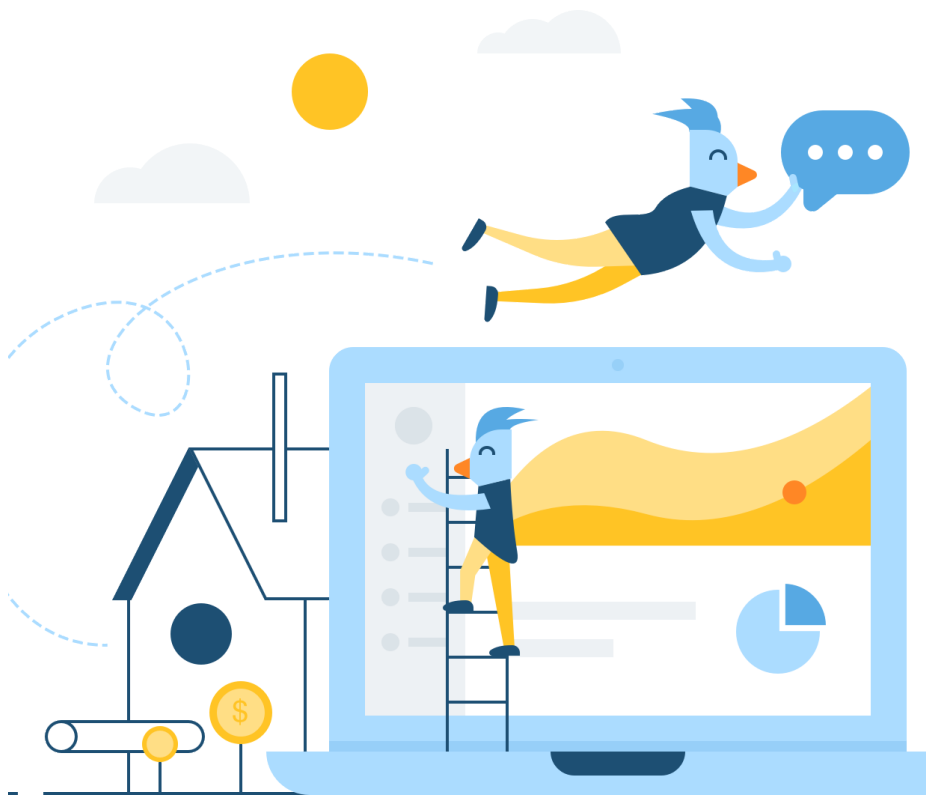




2021 *Virtual* ANNUAL MEETING
MARCH 7-11, 2021

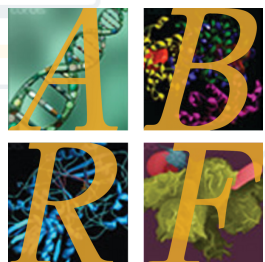
Partnered with



THE POWER OF RETARGETING

Guaranteed digital reach with
every attendee & website visitor

INTELLIGENT MARKETING STARTS HERE

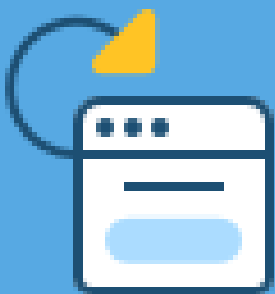


2021 *Virtual* ANNUAL MEETING

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ABRF Advertising Opportunities

Overview



The ABRF web site audience includes over 3500 unique visitors each month drawn from core facilities around the world. Core directors, staff scientists, administrators, and technologists will see your information in a trusted environment. ABRF members rely on the latest technology and instrumentation to improve the effectiveness of their core operations and advance biomolecular research.

