | North America 50%
Research Institute 15% | Europe 27%
Hospital/Medical Center 15% | Asia 10%
Clinical Laboratory 12% | South America 6%
Bioethics Company 10% | Oceania 3%
Government 7% | Africa 2%
Pharmaceutical 5% | Europe 24%
Life Science Company 3% | Europe 24%

Specialty | Job Title
--- | ---
Analytical Chemistry | Chemist 19%
Chromatography | Lab Technician 18%
Mass Spectrometry | Research Scientist 13%
Lab Automation | Lab Management 10%
Microscopy | Executive 9%
Particle Analysis | Engineer 9%
Biochemistry | Educator/Faculty 7%
Thermal Analysis | Point of Care 6%
Flow Cytometry | Laboratory Testing 5%
Surface Analysis | Student 5%

Organization | Geographical Distribution
--- | ---
Industrial Company 24% | North America 60%
Academic Institution 15% | Europe 15%
General Laboratory 14% | Asia 15%
Research Institute 7% | South America 15%
Central Nervous System (CNS) 4% | Africa 15%

Specialty | Job Title
--- | ---
Opioids | Medical Doctor/Specialist 16%
Drug Discovery | Medical Laboratory Technologist 12%
Drug Development | Medical Doctor/Specialist 11%
Addiction | Clinical Laboratory Scientist 10%
Neuroscience | Lab Management 10%
Depression | Research Scientist 10%
Pharmacology | Research Scientist 10%
Point of Care | Pharmacist 7%
Medicine | Pathologist 6%
Laboratory Testing | Point of Care 6%
Molecular Diagnostics | Education/Faculty 5%
Pathology | Laboratory Testing 5%

Organization | Geographical Distribution
--- | ---
Hospital Medical Center 20% | North America 50%
Academic Institution 16% | Europe 27%
Clinical Laboratory 15% | Asia 10%
Research Institute 8% | South America 6%
Ambulatory Care 8% | Oceania 5%
Biotec Company 4% | Africa 4%
Pharmaceutical 4% | North America 50%
Non-Profit Organization 3% | Europe 27%
CBO 3% | Asia 10%
Other 10% | South America 6%

Geography | Job Title
--- | ---
North America | Medical Laboratory Technologist 19%
Europe | Clinical Laboratory Scientist 18%
Asia | Medical Doctor/Specialist 12%
South America | Research Scientist 9%
Oceania | Executive 7%
Africa | Student 7%
Europe | Education/Faculty 6%
Asia | Pathologist 4%
South America | Pharmacist 3%
Oceania | Other 3%
Africa | Other 3%

Organization | Geographical Distribution
--- | ---
Hospital Medical Center 20% | North America 50%
Biotec Company 15% | Europe 27%
Academic Institution 14% | Asia 10%
Research Institute 12% | South America 6%
Government 6% | Oceania 3%
Biotec Company 5% | Africa 4%
Pharmaceutical 5% | North America 50%
Life Science Company 3% | Europe 27%
Pharmaceutical 3% | Asia 10%
Other 2% | South America 6%
Organism | Pharma/Chemical 3%
Pathology | Other 3%
Microbiology | Other 3%
Vitamin D | Other 3%
Pharmacology | Other 3%
Hematology | Other 3%
Immunology | Other 3%
Clinical Laboratory | Other 3%
Research Institute | Other 3%
Academic Institution | Other 3%
Life Science Company | Other 3%
Medical Doctor | Other 3%
Medical Doctor | Other 3%
Medical Doctor | Other 3%
Medical Doctor | Other 3%
Medical Doctor | Other 3%
Medical Doctor | Other 3%
Medical Doctor | Other 3%
NEW 2020 Virtual Event

SCIENCE MOVES FAST, LABROOTS DOES TOO

As the largest scientific learning community in the world, LabRoots offers up top scientific trending news and premier educational virtual events and webinars to a world wide audience. The issues and challenges that are present in this day and age make our mission for amplifying current events through our global networks and communities to help contribute to the advancement of science is now more important than ever.

A novel coronavirus emerged in China in late 2019; it has been officially named by the World Health Organization (WHO) as COVID-19. LabRoots is working to educate the community about this pathogen in an ongoing series of virtual events and webinars that started April 2, 2020 and will continue through December 3, 2020.

Researchers have found evidence that the virus can be transmitted by people that don't have symptoms. Scientists are working to find ways to treat the fever, respiratory illness, cough, and breathing difficulties it causes.

