

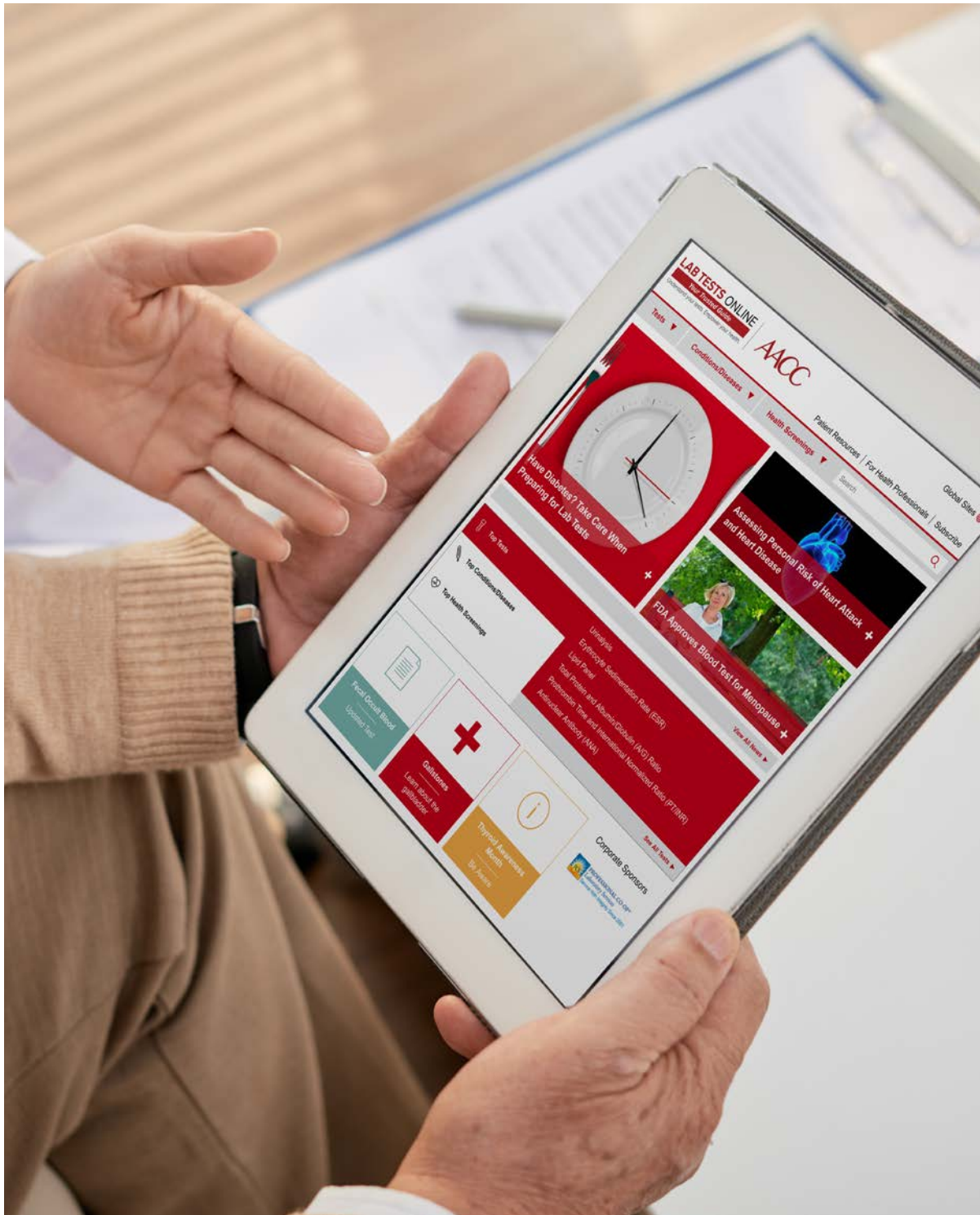
MEDIA KIT

LAB TESTS ONLINE

Your Trusted Guide

Understand your tests. Empower your health.

