



Media Kit

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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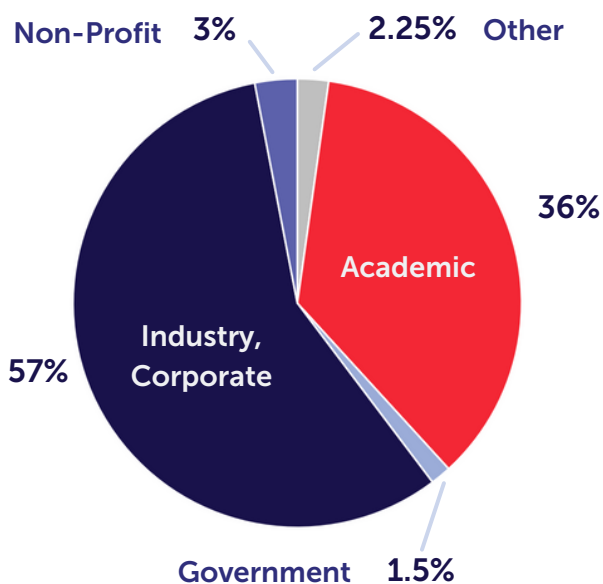
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WHO ARE ASGCT'S 5,600+ MEMBERS?*

Institution Type



Membership is Global

Approximately **19%** of members live outside of the United States.

<i>Member's Top Job Functions</i>	<i>% of</i>
Researcher/Scientist	49.2%
Executive/Organization Leader	10.6%
Physician	5.2%
Other Corporate/Commercial	4.4%
Business/Development	4.1%
Student	3.8%
Regulatory Affairs Professional	2.7%
Non-Profit	1.2%

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

<i>Member's Top Specialties</i>	<i>% of</i>
Viral Vectors	61.8%
Gene Editing	50.5%
Cell Therapy	49.7%
Immunology	37%
Cancer (Oncology)	31.5%
Nervous System	29.1%
Clinical Translation	27.4%
Non-viral Vectors	25.5%
Hematology	21.4%

Please note: respondents could indicate multiple focus areas.

*Data as of July 2022; 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. We offer two great ways to advertise: Hyperlinked Banner Ads and Featured Job Posts.

RECEIPIENTS
5,000+

AVERAGE OPEN RATE*
26.8%

AVERAGE CLICK-TO-OPEN RATE*
9.1%

*Average of issues July 2021-June 2022

Hyperlinked Banner Ads

PRICING BASED ON PLACEMENT

1st (Top)	\$1,000
2nd	\$925
3rd	\$850
4th	\$775

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.



Featured Job Posts

Recruit top gene and cell therapy job seekers by promoting open positions in the Career Center section of The Vector!

Career Center
Are you looking for a job in the field of gene and cell therapy? Check out the new **ASGCT Career Center** for great opportunities with industry, government, and academic organizations. Sign up to receive alerts for open jobs in your area.

If you're from a recruiting institution, advertise in the Featured Jobs section to target the 4,000+ audience of The Vector.

Featured Jobs

- Faculty Search for a Gene Therapy Specialist at Boston Children's Hospital; Boston, MA
- Senior Research Scientist at Virovek Incorporation; Hayward, CA
- Associate Director, Immunology at Beam Therapeutics; Cambridge, MA
- Director/Senior Director, Off Target Biology Strategy at Beam Therapeutics; Cambridge, MA

Post your company's job here!

SPECS

Posts consist of the Position Title, the Organization Name, and Position Location. This text is hyperlinked to your desired URL. Secure early to be at the top of the list!

EXAMPLE POST

Research Director at ASGCT; Milwaukee, WI

PRICING (PER ISSUE)

1 Post	\$150
2 Posts	\$250
3 Posts	\$350
4 Posts	\$450

LIMITS

Maximum 4 posts per organization per issue. The Career Center section is capped at 8 posts total each issue, to maximize exposure for each post.

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!

RECEIPIENTS

5,000+

AVERAGE OPEN RATE*

34.2%

AVERAGE CLICK-TO-OPEN RATE*

7.3%

*Average of issues June 2021-June 2022

Hyperlinked Banner Ads

PRICING BASED ON PLACEMENT

1st (Top)	\$1,150
2nd	\$950

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!

RECEIPIENTS

1,200+

AVERAGE OPEN RATE*

27.7%

AVERAGE CLICK-TO-OPEN RATE*

10.1%

*Average of issues July 2021-June 2022

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.

