



PLOS

MEDIA KIT 2025

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Contextual Targeting at PLOS via PubGrade Advertising Solutions



PLOS uses PubGrade Advertising Solutions to offer our clients state-of-the-art online advertising, including granular contextual targeting and superior reporting. We deliver banners in the context of relevant research articles only – making the best use of your budget.

Before the campaign: You tell us about the products, services, content you want to promote. We identify relevant keywords within scientific articles most likely read by your potential customers. PubGrade contextual targeting allows you to use any amount of keywords, phrases or scientific concepts (Methods, Techniques, Genes/Proteins etc.) and combine them using Boolean logic to deliver your message next to the most relevant scientific articles only. Keywords can be modified according to your feedback and we will share data about potential campaign reach with you prior to campaign start.

Effective Non-Viral Delivery of siRNA to Acute Myeloid Leukemia Cells with Lipid-Substituted Polyethylenimine...
Breanne Landry, Hamidreza Montazeri Alilabadi, Anuja Samuel, Hilar Gul-Uludağ, Xiaoyan Jiang, Otaf Kutsch, Hasan Uludağ

2.2 Cell Models and Culture

The cell lines THP-1, KG-1 and HL-60 [66] used as the AML models were obtained from the American Type Culture Collection (Manassas, VA). THP-1 and KG-1 cell were maintained in RPMI medium and HL-60 [66] were maintained in DMEM Low Glucose medium. All cells were maintained in 10% FBS (heat inactivated at 56°C for 30 min) and 1% penicillin/streptomycin under normal conditions (37°C, 5% CO₂ under humidified atmosphere). The cells were maintained at concentrations between 0.1 × 10⁵ and 4 × 10⁵ cells/ml (monitored by hemacytometer cell counts) and by weekly passage by dilution after replacing the spent medium with fresh medium at 800 rpm (72 g) for 5 min. To obtain Green Fluorescent Protein expressing THP-1 cells, a retroviral vector expressing enhanced GFP (EGFP) was generated by cloning EGFP into pMSCV-puro (Invitrogen). The murine stem cell virus-based vector was chosen as it provides relatively stable long-term expression of the transgene and is less prone to transcriptional shutdown in THP-1 cells than other retroviral vector systems tested. To generate retroviral particles, pMSCV-EGFP was transfected into 293T cells with Fugene HD. Gag-p67 were provided in trans and VSV-G was utilized as viral coat protein. Retroviral supernatants were harvested 24 h post transfection and used to transduce THP-1 cells. The cells were then selected using puromycin and further enriched for EGFP expression using fluorescence activated cell sorting. The resulting GFP-expressing THP-1 cells were cultured as above.

2.3 Synthesis of Lipid-Substituted Polymers

The PEI2 polymers substituted with lipids (caprylic acid, CA; palmitic acid, PA; oleic acid, OA; linoleic acid, LA; stearic acid, SA; myristic acid, MA) were prepared in house, where the synthesis and characterization have been previously described [37], [38]. Briefly, a 2 kDa PEI solution (50% in water) was first purified by freeze-drying. Commercially available lipid chlorides (CA, PA, OA, LA, SA and MA) were then substituted by N-acylation of PEI onto the amine groups by addition of the lipid chlorides to 100 mg of PEI in DMSO for 24 h at ambient temperature under argon. To produce a range of substitution levels for each lipid, four different feed ratios were utilized (lipid:polymer = 0.012, 0.056, 0.1 and 0.2) and the polymers were precipitated and washed with excess ethyl ether. The lipid-substituted polymers were dried under vacuum at ambient temperature over night. The substitution was analysed by ¹H-NMR (Bruker 300 MHz; Billerica, MA) in D₂O. The characteristic proton shifts of lipids (δ = 0.8 ppm; -CH₃) and PEI (δ = 2.5–2.8 ppm; NH-CH₂-CH₂-NH) were integrated and normalised to the number of protons in each peak in order to calculate the lipid substitution levels. Table S1 summarizes the employed feed ratios as well as the final level of lipid substitutions obtained.

NOTE: Highlighting for illustrative purposes only.

During the campaign: You receive detailed monthly PDF reporting going beyond general metrics for non-contextual ad service. Optionally, you can gain direct access to real-time campaign metrics through our Campaign Monitoring service. Besides the transparency we aim to create, this allows you to analyze your campaigns and optimize them to achieve superior results.

Our breadth of scope and readership boosts the visibility of your message. No matter if you are targeting a small niche area or want to create broad awareness, we help you reach the right audience. Contact us to find out more.

“We have been advertising with PLOS since 2017 with good results, but ever since we started using the contextual platform, our campaigns have performed better: More clicks and more targeting, since we are using keywords, therefore, we are reaching audiences that are genuinely interested in our content.”

