

TheDarkIntelligenceGroup

Reliable Business Intelligence News About Clinical Laboratories,
Pathology Groups, and Laboratory Diagnostics Since 1995

2021 Media Kit Portfolio



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darkintelligencegroup.com | darkdaily.com | covid19briefings.com

The Go-To Market Intelligence Source For Clinical Laboratories & Pathology Groups

The Dark Intelligence Group is the host of The Executive War College meeting and the #1 provider of business intelligence news about clinical laboratories, pathology groups, and laboratory diagnostics since 1995. Laboratory and pathology decision makers trust The Dark Report and the Dark Daily intelligence services to help them stay ahead of critical changes and trends that could affect their laboratory's economic stability while seizing opportunities to protect and increase testing volume and revenue.



Since 1995, The Dark Report has been providing a carefully curated selection of intelligence briefings to clinical laboratory and pathology executives and business leaders. It has earned recognition as the industry's pre-eminent source for essential market intelligence and business news that allows clinical laboratories and pathology groups to stay ahead of important trends and be proactive in advancing the clinical and financial success of their organizations. Issued every third Monday, the Dark Report is quick to read and easy to comprehend. DarkReport.com



Serving Clinical Labs & Pathology Groups

Dark Daily is a free e-briefing service that delivers quick-to-read alerts on key developments in laboratory medicine and management. It is a solution to the dilemmas facing anyone in the laboratory profession. New developments, new technology, and changing healthcare trends make it imperative to stay informed to be successful. Dark Daily has no counterpart in the lab world. Why? Because it is produced and written by the experts at The Dark Report and Dark Intelligence Group who know your world, understand your needs, and provide you with concise, processed intelligence on only those topics that are most important to you. Dark Daily provides one short, easy-to-read news item daily, highlighting noteworthy developments in the clinical laboratory industry. DarkDaily.com



COVID-19 STAT Intelligence Briefings is a free intelligence service totally focused on COVID-19 and the strategies clinical laboratories and pathology groups need to meet challenges during this disruptive pandemic. Our analysts and skilled editors uncover, analyze, and immediately report to you what's happening with the SARS-CoV-2 pandemic, packaged with the insights you need to deliver quality testing for patient care and keep your lab's financial ship afloat. COVID-19 STAT Intelligence Briefings is a daily news service that includes twice weekly live, 30-minute, interactive virtual meetings via video dial-ins. COVID19briefings.com



The Dark Dark Intelligence Group is a tremendous resource and partner for the diagnostic laboratory and pathology community. It consistently provides great insights and in-depth intelligence about the topics that matter most and has provided a great way for us to connect with an incredibly valuable segment of the market for our business. — Sydney Fenkell, Director of Marketing | Proscia

We Get Your Message in Front of Lab & Pathology Key Decision Makers

Unparalleled opportunity for new lead generation

Our programs reach key decision makers and influencers in the clinical laboratory and pathology industry, giving you visibility, awareness, and added brand exposure to move the sale forward. Through a variety of out-of-the box and custom executions, we tailor our approach to maximize your success.

- **Custom content support:** Hands-on consultative approach from concept to delivery ensures your program objectives are met.
- **Lab industry sales expertise:** We help you select the best program combinations that drive the highest impact.
- **Latest industry trends and research from the industry's key opinion leaders (KOLs):** Our unparalleled access to information helps you build more compelling programs.
- **Search engine optimization (SEO), audience segmentation, and marketing analytics** deliver optimal program performance for your investment.



Supercharge Your Lead Generation Efforts

Promotions, content marketing, and events

We help you create effective tactical executions that engage your customers at every phase of their experience with your brand.

Customer Journey Map



Market Presence & Awareness	Product Launch	Adoption & Growth	Retention & Loyalty
<ul style="list-style-type: none"> • Dark Daily e-briefing advertising • The Dark Report special insert • COVID-19 STAT Intelligence website advertising • Executive War College • Lab Quality Confab Meeting 	<ul style="list-style-type: none"> • Product-focused advertising • White Paper – Showcase industry experts • Webcast Technology Showcase for product introduction • Executive War College • Lab Quality Confab Meeting 	<ul style="list-style-type: none"> • Product/brand awareness advertising • White Paper – Customer case study • Webinar – Key opinion leader • Webcast Showcase – Use cases • Executive War College – Educational speaker • Lab Quality Confab Meeting – Educational speaker 	<ul style="list-style-type: none"> • Product/brand awareness advertising • White Paper – ROI focus • Webinar – Ongoing customer education • Webcast Showcase – New features/extensions • Executive War College – Educational speaker • Lab Quality Confab Meeting – Educational speaker

High-Touch Lead Generation

Webinars

Virtual and live events are the #1 marketing tool of most organizations in the lab industry. Lab and pathology professionals appreciate the opportunity to hear first-hand, in an interactive format about a new product or capability and learn from industry experts and other customers about their experiences. The Dark Intelligence Group-hosted webinars provide a neutral, less commercial platform for you to promote credible content and actionable insights.

