Clinical OMICs
Molecular Diagnostics in Personalized Medicine

2016 MEDIA KIT

www.ClinicalOMICs.com
What’s It About?

The promise of personalized medicine, long the justification for basic research in genomics, proteomics, and metabolomics, is finally on the verge of being realized. The time has come to bring all the “omics” to the clinic—and that’s exactly what Clinical OMICs, a digital magazine launched in April 2014, is doing. Already, Clinical OMICs is recognized as the go-to information resource for clinicians eager to adopt a richer, subtler medicine—a molecular medicine—and communicate its benefits to their patients.

“We’ve found Clinical OMICs advertising to be an effective marketing buy in an especially well-received publication. It’s a pleasure working with the Clinical OMICs team; they truly are collaborators with valuable input and resourceful promotion ideas rather than simply vendors.”

—Lori Ross
Clinical Marketing Manager
NeoGenomics
Editorial Focus

Clinical OMICs, through a combination of news, contributed articles, and thoughtful analyses, emphasizes the practical—relevant knowledge, available tools. From sequencers to software, from biomarkers to report generation, Clinical OMICs keeps its readers abreast of increasingly cost-effective (and increasingly institutionalized) innovations entering medical practice.

Exclusive content includes in-depth features on:

- Cancer genomics
- Cardiovascular genetic testing
- Point of care testing
- Prenatal/postnatal testing
- Genomic data analysis
- Infectious disease testing
- Genetic counseling
- Reimbursement
- Regulatory compliance
- Laboratory developed tests (LDTs)
- Noninvasive diagnostics
- Companion diagnostics

Target Audience

The audience for this unique digital publication includes highly targeted and engaged readers averaging 15–20 page views per session and 5+ minutes per issue.

Clinical OMIC’s Circulation — 41,650

By Job Function
- Lab directors/managers/technicians/informaticians: 62.2%
- Pathologists, translational scientists: 37.8%

By Organization Type
- Academic/Research Institute: 48.8%
- Hospital/Clinic: 16.4%
- Pharmaceutical/Biotech: 14.8%
- Molecular Diagnostic/Life Science Tool: 7.4%
- Other (Gov’t, Reference Lab, Medical Center) 12.6%
<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial Focus</th>
<th>Meeting Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>● Precision Oncology&lt;br&gt;● Mass Spectrometry in the Clinic</td>
<td>- Molecular Medicine Diagnostics, March 7–9, San Francisco, CA&lt;br&gt;- ACMG, March 8–12, Tampa, FL&lt;br&gt;- CLMA, March 20–23, Orlando, FL</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>● Economics of Genomics&lt;br&gt;● Noninvasive Diagnostics</td>
<td>- AACR, April 16–20, New Orleans, LA</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>● Clinical Actionability&lt;br&gt;● Epigenetics</td>
<td>- AACC, July 31–August 4, Philadelphia, PA</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>● Cancer Genomics&lt;br&gt;● Clinical Utility</td>
<td>- ASCO, June 3–7, Chicago, IL</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>● RNA-Seq&lt;br&gt;● Big Data/Smart Medicine</td>
<td>- Next-Generation DX Summit, August 23–25, Washington, DC</td>
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<tr>
<td><strong>June</strong></td>
<td>● Inherited Disease Diagnostics&lt;br&gt;● Pharmacogenomics</td>
<td>- HUPO, September 18–22, Taipei, Taiwan&lt;br&gt;- CAP, September 25–28, Las Vegas, NV</td>
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<tr>
<td><strong>July</strong></td>
<td>● Infectious Disease Testing&lt;br&gt;● Point of Care Testing</td>
<td>- ASHG, October 18–22, Vancouver, BC</td>
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<tr>
<td><strong>August</strong></td>
<td>● Cancer Transcriptome&lt;br&gt;● Bioethics</td>
<td>- AMP, November 10–12, Charlotte, NC</td>
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<tr>
<td><strong>September</strong></td>
<td>● Cardiovascular Disease Testing&lt;br&gt;● DTC Genetic Testing</td>
<td>- Molecular Medicine Diagnostics, March 7–9, San Francisco, CA&lt;br&gt;- ACMG, March 8–12, Tampa, FL&lt;br&gt;- CLMA, March 20–23, Orlando, FL</td>
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<tr>
<td><strong>October</strong></td>
<td>● Predictive Cancer Diagnosis&lt;br&gt;● Protein Biomarkers</td>
<td>- AACR, April 16–20, New Orleans, LA</td>
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<tr>
<td><strong>November</strong></td>
<td>● Tumor Genotyping&lt;br&gt;● Companion Diagnostics</td>
<td>- AACC, July 31–August 4, Philadelphia, PA</td>
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<tr>
<td><strong>December</strong></td>
<td>● Liquid Biopsies&lt;br&gt;● Big Data</td>
<td>- ASCO, June 3–7, Chicago, IL</td>
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### Advertising/Sponsorship

