



PLOS

MEDIA KIT 2023

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

More than 6.6 million scientists, scholars and clinicians visit PLOS journals every month to view, cite, and share the latest peer-reviewed research for free. With over 300,000 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.

The screenshot shows a PLOS article titled "Effective Non-Viral Delivery of siRNA to Acute Myeloid Leukemia Cells with Lipid-Substituted Polyethylenimine...". The article text is partially highlighted in red, with lines connecting these highlights to a Zymo Research banner on the right. The banner is titled "SafeCollect™ At-Home Sample Collection Kits" and includes a "LEARN MORE" button and the Zymo Research logo. The article text includes sections for "2.2 Cell Models and Culture" and "2.3 Synthesis of Lipid-Substituted Polymers".

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.

"Our advertising with PLOS continues to outperform similar campaigns in other top life science journals. We consistently see lower bounce rates and longer average session durations from PLOS traffic, which is a testament to their engaged audience and advanced contextual targeting."

*-Nina Thornton / Sr. Marketing Manager
Zymo Research LLC*

PLOS 2023 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.

Total Page Views*

Monthly Average Ad Impressions*

PLOS ONE plosone.org

PLOS ONE ensures the highest standards of quality and openness for the content it publishes and boosts speed to publication by eliminating subjective assessments of significance or scope to focus on technical, ethical and scientific rigor. The journal publishes original research in all scientific disciplines.

26.3M+

11.9M+

PLOS Computational Biology ploscompbiol.org

PLOS Computational Biology publishes works of significance that further the understanding of living systems at all scales—from molecules and cells to patient populations and ecosystems—through the application of computational methods. The journal provides a forum for important biological research driven by computation.

1.5M+

547K+

PLOS Biology plosbiology.org

PLOS Biology publishes articles of exceptional significance, originality and relevance in all areas of biological science, from molecules to ecosystems, including work at the interface of other disciplines such as chemistry, medicine and mathematics.

1.3M+

482K+

PLOS Medicine plosmedicine.org

PLOS Medicine publishes articles on biomedical, environmental, social and political determinants of human health worldwide.

1.3M+

527K+

PLOS Pathogens plospathogens.org

PLOS Pathogens is the first Open Access journal for breakthroughs in understanding pathogens and their interactions with host organisms. The journal publishes original research and commentary that are of broad interest and importance to researchers studying pathogens and pathogen-host interactions.

1.3M+

444K+

PLOS Genetics plosgenetics.org

PLOS Genetics publishes original contributions in genetics and genomics that reflect the full breadth, interdisciplinary nature and impact of these fields on science and medicine.

1.2M+

418K+

*January 2022 – November 2022

**Journals launched January – April 2022

PLOS Neglected Tropical Diseases plosntds.org

PLOS Neglected Tropical Diseases the first journal solely devoted to chronic and poverty-promoting infectious diseases affecting the world's poorest populations, publishes rigorously peer-reviewed research on all scientific, medical, political and public health aspects of NTDs.

1.1M+

365K+

PLOS Global Public Health** plosglobalpublichealth.org

PLOS Global Public Health is a global forum for public health research of the highest ethical and methodological rigor that reaches across disciplines and regional boundaries to address some of the biggest health challenges and inequities facing our society today.

415K+

102K+

PLOS Climate** plosclimate.org

PLOS Climate unites researchers across disciplines and regions of the world to tackle the causes and effects of climate change and dynamics at a global scale. Our goal is to empower global collaboration—between researchers and organizations, individuals and policymakers—that is centered around research of the highest methodological and ethical standards and the values of Open Science.

113K+

55K+

PLOS Digital Health** plosdigitalhealth.org

PLOS Digital Health publishes boundary-breaking research that uses digital tools, technologies, and data science to advance every aspect of health care. Open Science options at every stage of research communication empower researchers to drive trust, collaboration and reproducibility in this field.

89K+

64K+

PLOS Sustainability and Transformation** plossustainabilitytransformation.org

PLOS Sustainability and Transformation is a multidisciplinary forum for researchers to exchange knowledge and share leading research that drives critical progress in optimizing the use of renewable resources, transforming the global economy and achieving a sustainable future.

66K+

51K+

PLOS Water** ploswater.org

PLOS Water brings together research of the highest methodological and ethical standards in the areas of water sanitation, resource recovery and use, applied water policy, and the sustainable consumption, management and supply of water as a vital resource for societies in every region of the world.

44K+

47K+

PLOS (Public Library of Science)

PLOS is a non-profit leading a transformation in research communication. We publish a suite of Open Access journals and work alongside research communities to break down barriers in making research communication more open, effective, and fair.

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