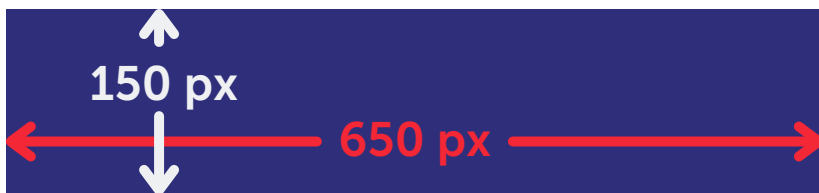


E-Newsletter Advertising

→ [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.

Upcoming Going Viral Deadlines

September 2022 Issue - August 17, 2022

December 2022 Issue - November 16, 2022

March 2023 Issue - February 15, 2023

June 2023 Issue - May 17, 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 Mel Schwandt (advertising@asgct.org) for full details.

How to Order

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

Thank you for
supporting ASGCT!

Webinar Page Banners

Professional Development Café Series

Enhance your recruitment efforts by advertising during our Professional Development Cafés! These monthly, two-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 the 2022 Professional Development Café series here.**](#)

Exclusive Hyperlinked Banner Ads – \$2,500 per Webinar

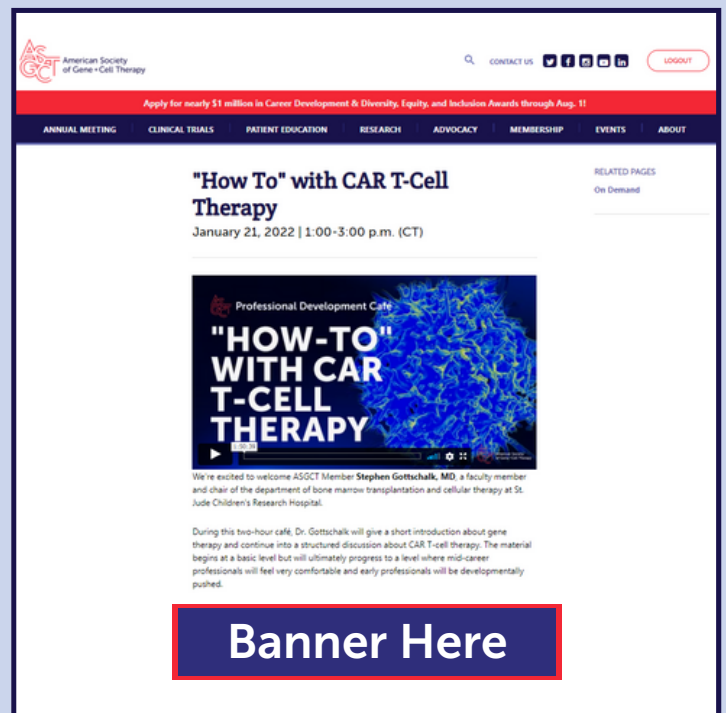
Reach your target audience by placing an exclusive hyperlinked banner ad on your chosen Professional Development Café webinar page. A great way to get noticed by gene and cell therapy professionals early in their careers!

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 Mel Schwandt (advertising@asgct.org) to discuss advertising options, ask questions, and secure placements.



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

Want more webinar opportunities?

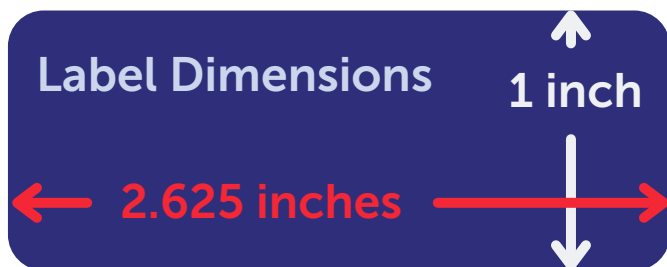
Check out our [Lunch & Learn](#) series, part of our [Patient Education](#) program!

Mailing Address Labels

Distribute Print Materials

Have a flyer, catalog, or other print materials to share with the ASGCT audience? Use these self-adhesive labels to address your next direct mail campaign.

\$1,000 per Rental



Labels are self-adhesive and include the recipient's name, organization, and address. International addresses include country name.

Pick Your List

- ✓ Current ASGCT Members
- ✓ 2022 Annual Meeting Attendees

Define Your Audience

We can sort or filter your list by Country, Zipcode, and/or Organization to fit your needs.

Terms

Labels are for one-time use only; information printed on labels may not be duplicated, retained, or reused in any fashion.

Email addresses are not available. Electronic address lists are not available.

ASGCT may require a proof/sample of the material to be distributed prior to confirming rental.

How to Order

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