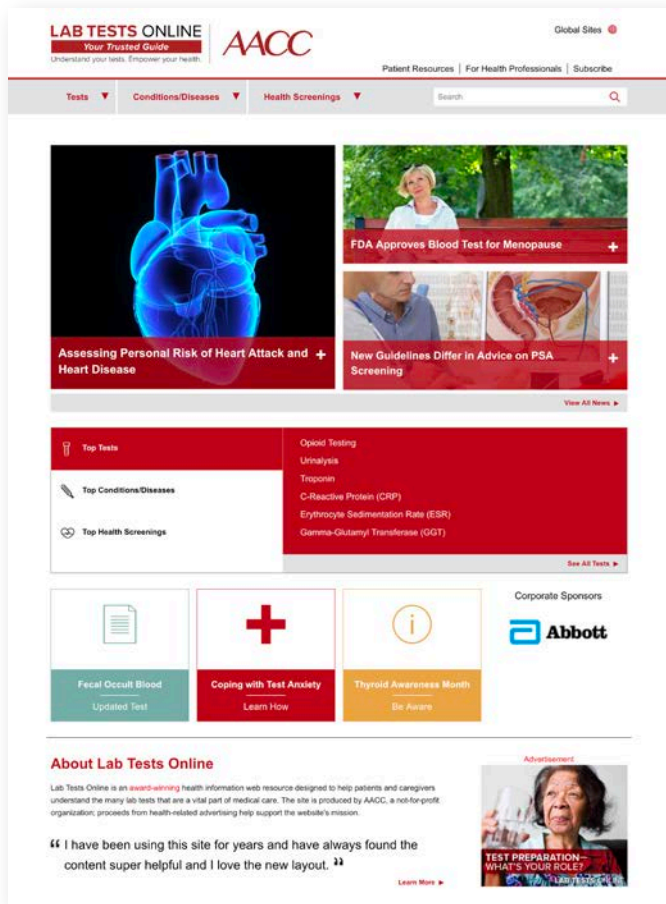
A PROGRAM OF **AACC**



What is LabTestsOnline.org?

Launched in 2001, AACC's labtestsonline.org helps patients better understand the many clinical laboratory tests that play a critical role in diagnosing, monitoring, and treating a broad range of conditions, including cancer, diabetes, heart disease, infectious diseases, and more.

Lab Tests Online (LTO) content is available in 10+ languages through localized sites around the globe.



WEBSITE PROFILE

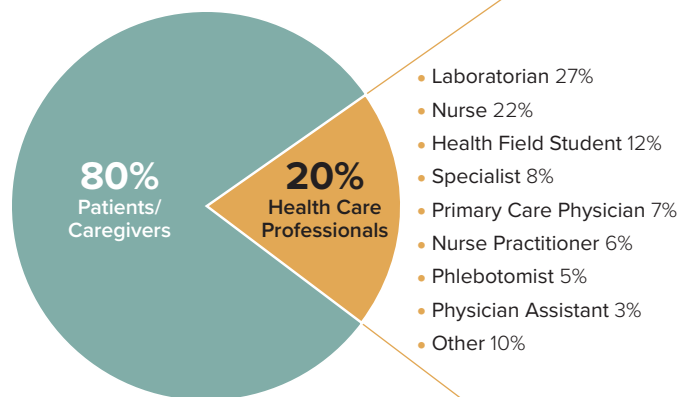
Key Metrics

- ▶ Top 100 Health Site*
- ▶ 2+ million users/month
- ▶ 300+ Test, 130 Condition, and 7 age-related Screening articles
- ▶ 30,000 eNewsletter subscribers
- ▶ 22,000 Facebook and Twitter followers

3+ Million Monthly Pageviews

- ▶ Home Page – 150,000+
- ▶ CBC Test Page Example – 120,000+
- ▶ Patient Resources Page – 25,000+
- ▶ Test Index Page – 35,000+
- ▶ Health Professionals Page – 6,000+

Visitor Breakdown



Top Viewed Tests by Condition Category

- Hormone Health
- Heart Health
- Infectious Disease
- Liver Health
- Autoimmune Disease
- Cancer
- Kidney Health