Multimedia cross platform sponsorship ad options include:

#### Digital Magazine

<table>
<thead>
<tr>
<th></th>
<th>Per Issue 1x</th>
<th>Per Issue 3x (less 10%)</th>
<th>Per Issue 6x (less 20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening page (full page)</td>
<td>$3,500</td>
<td>$3,150</td>
<td>$2,800</td>
</tr>
<tr>
<td>TOC</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,400</td>
</tr>
<tr>
<td>Masthead (2/3 page)</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside full page facing content</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside half page facing content</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$750</td>
<td>$675</td>
<td>$600</td>
</tr>
</tbody>
</table>

All ads in digital magazine include 90x90 banners on email deployment of magazine

#### Website

**Website Banner Ads** *(price per month)*

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728 x 90</td>
<td>$1,200</td>
</tr>
<tr>
<td>Power Block Ad 300 x 250</td>
<td>$1,000</td>
</tr>
<tr>
<td>New Product Ad 200 x 350</td>
<td>$500 month</td>
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</tbody>
</table>

#### Newsletter/Lead Generation

**Clinical OMICs Focus** *(2x per month)*

<table>
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<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728 x 90</td>
<td>$1,595</td>
</tr>
<tr>
<td>Power Block Ad 300 x 250</td>
<td>$1,295</td>
</tr>
<tr>
<td>Value Box Ad 300 x 250</td>
<td>$795</td>
</tr>
</tbody>
</table>

#### Video Sponsorship

- 60 second story about your innovative product/service
- 2-month marketing campaign to 41,650 audience (digital magazine, website, email, and social media)
- One (1) video supplied by advertiser = $4,095
- Three (3) videos supplied by advertiser = $10,095

*Add $2,095 per video + travel for Clinical OMICs to shoot, produce, and edit video(s)*

#### Sponsored eBooks

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic Sponsorship Package</td>
<td>$9,500</td>
</tr>
<tr>
<td>Customize</td>
<td>By Quote</td>
</tr>
</tbody>
</table>

#### Webinar Series

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevant educational content targeted to your audience</td>
<td>$12,500</td>
</tr>
<tr>
<td>Contact Sales Rep for details</td>
<td></td>
</tr>
</tbody>
</table>

All net rates subject to change
Display Ads – Digital Magazine

**Full Page Ad**
- Bleed, 8” x 9”, (203 x 230 mm)
  - non-bleed, 7” x 8.125”, (178 x 207 mm)

**2/3 Page Ad**
- Bleed, 5.125” x 9”, (130 x 230 mm)
  - non-bleed, 4.625” x 8.125”, (117 x 207 mm)

**Half Page Ad**
- Bleed 8” x 4.5”, (203 x 114 mm)
  - non-bleed 7” x 4” (178 x 101 mm)

**1/3 Page Ad** *(not shown)*
- Bleed 4.625” x 4”,
  - (117 x 101 mm)

**Email Banner** *(not shown)*
- 90 x 90 (.jpg or non-animated .gif); Targeted URL required

_Multimedia accepted_

**Website Ads**
- Leaderboard 728 x 90
- Power Block Ad 300 x 250
- New Product Ad 200 x 350
  - (.jpg or non-animated .gif); Targeted URL required

**eNewsletter Ads**
- Leaderboard 728 x 90
- Power Block Ad 300 x 250
- Value Box Ad 300 x 250 *(not shown)*
  - (.jpg or non-animated .gif); Targeted URL required

**Video**
- Acceptable file formats: FLV, MP4, MOV, AVI, VCD, MPG
- Maximum clip size: 60 seconds
- Minimum resolution: 16:9, 1280 x 720

**Sponsored eBook**
- Contact Sales Rep for eBook specifications
Magazine Advertising Specs

Full Page: bleed, 8 x 9” (203 x 230 mm) + 1/8” (4 mm) bleed all around

Full Page, Standard: non-bleed, 7 x 8.125” (178 x 207 mm)

2/3 Page: bleed, 5.125 x 9” (130 x 230 mm) + 1/8” (4 mm) bleed all around

2/3 Page, Standard: non-bleed, 4.625 x 8.125” (117 x 207 mm)

Half Page: bleed, 8 x 4.5” (203 x 114 mm) + 1/8” (4 mm) bleed all around

Half Page Standard: non-bleed, 7 x 4” (178 x 101 mm)

1/3 Page, Standard: 4.625 x 4” (117 x 101 mm)

- Please provide ads as PRINT READY PDFs
- Make sure all fonts and artwork are embedded
- Make sure there is NO TRANSPARENCY
- Minimum resolution for artwork is 150 ppi
- It is good practice to leave 1/8” (4 mm) on all sides
- For digital publication, art can be CMYK or RGB
- Do NOT include live hyperlinks in ads
- Email final materials to: e-file@ClinicalOMICS.com

For Poll Sponsorship or Product Pioneers Video placement

Live area 4.625 x 4” (117 x 101 mm)