Topics to be covered:

• The Origins and Symptoms of the Virus
• Testing and Research
• Prevention, Containment and Treatment of Cases

Coronavirus Virtual Webinar Series

Apr 2, Jun 17, Sep 17, Dec 3, 2020

2020 Registrants: 16,276

<table>
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<th>%</th>
<th>Job Title</th>
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<tr>
<td>Molecular Biology</td>
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<td>MLT/CLS</td>
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<tr>
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<td>38%</td>
<td>Grad Student</td>
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<td>Infectious Disease</td>
<td>36%</td>
<td>Lab Management</td>
<td>14%</td>
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<tr>
<td>Microbiology</td>
<td>35%</td>
<td>Professor</td>
<td>7%</td>
</tr>
<tr>
<td>Immunology</td>
<td>35%</td>
<td>Doctor</td>
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<tr>
<td>Life Sciences</td>
<td>35%</td>
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<td>Cell Biology</td>
<td>26%</td>
<td></td>
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<tr>
<td>Biochemistry</td>
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<td>Clinical Research</td>
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<td>Virology</td>
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<tr>
<td>Animal Models</td>
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<tr>
<td>Antibodies</td>
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<tr>
<td>Genetic Engineering</td>
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<td>Clinical Laboratory</td>
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<td>Africa</td>
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<td>Biotech Company</td>
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<td>Life Science Company</td>
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<tr>
<td></td>
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<td>Diagnostics Company</td>
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</tr>
<tr>
<td></td>
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<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Back to Contents  Visit LabRoots Virtual Event Demo  Go to Virtual Event Rate Card
Custom Virtual Events

Showcase your products and technologies while promoting your brand and highlighting your company’s expertise. Your event will be hosted on a powerful virtual platform in HTML5 and fully supported on all mobile devices.

Choose Between:

Scheduled Virtual Event - produce an event on a specific date(s), then have them archived in your content library and available on demand for 12 months.

Persistent Virtual Event - host multiple webinars or mini-events throughout a 12-month period.

Each option offers:

• Customized rooms (various templates available)
• Virtual laboratories
• Poster halls
• Education/learning center
• Leaderboard/Gamification
• Continuing education credits
• Courses
• Job fairs
• Entitlement
• Black and White listing
• Surveys/polls
• Live chats
• Networking and social media channels
• Customized and automated reporting
• Welcome videos
• Multiple languages
• Customized and automated reporting
• Welcome videos
• Multiple languages
Virtual Event Sponsorships

Traditional Virtual Booth
1-2 Booths $5,000 each
3-4 Booths $4,000 each
5-6 Booths $3,500 each
7-9 Booths $3,250 each
All Shows $3,000 each

Custom Virtual Booth + Hotspots
1-2 Booths $6,000 each
3-4 Booths $5,000 each
5-6 Booths $4,500 each
7-9 Booths $4,250 each
All Shows $4,000 each

Entitlements $1,000

Sponsored Webinar*
1-2 Tracks $9,000 each
3+ Tracks $8,000 each

Keynote** $12,500 each

*Sponsored webinars include a booth
**No concurrent sessions

Banners
Lobby (4 spots) $1,350
Poster Hall (2 spots) $1,100
Lounge (4 spots) $750

Surveys
Logo to 10 questions & 1 report $500

Briefcase
Pre-populated Content $250 each

What do you get out of a Virtual Event?
• Generate hundreds of targeted leads of the people who enter your virtual booth, with detailed complete contact information including Name, Job Title, Degree Institution, Phone Number, Email Address, Street Address, and much more.
• Qualify the booth leads by understanding their interests. Every asset click is tracked and noted in the report.
• Grow your e-marketing lists by taking home the entire registration report which can be as high as 20,000 contacts.

LabRoots Virtual Event Rate Card

LabRoots Virtual Event Rate Card

Virtual Event Sponsorships

Virtual Host
Lobby greeter $1,250

Virtual Week Sponsorships
Gold Sponsorship $15,000

• Sponsored Speaker
• Moderator Introduction of the sponsor and speaker
• Virtual Booth (Custom or Traditional)
• Virtual Booth Gold Badge
• Virtual Booth within first eight positions in the expo hall above the fold
• Logo on overview registration page
• Logo branding in all virtual locations (eg, Lobby, Lounge, Poster Hall)
• Pre-Event Newsletter Sponsorship (Choose WAVE or Category Specific Newsletter)
• 2 Announcements per day
• 2 Pre-populated Briefcase Assets

Sponsored Webinar
Sponsor Speaker
Virtual Booth (custom included)
An announcement per day

Custom Virtual Booth

Gold $6,000
Virtual Booth w/ Hot Spots
An announcement per day

Traditional Virtual Booth $5,000
(1st Timer Intro Booth Pricing $4,000)
Virtual Booth w/ Hot Spots
An announcement per day

Editorial Schedule
The order and material deadlines are suggested dates that are flexible on a case-by-case basis. Reach out to a LabRoots Sales Manager to discuss further.

