What is LabTestsOnline.org?

Launched in 2001, AACC’s online web resource 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. Health professionals also use Lab Tests Online as a quick resource.

Lab Tests Online (LTO) content is peer-reviewed and available in 10+ languages through localized sites around the globe.
WEBSITE PROFILE
With a strong internet presence, Lab Tests Online reaches patients, caregivers and healthcare professionals across the US and around the globe.

Key Metrics
> Top 100 Health Site*
> 2.3 million users/month
> 340+ Test, 140+ Condition, and 7 age-related Screening articles
> 30,000+ eNewsletter subscribers

4+ Million Monthly Pageviews
> Home Page – 185,000+
> Urinalysis Test Example – 135,000+
> Patient Resources – 22,000+
> Test Index – 38,000+
> Health Professionals Page(s) – 6,000+

Visitor Breakdown
- 68% Patients/Caregivers
- 32% Healthcare Professionals
- Lab Professional 34%
- Physician 18%
- Nurse Practitioner 12%
- Nurse (non NP) 11%
- Physician Assistant 3%
- Pharmacist 2.5%
- Medical Field Students 2%
- Other 17.5%

LTO's Popular Health Topics
- Hormone Health
- Heart Health
- Infectious Disease
- Liver Health
- Autoimmune Disease
- Cancer
- Kidney Health

Top Five Viewed Tests and Conditions
- **TESTS**
  1. Urinalysis
  2. CBC
  3. CMP
  4. ESR
  5. ANA

- **CONDITIONS**
  1. Autoimmune Diseases
  2. Anemia
  3. Kidney Disease
  4. Urinary Tract Infection
  5. Lupus

* Source: Alexa
** All metrics are for US website and 2019 data
2020 CONTENT AND COMMUNICATIONS CALENDAR

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

**New, Peer-Reviewed Articles Planned for 2020**
- Acute Kidney Injury (AKI)
- Anti-MUSK Test for Myasthenia Gravis
- Fragile X Syndrome
- Immunotherapy Therapeutic Drug Monitoring
- Inhibin B Test for Infertility
- Liver Cancer
- Lynch Syndrome
- Stool DNA Test for Colon Cancer Screening
- Stroke Biomarkers

**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, Lab Professionals Week

**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

**New Infographics Are Also Planned for Popular Tests and Conditions**
SPONSORSHIP OPPORTUNITIES

Health Awareness Sponsor Program
Align your marketing efforts around monthly health awareness articles.

Lab Locator Sponsorship
Many website visitors request information on where they can get testing performed. Promote your laboratory services on Lab Test Online’s new Lab Locator Resources page and stand out from the competition.

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 pageviews per keyword.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>Number of Targeted Keywords</th>
</tr>
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<tbody>
<tr>
<td>Crystal</td>
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<tr>
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Patient Awareness Campaign
Reach 2.3 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.

ADVERTISING

Ad banner, targeting, and campaign management advertising is available through Lab Tests Online.

For advertising, contact RLewis@ehsmail.com.