Intended for: Sales lead generation, market growth and development, white paper showcase, introduction of emerging technology, and product launches.

Benefits of The Dark Intelligence Group Webinars

- Leverage a highly effective, interactive engagement tool that offers real-time feedback
- Enjoy peace of mind knowing we have experience producing hundreds of successful webinars
- Showcase your event with an audience-respected, high-quality webinar platform
- Save time and resources by offloading webinar development and pre-event promotion to us
- Speed up your sales for a faster ROI with comprehensive pre- and post-marketing programs

Webinar Sponsorship with Your Specialized Content– Program and Promotion

We create and market for you an interactive live webinar with your provided content, offered free to qualified attendees. Our hands-on, collaborative process ensures your goals and objectives for the webinar are met. We manage the technical aspects of the production and orchestrate a robust pre-webinar promotional program to a highly relevant 40,000+ laboratory and pathology audience. We develop a customized webinar landing page with integrated search engine optimization (SEO), distribute a webinar press release to key media outlets, and send three e-blasts and one Dark Daily e-briefing featuring the webinar. You will receive the registration list, post-webinar engagement report and attendee survey, weekly lead reports, and 180 days of content exposure (landing page with webinar download).

Sponsor A Dark Intelligence Group Webinar

Promote your brand alongside key thought leaders by sponsoring a Dark Intelligence Group webinar focused on innovative laboratory topics. Your logo is included in our pre-webinar promotions including e-blasts and landing page. You will receive the registration and attendee lists. Discounts available for multi-webinar sponsorships.

Webcast Technology Showcase

Extend the value of your webinar by following on its heels with a 30-minute Technology Showcase "mini-webinar" to demonstrate the technology behind your just-completed educational session. Ideal for new product launch or early growth stages. We co-promote the Technology Showcase alongside your webinar, sending two e-blasts and incorporating the Technology Showcase into your webinar landing page.

Custom webinar landing page is search engine optimized (SEO)



Webinars promoted to a highly relevant audience



Accelerate Sales Through Education

White Papers and Articles

Laboratory and pathology professionals will repay you with loyalty when you teach them something they value, not just sell them something they need. It's not just the products and services you sell, it's the insights you deliver as part of the sales interaction itself. White papers showcase your company's thought leadership and value to accelerate purchasing decisions.

Intended for: Early adopter to middle stages of the customer buying cycle for sales lead generation, webinar collateral, product launch, and retention campaigns.

Benefits of The Dark Intelligence Group White Papers

- Influence buying decisions and drive high-value leads to your business
- Generate high rankings with search engines through objective, third-party content
- Build brand credibility when you educate your audience through a third party
- Generate high-quality leads through a dedicated white paper landing page

White Paper Program and Promotion

Supply your own white paper content or have our expert editors develop 2,100-word, specialized content on your topic of choice – professionally produced and published to a dedicated landing page and linked to the Dark Daily website for 180 days. We promote your white paper to a highly relevant 40,000+ laboratory and pathology audience, including a customized white paper landing page with integrated search engine optimization (SEO), press release to key media outlets, two e-blasts, and one Dark Daily e-briefing featuring your white paper. You will receive your white paper in a high-resolution, print-ready PDF format as well as weekly lead reports of download activity and 180 days of content exposure (landing page with white paper download).

Custom Articles

Extend those "teachable moments" and create a deeper connection with your audience with immersive custom articles you can use as marketing/sales collateral, post to website and social media, and publish through Dark Daily. Our custom content program includes content development and joint branding.



“We have found that DarkDaily.com white papers are an effective way to market and sell our products and services to a qualified audience of laboratory executives and decision makers.
— Ali Roach | hc1.com”

Targeted Awareness and Promotions

Digital Advertising

Attract laboratory and pathology decision makers and influencers to your website through our highly trafficked Dark Daily and COVID-19 STAT Intelligence Briefings websites and the popular 3x/week e-Briefings. Grab your reader's attention and drive direct response to your web pages for immediate access to collateral, demo sign-ups, or events.

Intended for: Lead generation, corporate brand awareness, marketing and product launches, and customer retention and loyalty.

