

# Year-Round Advertising Opportunities

## ISSCR News Email Metrics

\*Average from 2024 issues

**40,000+**  
Subscribers



**29%**  
Average Open Rate



**3.64%**  
Average Click Rate



## ISSCR News Email Advertising Options

### Top Banner Placement

**\$3,500 USD**

- Image dimensions are 600 pixels wide x 100 pixels high
- Static ads are accepted as JPG or PNG format
- URL of your choice with artwork that links to your ad

### Mid Banner Placement

**\$2,000 USD**

- Image dimensions are 600 pixels wide x 100 pixels high
- Static ads are accepted as JPG or PNG format
- URL of your choice with artwork that links to your ad

### Thought Leadership Article

**\$5,500 USD**

- Article contains 100 words, plus headline
- Sections of the text can be hyperlinked to your website, video, or other resources
- Image dimensions are 180 pixels wide x 115 pixels high
- Images must be in JPG or PNG formats

\*Discounted rates are available for bundled ad packages

# ISSCR News Advertisement Placements

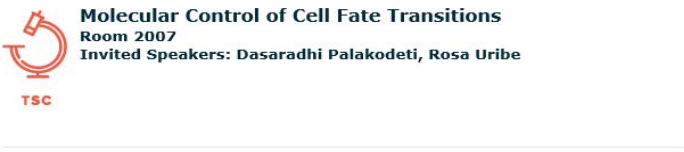


Automated Stem Cell Expansion & Differentiation Mytos∞ | iDEM  
Coating • Seeding • Feeding • Imaging • Passaging




INTERNATIONAL SOCIETY FOR STEM CELL RESEARCH  
ISSCR News  
August 2024  
f @ X in

Top Banner



**Molecular Control of Cell Fate Transitions**  
Room 2007  
Invited Speakers: Dasaradhi Palakodeti, Rosa Uribe  
TSC



Seamless workflows from iPSCs to isolated single organoids  
LEARN MORE and visit booth 637

**DISCOVER, EXPLORE, & NETWORK**  
**Innovation Showcases Highlight New Technologies**  
8:00 AM - 8:30 AM | 11:30 AM - 12:30 PM PDT  
Exhibitors will discuss their latest tools and products and how they can advance your research. Attend [Innovation Showcases](#) and learn how to apply these new technologies to your research projects.  
**There's Still Time to Visit the Career Lab**  
Peruse nearly 200 open positions in our [Career Lab](#) and schedule a meeting with the job

Mid Banner

**SPONSORED CONTENT: Thermo Fisher Scientific**

**Considerations for Development of PSC-based therapies**



When speaking with researchers about their needs for products to be used in an allogeneic cell therapy workflow, the most common requirements we hear are 'it must be cGMP' and 'it must be scalable.' Understandably, these criteria aim to minimize risk by introducing components of a certain quality and reduce cost when scaling production, respectively. While both are extremely important, they merely scratch the surface of things to consider when selecting reagents; in addition, reagents must be designed to meet safety and regulatory requirements, carry appropriate use rights, and fit within the user's workflow, among other critical attributes.

To learn more, attend our innovation showcase entitled "[Beyond GMP: Considerations for development of PSC-based therapies.](#)"

*The views and opinions expressed do not necessarily reflect the policies or positions of the ISSCR.*

Thought Leadership  
Article

# Digital Advertisement Retargeting

The ISSCR offers a powerful way to elevate your brand visibility by directly engaging our qualified audience through targeted advertising packages. With Click Through Rates that exceeds the standard benchmark set by Feathr, our retargeting capabilities turn our audience into yours, delivering your brand message to ISSCR website visitors as they browse online, ensuring impactful and consistent exposure.

## Step 1

Internet users visit the ISSCR website



## Step 2

The user exits the ISSCR website



## Step 3

Website visitor sees your ad across the web



## Step 4

Visitor clicks your ad and visits your website



## Ultimate Package

- 6-month campaign | 100,000 impressions

**\$7,000 USD**

## Premium Package

- 3-month campaign | 50,000 impressions

**\$4,500 USD**

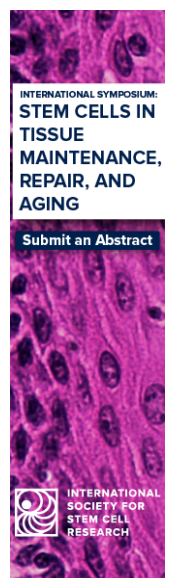
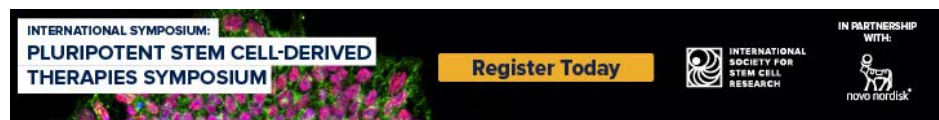
## First Impression Package

- 1-month campaign | 25,000 impressions

**\$3,000 USD**

*\*Packages are customizable*

## Examples



# ISSCR Podcast | \$2,000 USD/episode

The Stem Cell Report podcast explores discoveries in stem cell research and its applications. Hosted by Dr. Martin Pera, an internationally recognized stem cell pioneer and the dynamic editor-in-chief of Stem Cell Reports, explores basic discoveries in stem cell research and its application. Dr. Pera goes “beyond the paper,” bringing authors together to draw new insights and explore the questions and creativity that drive new breakthroughs. Sponsor an episode and receive:

- 30 second commercial midway through the episode
- Sponsor recognition and hyperlink on episode page
- Mention in the intro of the episode as a sponsor
- Tagging in social media posts promoting the episode



## Featured Episodes

### EVALUATING THE EXPANDING MODELS OF BRAIN DISEASE



**GIUSEPPE TESTA, MD, PHD**  
UNIVERSITÀ STATALE, HUMAN TECHNOPOLE, AND THE EUROPEAN INSTITUTE OF ONCOLOGY, ITALY




**MARLENE PEREIRA, PHD**  
UCB PHARMA, BELGIUM



**REINALD SHYTI, PHD**  
HUMAN TECHNOPOLE AND THE EUROPEAN INSTITUTE OF ONCOLOGY, ITALY

### GOING OUT ON A LIM: RETHINKING THE ROLE OF LMX1A IN PATTERNING DOPAMINERGIC NEURONS



**AGNETE KIRKEBY, PHD**  
UNIVERSITY OF COPENHAGEN, DENMARK, NOVO NORDISK FOUNDATION CENTER FOR STEM CELL MEDICINE – RENEW, LUND UNIVERSITY, SWEDEN



**PEDRO RIFÉS, PHD**  
BIONEER A/S, DENMARK