PLOS
MEDIA KIT 2021

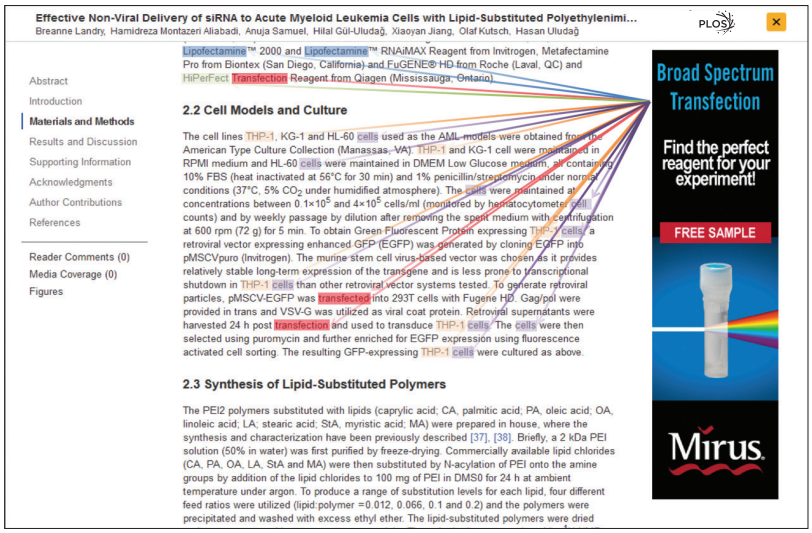
Increase your company's visibility and promote your messages to influential science and medical professionals across the globe.

More than 3.7 million scientists, scholars and clinicians visit PLOS journals every month to view, cite, and share the latest peer-reviewed research for free. With over 277,000 research articles, and new publications added daily, more content for readers means more possibilities 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 be modified 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.

Our breadth of scope and readership boosts the visibility of your message. No matter if you are targeting a small niche area or want to create broad awareness, we help you reach the right 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 2021 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 ***PLOS ONE*** is an inclusive, interdisciplinary journal community. As the first mega-journal, ***PLOS ONE*** was founded with the aim of accelerating the pace of scientific advancement and demonstrating its value. We believe all rigorous science needs to be published and discoverable, regardless of perceived novelty or impact.	5.6M+	16.5M+
PLOS Genetics plosgenetics.org ***PLOS Genetics*** reflects the full breadth, interdisciplinary nature and impact of genetics and genomics research on science and medicine. The journal publishes original contributions providing significant insight into biological processes in all areas of biology.	274K+	807K+
PLOS Pathogens plospathogens.org 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.	331K+	838K+
PLOS Biology plosbiology.org ***PLOS Biology*** publishes significant advances across the biological sciences. And pushes boundaries in research communication to closely fit the research process. ***PLOS Biology*** empowers authors to share the full story behind their science with a global audience of researchers, educators, policy makers, patient advocacy groups, and the public.	373K+	953K+
PLOS Medicine plosmedicine.org ***PLOS Medicine*** publishes influential, original research with the greatest potential impact on health and healthcare globally, making advances in the most important topics that face our society today available immediately, to other researchers, patients, policymakers, and practitioners.	352K+	935K+
PLOS Computational Biology ploscompbiol.org 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.	347K+	996K+
PLOS Neglected Tropical Diseases plosntds.org 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.	231K+	663K+

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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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