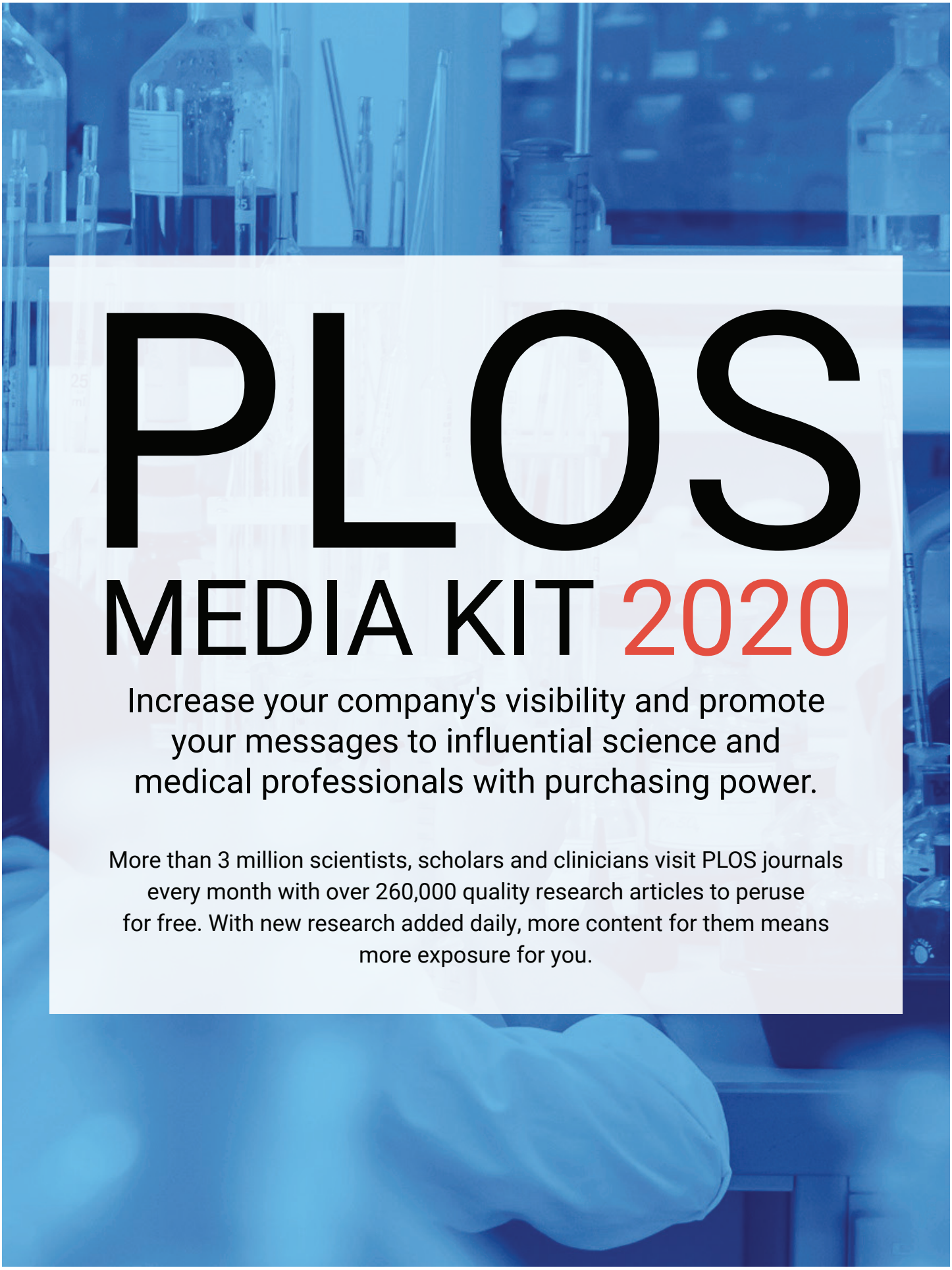


# PLOS

# MEDIA KIT 2020

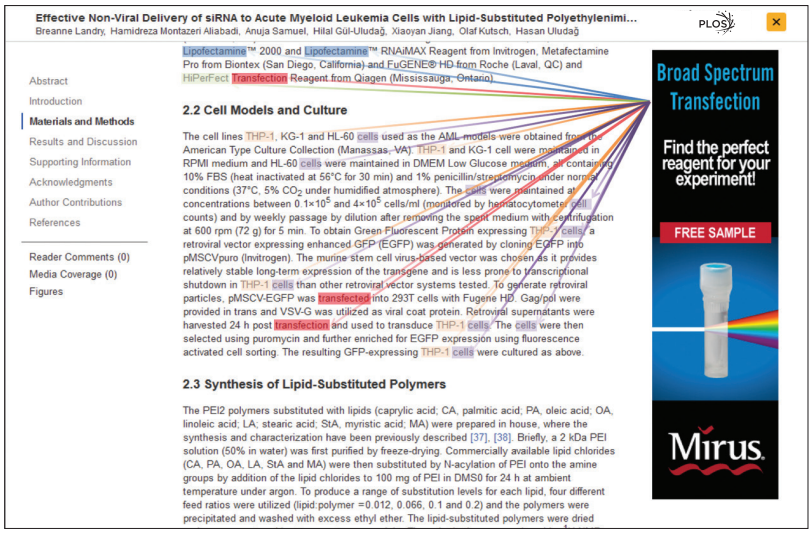
Increase your company's visibility and promote your messages to influential science and medical professionals with purchasing power.

More than 3 million scientists, scholars and clinicians visit PLOS journals every month with over 260,000 quality research articles to peruse for free. With new research added daily, more content for them means more exposure for you.

# Contextual Targeting at PLOS via PubGrade Advertising Solutions

PLOS uses PubGrade Advertising Solutions to offer our clients state-of-the art online advertising, including granular contextual targeting and superior reporting. We deliver banners in the context of relevant research articles only – making the best use of your budget.

Before the campaign: You tell us about the products, services, content you want to promote. We identify relevant keywords within scientific articles most likely read by your potential customers. PubGrade contextual targeting allows you to use any amount of keywords, phrases or scientific concepts (Methods, Techniques, Genes/Proteins etc.) and combine them using Boolean logic to deliver your message next to the most relevant scientific articles only. Keywords can bemodified according to your feedback and we will share data about potential campaign reach with you prior to campaign start.



NOTE: Highlighting for illustrative purposes only.

During the campaign: You receive detailed monthly PDF reporting going beyond general metrics for non-contextual ad service. Optionally, you can gain direct access to real-time campaign metrics through our Campaign Monitoring service. Besides the transparency we aim to create, this allows you to analyze your campaigns and optimize them to achieve superior results.

