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

<table>
<thead>
<tr>
<th>TESTS</th>
<th>CONDITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Urinalysis</td>
<td>1. Autoimmune Diseases</td>
</tr>
<tr>
<td>2. CBC</td>
<td>2. Anemia</td>
</tr>
<tr>
<td>3. CMP</td>
<td>3. Kidney Disease</td>
</tr>
<tr>
<td>4. ESR</td>
<td>4. Urinary Tract Infection</td>
</tr>
<tr>
<td>5. ANA</td>
<td>5. Lupus</td>
</tr>
</tbody>
</table>

* 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

SEPTMBER
> 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>
</thead>
<tbody>
<tr>
<td>Crystal</td>
<td>10</td>
</tr>
<tr>
<td>Ruby</td>
<td>6</td>
</tr>
<tr>
<td>Emerald</td>
<td>4</td>
</tr>
<tr>
<td>Sapphire</td>
<td>3</td>
</tr>
<tr>
<td>Amber</td>
<td>2</td>
</tr>
</tbody>
</table>

**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.
STAND OUT BY BLENDING IN.

NATIVE ADVERTISING

Looking to reach a consumer audiences with performance based campaigns and auto-optimize to your cost-per-acquisition (CPA) goals in the brand-safe environment of LTO? Look no further. Tap Native is the leading content discovery platform focused exclusively around health, medicine and wellness.

That focus enables healthcare marketers to reach their target audiences while they’re consuming content. Your messaging is guaranteed to appear in safe environments, and Tap Native partners with leaders in viewability and fraud detection.

Drive traffic and conversions through cost-per-click (CPC) native advertising units that give your brand messaging a sense of belonging.

For advertising with Tap Native, contact RLewis@ehsmai.com.