



LAB TESTS ONLINE®



Lab Tests Online (LTO) is AACC’s peer-reviewed, patient-centered public resource on clinical lab testing. Launched in 2001, the award-winning website’s core mission is aimed at advancing health literacy and patient engagement, while also increasing the visibility of the lab and its critical role in healthcare.

Quick Facts

- **Demographics:** 2.2–3 Million *visitors* per month/32.6–39 Million *visits* per year. 80% Consumers and 20% Health Professionals, including physicians, PAs, laboratorians, nurses, and other.
- **Collaborating Partners:** the site is peer-reviewed and a collaboration with 19 other medical and laboratory associations in the US and Canada.
- **Top Lab Tests Online Referrers:** NIH, Quest Diagnostics, Cleveland Clinic, AllNurses.com

Sponsorship Levels \$5,000–\$20,000

Sponsor logos are on various site pages and in AACC marketing materials. Sponsors may also add their logo to specific pages through the selection of keywords, allowing for a more targeted return on investment.

»**NEW for 2018**—sponsors receive an unlimited number of page views per keyword.«
*(Reach: 2.3–3 million unique visits/month, est. 30.5 million+/year)**

LEVEL	AMOUNT	Number of Targeted Keywords
Crystal	\$20,000	10**
Ruby	\$15,000	6
Emerald	\$10,000	4
Sapphire	\$7,500	3
Amber	\$5,000	2

Additional Supporter Acknowledgement

- Logo & link on Lab Tests Online home page, sponsor listing page, and dedicated sponsor pages (reach: 150,000-190,000 page views/month)
- Logo on Corporate Supporter Banner Ad on Website (reach: 2.34 million/month)
- Logo on signage & booth signage at the AACC Annual Meeting and Clinical Lab Expo
- Logo included in the Lab Tests Update, a bi-monthly e-newsletter (reach: 20,000+)
- Supporters are also encouraged to promote the website and their role as a proud sponsor
- Earn 2x points/\$2,500 towards booth placement at AACC’s Clinical Lab Expo

**Crystal Supporter also Includes

- Opportunity to include 300x250 Ad on the home page (reach: 150,000-190,000 page views/month)
- Sponsored Content on Website & HCP Page (reach: 3,700+ page views/month)
- Social Media Promotion on Facebook & Twitter 1x/month (reach: 51,000+ impressions/month)

* All US data through December 2017

For more information, contact Teresa Favero, Director, Corporate Relations, AACC at 202.420.7610 or tfavero@aacc.org



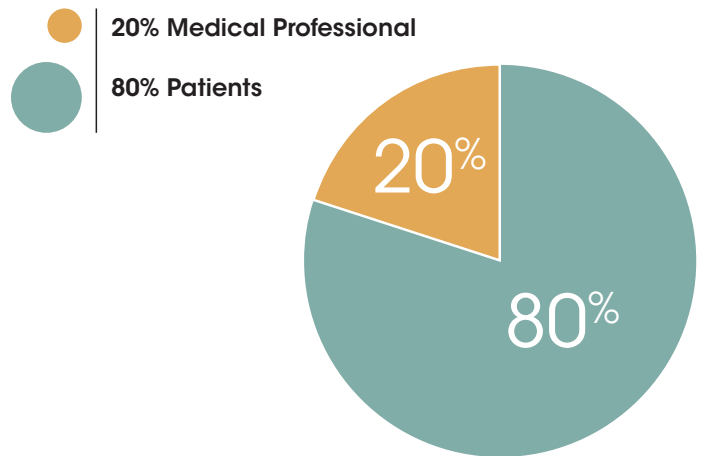
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Top Viewed Tests by Condition Category

- Hormone Health
- Heart Health
- Infectious Disease
- Cancer
- Autoimmune Disease
- Women's Health

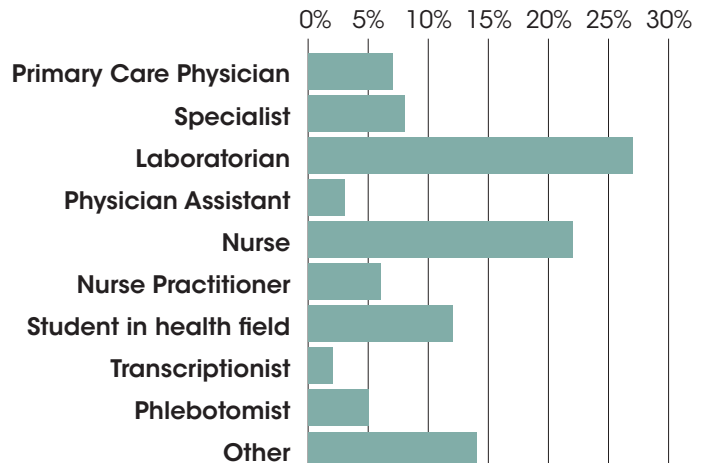
User Survey: User Self-Id*



Top 5 Most Viewed Tests & Conditions

TESTS	CONDITIONS
1. Urinalysis	1. Anemia
2. CBC	2. Autoimmune
3. CMP	3. Kidney
4. ESR	4. Lupus
5. BUN	5. Acidosis

User Survey: Medical Professionals



* All US data through December 2017