

MassBio Digital Sponsorship

With over 21,000 average monthly users on MassBio.org and nearly 15,000 active contacts in the database, digital sponsorships are some of the most effective ways for members to showcase their organization and connect with potential partners. An independent audit found MassBio's email marketing beats industry averages for open rates and clickthroughs.

MassBio's Upcoming Events email gets sent every Friday at 1pm to a list of 14,000 life sciences professionals. Sponsorship rates for display banner opportunities are as follows:

- \$1,000 per email (members) / \$1,500 per email (non-members)
- Specs: 600 pixels (wide) x 125 pixels (tall), JPG file, can link to anywhere
- Artwork must be provided three business days in advance
- Banners cannot include a call to action that suggests monetary reward

MassBio offers digital sponsorship for select pages on the MassBio website:

- Banner on Events listing AND News listing pages: \$2,000 per month (members) / \$3,000 per month (non-members)
- Banner on MassBio Edge Connector site (purchasing and rewards pages): \$2,000 per month (members) / \$3,000 per month (non-members)
- File Formats: .gif, .jpg, .png (note: MassBio.org does not support animated .gif files)
- Events and News Listing Dimensions: 800 pixels by 800 pixels (will resize based on website aspect ratio)
- Connector Dimensions: 800 pixels by 150 pixels (will resize based on website aspect ratio)
- File Size Limit: 150KB
- Target URL: Must be live at time of submission
- Banners cannot include a call to action that suggests monetary reward

NOTE: MassBio does not provide tracking analytics. If you'd like to track your banners, you must provide tracking link yourself. All banners will be reviewed by MassBio and are subject to approval before placement on the site.

For sponsorship opportunities, contact James Robe at James.Robe@massbio.org

