Plantae was developed to address the need for a community and knowledge foundation for the global plant science community. It is an award-winning, crowdsourced initiative powered by the American Society of Plant Biologists (ASPB) and represents ASPB’s ongoing commitment to the plant science community. The site features:

- **Original articles**, researched and written by plant scientists from around the world appointed as Plantae Fellows in categories that include research insights, education, community, and career.
- **Monthly webinars**, prepared and hosted by Plantae Fellows featuring expert guest speakers from the plant science community.
- **Plantae Networks**, unique online special-interest communities and discussion boards for plant scientists.

**ABOUT PLANTAE**

**SITE VIEWS**

1.5 M
annual Plantae page views

**VISITORS**

514,000
annual Plantae visitors

**FACEBOOK**

73,000
followers

**X/TWITTER**

25,900
followers

**GEOGRAPHY**

**TOP 3 COUNTRIES OF PLANTAE VISITORS**

- USA 25%
- India 10%
- China 8.4%

**THE IDEAL AUDIENCE**

- Appear on the only global platform by plant scientists, for plant scientists.
- Plantae is relevant for plant scientists across all career stages in academia, industry, and government positions.
- Plantae is home to the Global Plant Science Calendar and the Plantae Jobs Center, two key destinations in the online plant science community.
- Plantae Networks are networking hubs for groups including Primarily Undergraduate Institution Section, Early Career Plant Scientists Section, African Researchers Network, Women in Plant Biology, Synthetic Biology, LGBTQ+ PlantSci, and more!

**BENEFITS**

**RECOGNITION**

- Company logo/link on Plantae.
- Post on Plantae social media, announcing that you’re a Plantae supporter.
- Appear in monthly Plantae email to 1,000+ subscribers.
- Align with content important to your organization.
OPTIONS

SPONSORED CONTENT

- **Sponsor an article:** Generate an article or ASPB will generate content for you. Your sponsorship appears at the top of the article.
- **Sponsor a webinar:** Sponsor an already planned webinar or create your own to be hosted as part of the Plantae Presents series. Sponsors of already-planned webinars are featured through marketing and have a 2-minute highlight during the webinar. Sponsors presenting their own webinar benefit from a full marketing push and ASPB staff support. All webinar sponsors receive a list of registrants.
- **Sponsor an author:** Invest in Plantae content by sponsoring a Plantae Fellow. Your sponsorship appears in the author bio and on every piece they write.

RATES & SPECS

<table>
<thead>
<tr>
<th>Item</th>
<th>Specs</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar sponsorship (already planned)</td>
<td>2 min. feature</td>
<td>$3,500</td>
</tr>
<tr>
<td>Webinar sponsorship (create your own)</td>
<td>50 mins.</td>
<td>$7,000</td>
</tr>
<tr>
<td>Article sponsorship</td>
<td>500-1,500 words</td>
<td>$2,700</td>
</tr>
<tr>
<td>Author sponsorship</td>
<td>26 avail.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Feature article display ad (1 month)</td>
<td>535px x 560px</td>
<td>$300</td>
</tr>
<tr>
<td>Banner display ad (1 month)</td>
<td>650px x 210px</td>
<td>$210</td>
</tr>
<tr>
<td>Plantae monthly email banner ad</td>
<td>580px x 150px</td>
<td>$300 per email</td>
</tr>
</tbody>
</table>

DISPLAY ADS

- **Feature article position:** Your static display ad appears in one of the feature article display blocks
- **Announcements & Opportunities:** Your static banner ad appears in a rotation of up to four other ads
- **Plantae monthly email:** Your static banner ad appears in the once-monthly email to Plantae email subscribers with new content

ADDITIONAL HIGH-VALUE OPPORTUNITIES FROM ASPB

- **Plant Biology annual meeting sponsorship**
- **ASPB journals: Plant Physiology, The Plant Cell, and Plant Direct**
- **The Signal weekly enewsletter**

CONTACT

SARAH BLACK
VP CONTENT & COMMUNICATIONS
sblack@aspb.org
+1 301-296-0918