Planning & Reporting

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$9,500 TRIAL

Contact LabRoots for a Custom Package Built to Meet Your Needs

• 1 Banner Ad for 1 Month
• 3 Newsletter Sponsorship IPs
• 1 Email Blast to 10K recipients
• 5 Social Media Posts
• 5 Sponsered Article on Video Campaign

Custom Advertisement Campaign

- Per Articles $500
- 3 Articles $1,200
- 5 Articles $2,000
- 10 Articles $3,575

Videos
- 3 Videos $150
- 5 Videos $250
- 10 Videos $3,575

Custom Infographic Campaign $1,750

- Using client content & written by a LabRoots author
- Up to 3 trending newslettes
- 5 posts on relevant LabRoots social media profiles
- Article housed on LabRoots.com website

Social Media

- Per Post ($400 ea) $4,000
- 25 Posts ($1,050 ea) $8,750
- 50 Posts ($3,000 ea) $15,000
- 100 Posts ($250 ea) $25,000

Note: Video is better than text for higher ROI and engagement.

Custom Virtual Events

- Webinar Presentations or Product Launches throughout 2020-21.
- 3-pack Series ($10,000 ea) $30,000
- 5-pack Series ($5,000 ea) $25,000
- 10-pack Series ($5,000 ea) $50,000

Additional Options

- Social Media: up to 10 questions & 1 report $500
- Poster Hall $2,500 - $10,000
- Virtual Learning Courses $2,000 per course
- CME Continuing Education $5,000 - $10,000
- P A C E Continuing Education $2,500
- Zoom Rooms
- Additional Virtual Booths $1,500 each
- Custom Virtual Lab $5,000 each
- Additional Options
- Social Media posting: $2,500/month
- Email Blasts: $100 each
- Press Release: $1,500
- Newsletter Posting & Banner Ad (2 WAVE - 1 Trending event)

Pricing includes customizing of microsite tabs (ie. Overview; Resources, etc)

New Business:
- New webinar pack/client $2,000
- Renewal next year $1,500
- Initial, plus per webinar $2,000

Create Library for Existing Webinars:
- Initial, plus per webinar $2,000
- For webinars produced AFTER Jan 1, 2018 $1,000 per webinar
- For webinars produced PRIOR TO Dec 31, 2017 $250 per webinar
- Renewal next year $1,500

Social Media

- Audio $5,000
- Video $10,000

Banner Text Ads

Super Leaderboard 970x250 (300 imp) $3,500/mo
Leaderboard 728x90 (500 imp) $2,000/mo
MPU 300x250 (100 imp) $2,000/mo
Text Ads $550/mo

Emails

HTML Edits $50/hr
Email HTML Creation* $200
HTML Edits $50/hr

Email Buckets

25,000 Counts: $280 CPM $7,000
50,000 Counts: $520 CPM $10,500
100,000 Counts: $1,050 CPM $21,000
200,000 Counts: $2,100 CPM $42,000
300,000 Counts: $3,150 CPM $63,000
400,000 Counts: $4,200 CPM $84,000
500,000 Counts: $5,250 CPM $105,000
750,000 Counts: $8,750 CPM $150,000
1,000,000 Counts: $11,250 CPM $225,000

Webinars

1 Webinar $15,500
Webinar Contact your LabRoots sales rep to learn about Final Timer webinar rates.

Webinar Packages

3-pack Series ($10,000 ea) $30,000
5-pack Series ($5,000 ea) $25,000
10-pack Series ($5,000 ea) $50,000

Please contact your sales rep to learn about additional webinar package options.

Webinar Extras

Additional Reporting $100/hr
Extra Prep, Training, Dry runs $250/hr
Blacklisting/Whitlisting $1,000
CMF Credits $5,000/Webinar

Webinar Pricing

NEW! Includes additional webinar cancellations (up to 5 virtual booths)

1-2 Day Event On-Demand (bucket discounts)
- 1-5 webinars $3,000 each
- 6-10 webinars $4,000 each
- 11-20 webinars $5,000 each

Additional Webinars

- Studio costs covered by sponsor $3,500 each

Webinar Presentations or Product Launches throughout 2020-21.

*Studio costs covered by sponsor

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*25% discount off each webinar with No Marketing

Contact your sales rep to learn about additional webinar package options.

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- 50 Posts ($3,000 ea) $15,000
- 100 Posts ($250 ea) $25,000

Note: Video is better than text for higher ROI and engagement.

Custom Content Campaigns

5 posts on relevant LabRoots social media profiles
- Article housed on LabRoots.com website

Custom Infographic Campaign $9,950

- Using client content & written by a LabRoots author
- 3 trending newsletters
- 5 posts on relevant LabRoots social media profiles
- Infographic housed on LabRoots.com website

Combined Campaign $15,000
- Custom Article & infographic
LabRoots provides next generation digital marketing opportunities which allow you to target your message to specific groups of scientists and medical experts. For pricing, custom proposals or general information please contact us at:

Advertise: advertise@labroots.com
For Press Inquiries: press@labroots.com
Marketing Questions: marketing@labroots.com
Production Questions: production@labroots.com
Feedback for us: feedback@labroots.com
Continuing Education: CE@labroots.com
Support: support@labroots.com
Looking for a Job: jobs@labroots.com
For other information: info@labroots.com

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