



Advertising Opportunities

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!

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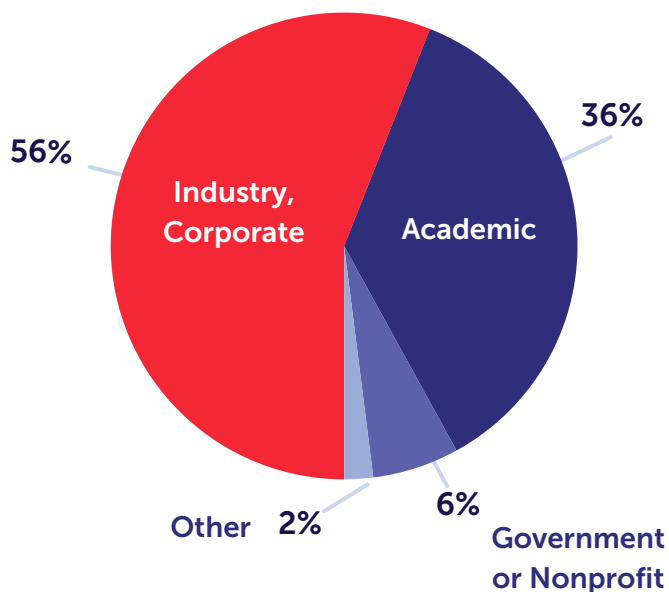
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WHO ARE ASGCT'S 6,200+ MEMBERS?*

Organization Type



Membership is Global

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

Member's Top Job Functions

Member's Top Job Functions	% of
Researcher/Scientist	62%
Executive/Organization Leader	18%
Industry Professional	13%
Physician	7%

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

Member's Top Specialties

Member's Top Specialties	% of
Viral Vectors	68.8%
Gene Editing	60.0%
Cell Therapy	55.3%
Immunology	42.1%
Non-viral Vectors	37.4%
Cancer (Oncology)	35.9%
Nervous System	34.3%
Clinical Translation	32.8%
Hematology	24.3%

Please note: respondents could indicate multiple focus areas.

*Data as of July 2024; voluntarily self-reported by Members

E-Newsletter Advertising

→ [Click here for the latest availability of items!](#) ←

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.

RECEIPIENTS

5,600+

AVERAGE OPEN RATE*

32.4%

AVERAGE CLICK-TO-OPEN RATE*

8.8%

*Average of issues Jan-July 2024

Hyperlinked Banner Ads

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

The Vector includes five placements for horizontal banner ads in each month's issue.

See page 4 for specs and deadlines.

PRICING BASED ON PLACEMENT

1st (Top)	\$1,100
2nd	\$1,025
3rd	\$950
4th	\$875
5th	\$800



**Interested in booking
placements?**

Please contact
advertising@asgct.org

E-Newsletter Advertising

[Click here for the latest availability of items!](#)

Going Viral

Analysis & Commentary by Members,
for Members

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!

Hyperlinked Banner Ads

RECEIPIENTS

5,600+

AVERAGE OPEN RATE*

31.9%

AVERAGE CLICK-TO-OPEN RATE*

9.7%

*Average of issues Jan-July 2024

PRICING BASED ON PLACEMENT

1st (Top)	\$1,250
2nd	\$1,050

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

See page 4 for specs and deadlines.



The Advocate

Policy News, Action,
and Analysis

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!

[Click Here to read past issues!](#)

Hyperlinked Banner Ads

RECEIPIENTS

1,080+

AVERAGE OPEN RATE*

36.5%

AVERAGE CLICK-TO-OPEN RATE*

14.1%

*Average of issues Jan-July 2024



\$600 PER ISSUE

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

See page 4 for specs and deadlines.

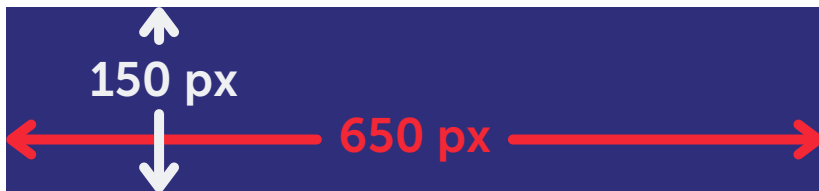
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E-Newsletter Advertising

[Click here for the latest availability of items!](#)

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.

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.

Thank you for supporting ASGCT!

How to Order

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