Reach your target audience, no matter if you are targeting a small niche area or want to create awareness among a larger audience. Contact us to find out more.

> **I am very happy with the results on our end, we saw users requesting samples at a higher rate than many other campaigns we have tried previously.**
>
> *-Matt Lowrey / Mirus Bio LLC*

# PLOS 2020 Advertising Opportunities

| Format | Dimensions | Locations | Background Color |
|---|---|---|---|
| Leaderboard | 728x90 | All journal pages | Dark Gray |
| Skyscraper | 160x600 | Article pages | White |
| eTOC Alert | 728x90 | Above the journal header | White |

Contact your sales representative for CPM rates

# Technical Specifications and Guidelines

| File Types | Maximum Weight | Minimum Resolution |
|---|---|---|
| JPG, GIF and PNG | 100K | 72dpi |
| HTML5 | 200K | 72dpi |

**1-POINT BORDER:** Ads with a background matching the page background require a 1-point border in a contrasting color

**ALT TEXT:** Provide short copy to display when the ad loads. Example: "Brought to you by COMPANY NAME"

**AUDIO:** Not permitted

**HTML5-BASED ADS:**

- **Placement:** Available on PLOS journal websites only (not on eTOC Alerts)
- **One message per banner:** Only one product/job/event announcement per banner permitted
- **Looping:** With the exception of *PLOS ONE* placements, all ads may loop once, at a maximum of 15 seconds and 18 frames/second; *PLOS ONE* allows looping
- **Accompanying static file:** Per UAP guidelines, provide a static version of the ad (JPG, GIF or PNG) as a backup file for browsers or devices that don't support animation