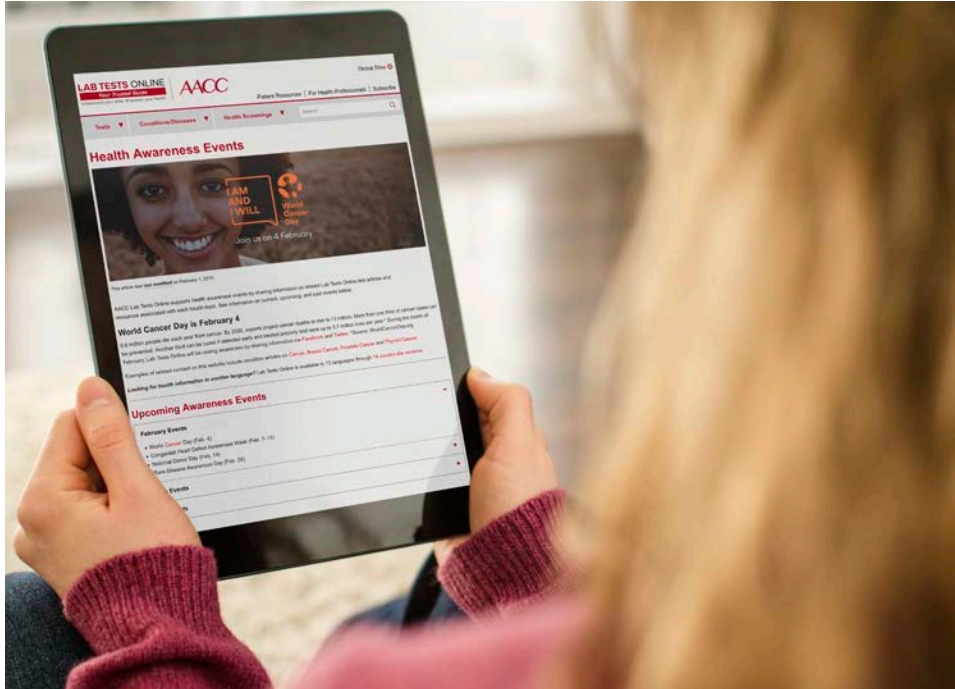
Top Five Viewed Tests and Conditions

TESTS	CONDITIONS
1. Urinalysis	1. Autoimmune Diseases
2. ESR	2. Anemia
3. CBC	3. Kidney Disease
4. GGT	4. Urinary Tract Infection
5. BUN	5. Lupus

* Source: Alexa

2019 CONTENT AND COMMUNICATIONS CALENDAR

Expand your reach by aligning marketing efforts around new topics and monthly health awareness articles.



New, peer-reviewed article topics planned for 2019 include:

- ▶ Liquid Biopsy
- ▶ Gallstones and Gallbladder Disease
- ▶ Babesiosis
- ▶ Respiratory Infection Panel
- ▶ DNA Sequencing
- ▶ Thyroid nodules molecular testing
- ▶ Continuous glucose monitoring
- ▶ PDL-1 (for lung cancer treatment)
- ▶ ACTH stimulation test
- ▶ Lynch syndrome gene test
- ▶ Lynch syndrome condition
- ▶ Deep vein thrombosis (DVT)
- ▶ Low platelets (thrombocytopenia)

Communications Calendar

Monthly topics are featured through a variety of LTO marketing channels during these Health Awareness months.

JANUARY

- > Cervical Cancer, Thyroid Awareness

FEBRUARY

- > World Cancer Day, Rare Disease Day

MARCH

- > World Kidney Day, World TB Day, Bleeding Disorders

APRIL

- > World Meningitis Day, Endocrine Awareness

MAY

- > Lupus Awareness, Hepatitis Awareness

JUNE

- > Men's Health Month, World Sickle Cell Day, HIV Testing

JULY

- > World Hepatitis Day, International Group B Strep Month

AUGUST

- > Editors' Pick

SEPTEMBER

- > World Alzheimer's Month, World Heart Day, Health Aging

OCTOBER

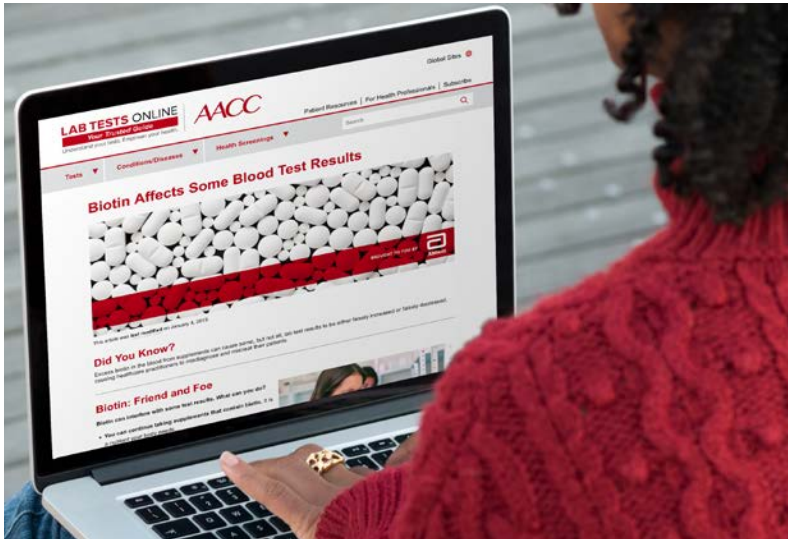
- > Health Literacy Month

NOVEMBER

- > Antibiotic Awareness, Diabetes Awareness

DECEMBER

- > World AIDS Day



SPONSORSHIP OPPORTUNITIES

Health Awareness Sponsor Program

Align your marketing efforts around monthly health awareness articles.

Keyword Sponsorship Program

Sponsorship Levels

Sponsor logos are on various site pages, in AACC marketing materials, and displayed on specific pages through the selection of keywords, allowing for a more targeted return on investment. Sponsors receive an unlimited number of page views per keyword.

LEVEL	Number of Targeted Keywords
Crystal	10
Ruby	6
Emerald	4
Sapphire	3
Amber	2

Patient Awareness Campaign

Reach 2 million users a month with a tailored patient awareness campaign. Educate the public through Lab Tests Online articles, eNewsletter, Social Media, and more. Sponsorship programs can be tailored.

For sponsorship and affiliate programs, contact TFavero@aacc.org.
For advertising, contact ATurnquist@ehsmail.com at eHealthcare Solutions.

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