

Lab Tests Online

Lab Tests Online (LTO) is AACC's peer-reviewed, patient-centered public resource on clinical lab testing. Since its launch in 2001, labtestsonline.org has provided more than 200 million visitors with essential information about their lab tests – improving health literacy and patient engagement, while also increasing the visibility of the lab and its critical role in healthcare. Lab Tests Online's award-winning content, developed in collaboration with 16 other laboratory associations, offers highly-detailed, expert information that assists users in having a more productive dialogue with their healthcare providers. Targeted for and used primarily by patients and their loved ones, the website has also become a popular reference tool for medical professionals (20% of our users are physicians, PAs, laboratorians, nurses, or other healthcare professionals) and has prominent links on the websites of NIH, CDC, and FDA.

Sponsorships \$5,000 - \$30,000

Sponsors of Lab Tests Online receive their logo on the home page of the site, on various other site pages, and in AACC marketing materials. While demonstrating their corporate social responsibility and enhancing perceptions of the value of laboratory medicine, sponsors also have the opportunity to put their logo on specific pages through the selection of keywords, allowing for a more targeted return on investment. (Reach: 3.1 million unique visits/month, 30 million+/year)

Amount Contributed	No. of Keywords	Limit – Pageviews* / Keyword
\$30,000	10	40,000
\$20,000	6	25,000
\$10,000	2	10,000
\$5,000	1	5,000

Additional Supporter Acknowledgement

- Logo & link on Lab Tests Online home page, sponsor pages, related pages section and site news page
- Logo on signage & booth signage at the AACC Annual Meeting and Clinical Lab Expo
- Name included in the Lab Tests Online Update, a bi-monthly e-newsletter (reach: 12,000+)
- Logo & link in AACC's Education Update, a bi-monthly e-newsletter (reach: 60,000 each)
- 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 2017 Clinical Lab Expo

\$30,000 Level Supporters Also Receive:

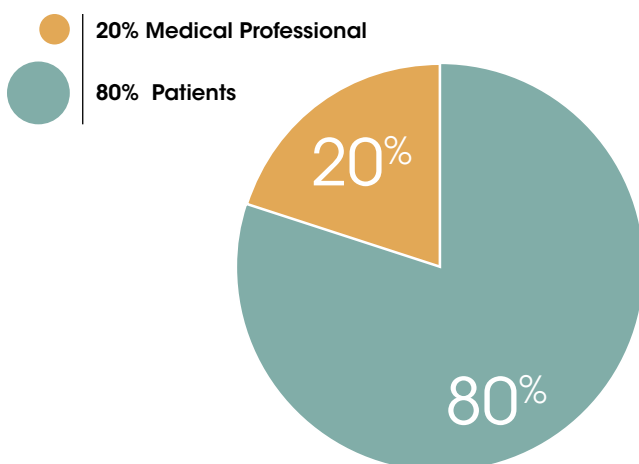
- Sponsored Content on Website and Healthcare Providers Page (Healthcare Providers page has 3,100 unique visitors/month)
- Sponsored Content in Bi-Monthly e-newsletter
- Social Media Promotion on Facebook & Twitter 1x/month (Reach: 12,000+)

Additional Opportunities:

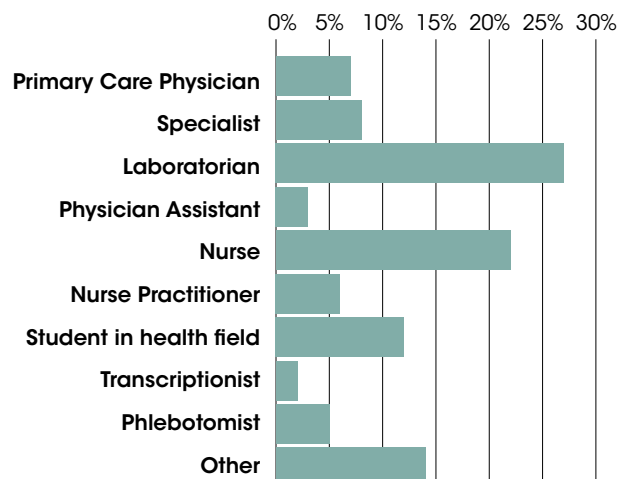
- Editorial and/or Video Sponsorship (includes sponsored content on website and healthcare providers page, sponsored content in bi-monthly e-newsletter, social media promotion)

Lab Tests Online Has Reached Over 150 Million Patients & Healthcare Professionals

User Survey: User Self-Id*



User Survey: Medical Professionals



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