

## NEW for 2023: The Insider E-newsletter



### Starting at \$1,500

- Monthly to 3,400 subscribers
- Average open rate: 53%

### Rates

Ad Size	3 Months	6 Months	Full Year
Leaderboard (728 x 90)	\$3,500	\$6,000	\$12,500
Banner (540 x 100)	\$1,500	\$4,000	\$7,000
Sponsored Showcase (300 x 250, plus 60 character headline and 275 character description)	\$5,000	\$8,000	\$14,000
<b>Insider Dedicated Issue*</b>	Per issue		
Includes leaderboard, sponsored showcase, and two (2) abstracts. SIO to add additional abstracts based on content area  *Only three available	\$8,000		

- Specs: Web-ready JPG or PNG files, 40kb max, no animation. Please include target URL(s) and submit sponsored content as a Word document.

## Web Banner Advertising

### Starting at \$3,500

- New placements on the homepage and SIO2023 landing page
- 2021 website stats:
  - o Total Users: 34,000
  - o Total Pageviews: 196,000

### Rates

Homepage	3 Months	6 Months	Full Year
Leaderboard (468 x 90)	\$3,500	\$6,000	\$10,000
Medium Rectangle (300 x 250)	\$4,500	\$8,000	\$16,000
SIO2023 Landing Page	Oct - March	Apr - Sept	Full Year
Leaderboard (468 x 90)	\$10,000	\$7,500	\$15,000
Skyscraper (160 x 600)	\$6,000	\$4,500	\$10,000
IO University, Outreach, Research Landing Pages	3 Months		
Top Banner (728 x 90)	\$4,500		

- Specs: Web-ready JPG, PNG or GIF files, 40kb max, animation accepted. Please include target URL.