Connect with the ABRF Annual Meeting Audience

ATTENDANCE HISTORY

584
Academic Attendees

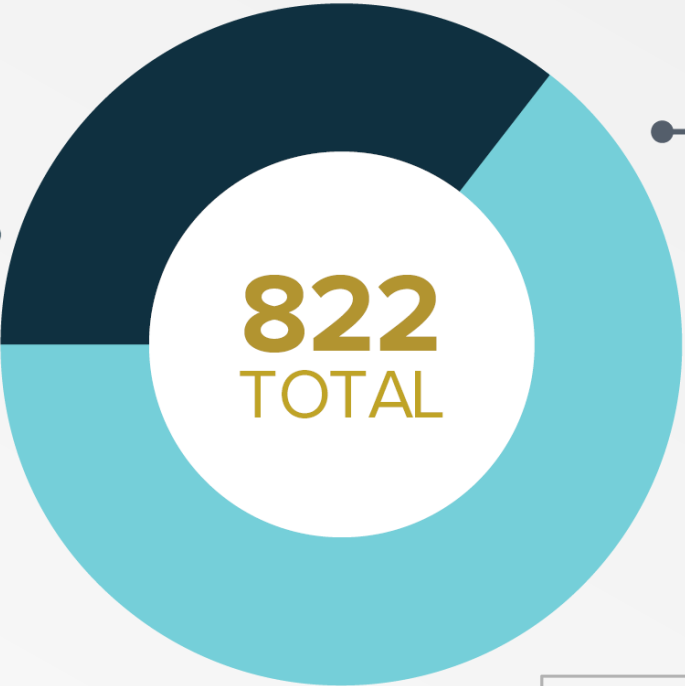
71%
Members & Non-members

Audience Breakdown

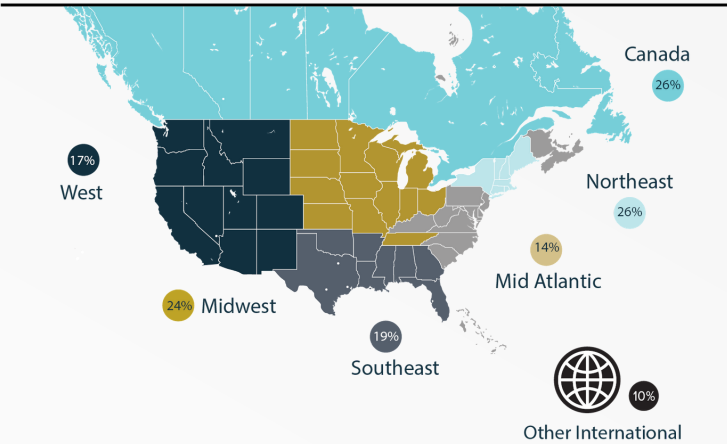
ABRF 2020 | Annual Meeting | Palm Springs, CA

238
Exhibitors

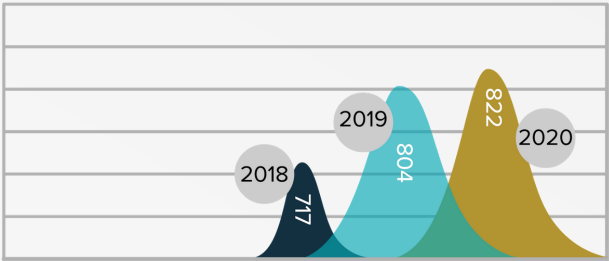
584
Registrations
(members & nonmembers)



