The American Society of Gene & Cell Therapy is the primary professional membership organization for gene and cell therapy, with a mission to advance knowledge, awareness, and education leading to the discovery and clinical application of genetic and cellular therapies to alleviate human disease.

We offer a variety of advertising opportunities to reach our audiences of gene and cell therapy professionals. Learn more about the Society and how we can help you meet your goals!

WHO ARE ASGCT’S 6,200+ MEMBERS?*

**Institution Type**

- **Academic**: 35.7%
- **Industry, Corporate**: 57.4%
- **Non-Profit**: 3.8%
- **Government**: 1.4%
- **Other**: 1.7%

**Membership is Global**

Approximately 20% of members live outside of the United States.

**Member’s Top Job Functions**

<table>
<thead>
<tr>
<th>Job Function</th>
<th>% of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researcher/Scientist</td>
<td>57.6%</td>
</tr>
<tr>
<td>Executive/Organization Leader</td>
<td>15.9%</td>
</tr>
<tr>
<td>Physician</td>
<td>6.2%</td>
</tr>
<tr>
<td>Business/Development</td>
<td>4.6%</td>
</tr>
<tr>
<td>Other Corporate/Commercial</td>
<td>4.1%</td>
</tr>
<tr>
<td>Student</td>
<td>4.5%</td>
</tr>
<tr>
<td>Regulatory Affairs Professional</td>
<td>3.3%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

Please note: respondents could only select one function. Other responses <1%.

**Member’s Top Specialties**

<table>
<thead>
<tr>
<th>Specialty</th>
<th>% of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viral Vectors</td>
<td>74.37%</td>
</tr>
<tr>
<td>Gene Editing</td>
<td>64.21%</td>
</tr>
<tr>
<td>Cell Therapy</td>
<td>59.67%</td>
</tr>
<tr>
<td>Immunology</td>
<td>44.71%</td>
</tr>
<tr>
<td>Cancer (Oncology)</td>
<td>38.27%</td>
</tr>
<tr>
<td>Nervous System</td>
<td>36.2%</td>
</tr>
<tr>
<td>Non-viral Vectors</td>
<td>38.27%</td>
</tr>
<tr>
<td>Clinical Translation</td>
<td>34.08%</td>
</tr>
<tr>
<td>Hematology</td>
<td>25.91%</td>
</tr>
</tbody>
</table>

Please note: respondents could indicate multiple focus areas.

*Data as of October 2023; voluntarily self-reported by Members
The Vector

ASGCT’s Monthly Membership Newsletter

The Vector connects ASGCT Members with the latest news from the Society and the gene and cell therapy field. Issues are published on the second Thursday of each month.

RECIPIENTS
5,583+

AVERAGE OPEN RATE*
37.8%

AVERAGE CLICK-TO-OPEN RATE*
7.5%

*Average of issues Jan-Oct 2023

Hyperlinked Banner Ads

Promote your company, products, services, a webinar series, event, etc!

The Vector includes four placements for horizontal banner ads in each month’s issue.

See page 4 for specs and deadlines.

Interested in booking placements?
Please contact advertising@asgct.org
E-Newsletter Advertising

Click here for the latest availability of items!

Going Viral

Going Viral highlights member-authored articles from ASGCT’s news blog. Quarterly issues are distributed to ASGCT Members, the same audience as The Vector (page 2). Secure a Hyperlinked Banner Ad in these popular messages!

**RECIPIENTS**

5,900+

**AVG. OPEN RATE**

40.2%

**AVG. CLICK-TO-OPEN RATE**

12.7%

Hyperlinked Banner Ads

<table>
<thead>
<tr>
<th>PRICING BASED ON PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st (Top)</td>
</tr>
<tr>
<td>2nd</td>
</tr>
</tbody>
</table>

Going Viral includes two placements for horizontal banner ads in each quarterly issue.

See page 4 for specs and deadlines.

*Average of issues Jan-Oct 2023

The Advocate

Policy and advocacy professionals subscribe to The Advocate for the latest updates from ASGCT on regulatory policy, patient access, and other advocacy topics. Issues are distributed to this targeted audience on the third Wednesday of each month. Reach them with an exclusive Hyperlinked Banner Ad!

**RECIPIENTS**

1,200+

**AVG. OPEN RATE**

42.8%

**AVG. CLICK-TO-OPEN RATE**

8.8%

Hyperlinked Banner Ads

$500 PER ISSUE

Each issue of The Advocate includes one exclusive horizontal banner ad placement.

See page 4 for specs and deadlines.

*Average of issues Jan-Oct 2023
Hyperlinked Banner Ad Specs

The banner ad specs/dimensions below are for all ASGCT e-newsletter placements:

- Dimensions: 650 x 150 pixels
- .JPG or .PNG
- URL for hyperlink (tracking URLs welcome!)

Deadlines

All ad content is due 2 weeks prior to each issue's publication.

The Vector & The Advocate Deadlines
Click Here for specific upcoming publication dates, as well as availability.

Upcoming Going Viral Deadlines
December 2023 Issue - November 15, 2023

Discounts

Plan Ahead and Save!
Secure four (4) or more e-newsletter banner ad placements and enjoy a 10% discount on today’s e-newsletter advertising order! Contact advertising@asgct.org for full details.

How to Order

Please contact advertising@asgct.org to discuss advertising options, ask questions, and secure placements.

Thank you for supporting ASGCT!
Enhance your recruitment efforts by advertising during our Professional Development Cafés! These monthly, one-hour webinars provide up-to-date, high-quality education to a professional audience, with a special focus on early-career professionals. Topics alternate between soft and hard skills, ranging from career development matters (team management, finding employment in both industry and academic settings) to technical topics related to CRISPR, AAV Vectors, GLP and GMP regulations, and more.

Learn more about the Professional Development Café series here.

Exclusive Hyperlinked Banner Ads – $2,500 per Webinar

Reach your target audience by placing an exclusive hyperlinked banner ad on your chosen Professional Development Café webinar page. A great way to get noticed by gene and cell therapy professionals early in their careers!

Cafés draw, on average, 300 attendees with certain topics attracting up to 1,000. Placements include both live event and on demand exposure.

Click Here to view the upcoming schedule and availability.

How to Order

Please contact advertising@asgct.org to discuss advertising options, ask questions, and secure placements.

Want more webinar opportunities? Check out our NEW Community Quick Takes, part of our Patient Education program!