



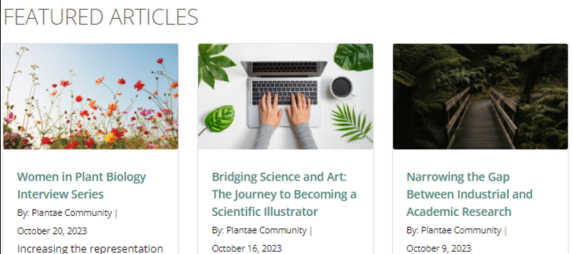
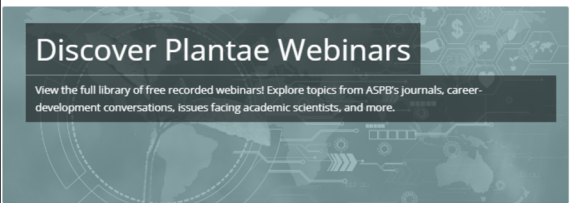
Plantae

MEDIA KIT

Powered by the American
Society of Plant Biologists



WWW.PLANTAE.ORG



ABOUT PLANTAE

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

SITE ENGAGEMENT
118,000
 active users per year




IEWS
308,000
 page views per year

FACEBOOK
72,000
 followers

X/TWITTER
26,500
 followers

GEOGRAPHY

TOP 3 COUNTRIES OF PLANTAE VISITORS

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

BENEFITS

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!

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

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

ADDITIONAL HIGH-VALUE OPPORTUNITIES FROM ASPB

Plant Biology annual meeting sponsorship

ASPB journals: *Plant Physiology*, *The Plant Cell*, and *Plant Direct*

The Signal weekly newsletter

CONTACT

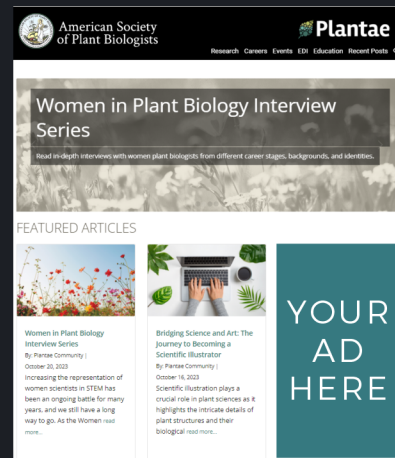
ASHOK DANG

VP Business Development

adang@aspb.org

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



ANNOUNCEMENTS AND OPPORTUNITIES