ABRF Annual Meeting Attendees by Region



Audience History



Total Registrants

Engage the ABRF web site community

WEB SITE VISITORS

3,550

Unique monthly visitors

72%

Returning viewers

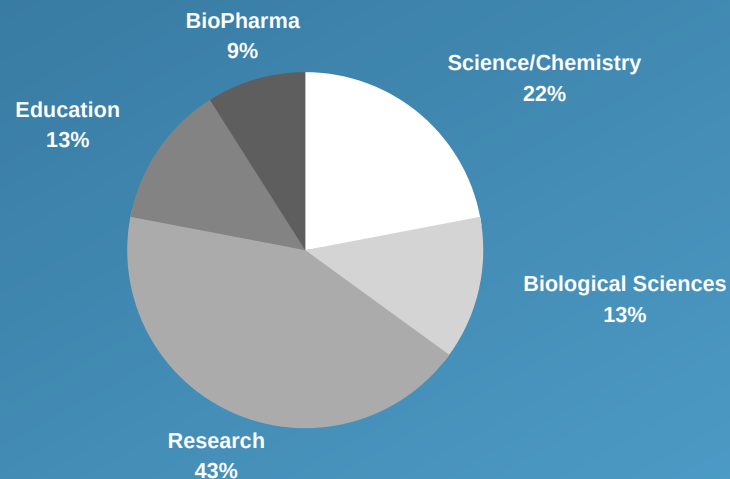


30+

Countries

.....
**Reach core
professionals
around the world**

ABRF AUDIENCE INTERESTS



AUDIENCE BY STATE

CA
14%

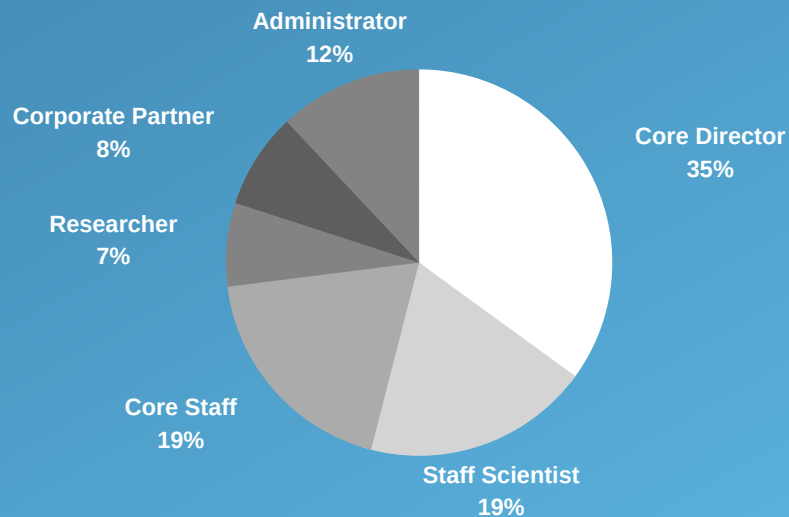
.....
MA
13%

.....
TX
11%

.....
NY
9%

.....
VA
6%

ABRF AUDIENCE BY ROLE



Why Retargeting?

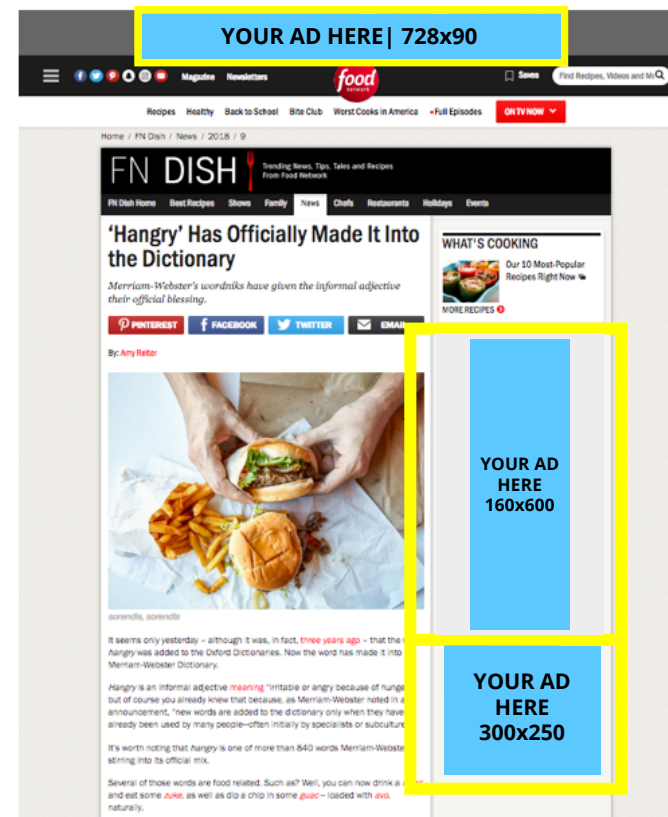
Our audience becomes your audience with retargeting. Get exclusive direct access to ABRF's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with ABRF's uniquely qualified audience that will showcase your business to those who need you the most.

CHOOSE YOUR REACH :

Package	Price	# of Impressions
Silver	\$2,500	30,000
Gold	\$3,500	50,000
Platinum	\$4,500	75,000



Above is an example of the how your ads may be included on the current ABRF website or event registration pages.

Quantifiable Results with:



Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