**ART DEADLINES:** Seven (7) days prior to start date

**REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING**
All advertising is subject to PLOS' approval. PLOS Medicine does not accept advertising for pharmaceutical products, medical devices or tobacco products. The advertiser and its advertising agency agree to indemnify and hold harmless PLOS and its employees and agents for any liability, claims, suits, damages, costs, settlements and reasonable attorney's fees incurred in connection with any third-party claim arising out of advertisement placed by or on behalf of the advertising party. PLOS reserves the right to remove any ad it deems is or may be inaccurate, misleading, defamatory or otherwise contrary to the rights of PLOS or third parties.

**TERMS OF PAYMENT**
All terms, net 30 days from the end of each month's advertising run. We have a number of USD payment options available for our clients' convenience, including wire transfer, check and credit card. Clients must clear previous PLOS advertising debt before new campaigns can begin. Publisher reserves the discretionary right to seek partial advance payment. Cancellation of advertising must be in writing. Advertisers are liable for payment for insertions canceled after materials close (based on date of receipt of written notice by publisher). Advertisers canceling contracts will be invoiced at the earned rate for space already used. The publisher reserves the right to pass through charges for additional preparation, design, etc., that may be required.

# The PLOS suite of influential Open Access journals attract the world's top minds.

## Connect with the right readers, around the globe.

| | Monthly Average Page Views* | Monthly Average Ad Impressions* |
|---|---|---|
| *PLOS ONE* **plosone.org**<br>As the world's first *megajournal,* ***PLOS ONE*** was founded with the conviction that to accelerate the pace of science and increase its value, a journal needs to be both open and inclusive. Inclusive in scope, article type, research area and measure of impact. | 5.5M+ | 12.5M+ |
| *PLOS Genetics* **plosgenetics.org**<br>By publishing outstanding original contributions in all areas of biology, ***PLOS Genetics*** reflects the full breadth, interdisciplinary nature and impact of genetics and genomics research on science and medicine. | 280K+ | 630K+ |
| *PLOS Pathogens* **plospathogens.org**<br>Reflecting the full breadth of research on bacteria, fungi, parasites, prions and viruses, ***PLOS Pathogens*** publishes outstanding original research and commentary that significantly advance the understanding of pathogens and how they interact with their host organisms. | 250K+ | 530K+ |
| *PLOS Biology* **plosbiology.org**<br>With a readership that encompasses the scientific community, as well as educators, policy makers and members of the public, ***PLOS Biology*** publishes articles of exceptional significance, originality and relevance in all areas of biological science. | 340K+ | 740K+ |
| *PLOS Medicine* **plosmedicine.org**<br>An influential venue for research and commentary on the major challenges to human health worldwide, ***PLOS Medicine*** publishes articles of general interest on biomedical, environmental, social and political determinants of health. | 300K+ | 620K+ |
| *PLOS Computational Biology* **ploscompbiol.org**<br>By making connections through the application of computational methods among disparate areas of biology, ***PLOS Computational Biology*** provides substantial new insight into living systems at all scales, from nano to the macro and across multiple disciplines. | 300K+ | 600K+ |
| *PLOS Neglected Tropical Diseases* **plosntds.org**<br>The first journal solely devoted to the world's most neglected tropical diseases, ***PLOS Neglected Tropical Diseases*** publishes leading research and commentary on all scientific, medical, political and public health aspects of these forgotten diseases affecting the world's most neglected people. | 210K+ | 440K+ |

*January 2019 – December 2019

## PLOS (Public Library of Science)

PLOS is a nonprofit, Open Access publisher empowering researchers to accelerate progress in science and medicine by leading a transformation in research communication

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