*Daura Mella
Marketing Communications Project Manager
European Society for Medical Oncology*

PLOS 2025 Advertising Opportunities

Format	Dimensions	Locations	Background Color
Leaderboard	728x90	All journal pages	Dark Gray
Skyscraper	160x600	Article pages	White
eTOC Alert	728x90	Above the journal header	White

Contact your sales representative for CPM rates

Technical Specifications and Guidelines

File Types	Maximum Weight	Minimum Resolution
JPG, GIF and PNG	100K	72dpi
HTML5	200K	72dpi

1-POINT BORDER: Ads with a background matching the page background require a 1-point border in a contrasting color

ALT TEXT: Provide short copy to display when the ad loads. Example: "Brought to you by COMPANY NAME"

AUDIO: Not permitted

HTML5-BASED ADS:

- **Placement:** Available on PLOS journal websites only (not on eTOC Alerts)
- **One message per banner:** Only one product/job/event announcement per banner permitted
- **Looping:** With the exception of *PLOS ONE* placements, all ads may loop once, at a maximum of 15 seconds and 18 frames/second; *PLOS ONE* allows looping
- **Accompanying static file:** Per UAP guidelines, provide a static version of the ad (JPG, GIF or PNG) as a backup file for browsers or devices that don't support animation

ART DEADLINES: Seven (7) days prior to start date

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All advertising is subject to PLOS' approval. *PLOS Medicine* does not accept advertising for pharmaceutical products, medical devices or tobacco products. The advertiser and its advertising agency agree to indemnify and hold harmless PLOS and its employees and agents for any liability, claims, suits, damages, costs, settlements and reasonable attorney's fees incurred in connection with any third-party claim arising out of advertisement placed by or on behalf of the advertising party. PLOS reserves the right to remove any ad it deems is or may be inaccurate, misleading, defamatory or otherwise contrary to the rights of PLOS or third parties.

TERMS OF PAYMENT

All terms, net 30 days from the end of each month's advertising run. We have a number of USD payment options available for our clients' convenience, including wire transfer, check and credit card. Clients must clear previous PLOS advertising debt before new campaigns can begin. Publisher reserves the discretionary right to seek partial advance payment. Cancellation of advertising must be in writing. Advertisers are liable for payment for insertions canceled after materials close (based on date of receipt of written notice by publisher). Advertisers canceling contracts will be invoiced at the earned rate for space already used. The publisher reserves the right to pass through charges for additional preparation, design, etc., that may be required.

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PLOS One plosone.org

PLOS One ensures the highest standards of quality and openness for the content it publishes and boosts speed to publication by eliminating subjective assessments of significance or scope to focus on technical, ethical and scientific rigor. The journal publishes original research in all scientific disciplines.

64.9M+

19.4M+

PLOS Biology plosbiology.org

PLOS Biology publishes articles of exceptional significance, originality and relevance in all areas of biological science, from molecules to ecosystems, including work at the interface of other disciplines such as chemistry, medicine and mathematics.

3.4M+

867K+

PLOS Computational Biology ploscompbiol.org

PLOS Computational Biology publishes works of significance that further the understanding of living systems at all scales—from molecules and cells to patient populations and ecosystems—through the application of computational methods. The journal provides a forum for important biological research driven by computation.

3.3M+

1.24M+

PLOS Pathogens plospathogens.org

PLOS Pathogens is the first Open Access journal for breakthroughs in understanding pathogens and their interactions with host organisms. The journal publishes original research and commentary that are of broad interest and importance to researchers studying pathogens and pathogen-host interactions.

2.8M+

852K+

PLOS Medicine plosmedicine.org

PLOS Medicine publishes articles on biomedical, environmental, social and political determinants of human health worldwide.

2.8M+

977M+

PLOS Genetics plosgenetics.org

PLOS Genetics publishes original contributions in genetics and genomics that reflect the full breadth, interdisciplinary nature and impact of these fields on science and medicine.

2.5M+

859K+

*December 2023 – October 2024

PLOS Neglected Tropical Diseases plosntds.org

PLOS Neglected Tropical Diseases the first journal solely devoted to chronic and poverty-promoting infectious diseases affecting the world's poorest populations, publishes rigorously peer-reviewed research on all scientific, medical, political and public health aspects of NTDs.

2.4M+

863K+

PLOS Global Public Health plosglobalpublichealth.org

PLOS Global Public Health is a global forum for public health research of the highest ethical and methodological rigor that reaches across disciplines and regional boundaries to address some of the biggest health challenges and inequities facing our society today.

1.5M+

440K+

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PLOS Climate unites researchers across disciplines and regions of the world to tackle the causes and effects of climate change and dynamics at a global scale. Our goal is to empower global collaboration—between researchers and organizations, individuals and policymakers—that is centered around research of the highest methodological and ethical standards and the values of Open Science.

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147K+

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397K+

129K+

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50K+

PLOS Water ploswater.org

PLOS Water brings together research of the highest methodological and ethical standards in the areas of water sanitation, resource recovery and use, applied water policy, and the sustainable consumption, management and supply of water as a vital resource for societies in every region of the world.

148K+

859K+

New journals launched in 2024

We're now accepting advertising in the 2 new journals we launched in 2024. Please contact us for information about the opportunities in each.

PLOS Complex Systems ploscomplexsystems.org

PLOS Complex Systems publishes research of broad significance that untangles the complex systems at the heart of the world we live in. We connect impactful research that transcends disciplines: from computer scientists to climate scientists, mathematicians to anthropologists, and for all those who solve problems through a lens of complex relationships and models that track, measure, and predict outcomes.

PLOS Mental Health plosmentalhealth.org

PLOS Mental Health is an inclusive journal addressing challenges and gaps in the field of mental health research, treatment, and care in ways that put the lived experience of individuals and communities first. Our journal connects researchers and practitioners from across the clinical psychology, counseling psychology, psychiatric, mental health, behavioral medicine, and social science communities.

PLOS (Public Library of Science)

PLOS is a non-profit leading a transformation in research communication. We publish a suite of Open Access journals and work alongside research communities to break down barriers in making research communication more open, effective, and fair.

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