Benefits of Dark Intelligence Group Digital Advertising

- Reach more than 70,000+ decision makers and influencers per month
- Achieve maximum exposure with prominent ad placement options
- Drive customers to your website or landing pages
- Amplify your unique company product, services, or offerings
- Gain full visibility and insight into your advertising engagement and activity through our timely reporting of your ad campaign metrics

Webpage Advertising

- DarkDaily.com: Banner Ad Takeover: \$10,000/month | Banner Ad: \$5,000/month | Side Rail: \$3,500/month
- COVID19Briefings.com: Website Banner Ad \$5,000/month | Live Call Banner Ad \$5,000/month | Side Rail \$3,500/month

Newsletter Advertising – Dark Daily e-briefing OR COVID-19 e-briefing

- 3 days/week: \$6,000/month
- 1 day/week: \$2,500/month targeted readership – unlimited ad content change

Email Marketing

Leverage our 40,000+ laboratory and pathology audience for your marketing e-blast campaigns—a great way to solidify your messaging. \$4,000/e-blast or \$11,000/package of three e-blasts

Featured Campaign Advertising Insertions

Give your company exclusive and prime visibility when you place an ad insert inside The Dark Report with no distraction from your competitors. The normally ad-free intelligence report offers one company at a time a chance to position their brand and products to a readership of key decision makers and influencers. Includes print and electronic versions. 1x-3x: \$2,000 per | 4x-6x: \$1,750 per | 7x-10x: \$1,400 per

Dark Daily e-briefing-Leaderboard 600 x 60



Position Your Company With the Lab Profession's Top Leaders

Executive War College Conference on Laboratory & Pathology Management

Executive War College Conference on Laboratory & Pathology Management is a can't-miss opportunity to raise the profile of your company, while catching the attention of decision-makers actively looking for new products and solutions to advance their labs.

This three-day conference attracts more than 1,000 super-engaged attendees and is the pre-eminent gathering for leading lab executives, senior administrators, pathologists, and key lab industry consultants and vendors. Featuring more than 90 distinguished presenters who are leaders and innovators in the lab management field, attendees hear hard-hitting panel discussions and information-packed workshops that cover the full range of breakthroughs in clinical laboratory and pathology laboratory management and how labs are coping with new requirements, federal regulators, and private health insurers. The unique format incorporates built-in networking opportunities widely considered the best in the industry to make important contacts, further relationships, and learn.

Conference Benefits

- Personalized exposure to 1,000+ industry leaders and decision makers to promote your product or brand
- Wide range of sponsorship opportunities to reinforce your brand message
- Exceptional interactive meeting where lab leaders go to learn and network

Benefactor Sponsorship Level

With a Benefactor Sponsorship at our next annual Executive War College, you will enjoy prominent presence and exposure to the laboratory and pathology industry's top decision-makers at the most widely recognized conference in the field. Sponsorship includes a designated number of complimentary attendee passes and more than 30 sponsorship opportunities including on-site activities, logo recognition, digital and print messaging, and food/beverage.



“Executive War College facilitates the opportunity to listen to and network with the innovators and trend setters of the laboratory diagnostic industry. — Dr. Liana Romero, Sr. Director Strategic Marketing and Clinical Affairs | **Siemens Healthineers**

“There is no other conference in the medical laboratory industry that provides such quality educational and networking opportunities like Executive War College. The exceptional speakers range from senior leaders providing strategic market analysis to individual contributors who share their best practices in project execution. — Brian Castelli, VP Business Development | **Luminate Health**

“Executive War College was absolutely the best lab industry conference I have attended in a number of years. The quality of speakers and presentations was superb. Looking forward to next year. Well done!” — Laboratory Professional Attendee

Raise Your Company's Profile at the Gold Standard Event For Lab Quality Management

The Lab Quality Confab Process Improvement Institute

The Lab Quality Confab Process Improvement Institute attracts hundreds of attendees annually and is the gold-standard event for administrators, directors, and managers from hospitals, laboratories, and pathology groups, as well as lab industry consultants and vendors. This conference provides you with an unmatched opportunity to gain recognition among the lab profession's most accomplished leaders as they learn best practices in process improvement and quality management systems such as Lean, Six Sigma, and ISO from the experts and exchange ideas with their peers. There is no better opportunity to raise the profile of your company while capturing the attention of those individuals actively looking to boost performance, productivity and quality in their labs.

Conference Benefits

- Personalized exposure to quality management and operational leaders to promote your product or brand
- Wide range of sponsorship opportunities to reinforce your message
- Exceptional interactive meeting where lab leaders go to learn and network about process improvement and quality management

Benefactor Sponsorship Level

With a Benefactor Sponsorship at our Lab Quality Confab, you will enjoy prominent presence and exposure to the laboratory and pathology industry's top quality and operational leaders. Sponsorship includes a designated number of complimentary attendee passes and many sponsorship opportunities including on-site activities, logo recognition, digital and print messaging, and food/beverage.



“ I thoroughly enjoyed Lab Quality Confab. In addition, to learning new things the Confab helped me to see that my organization is on the right track. Furthermore, the Confab invigorated me to come back home and try new things that I learned.
— Lonnie D. Stallcup, Jr., BS, MT,
Manager, Process Improvement |
Laboratory Alliance of Central New York

“ The conference provides exceptional value, knowledge sharing, and networking opportunities. Best industry conference to learn about the latest trends and best practices with quality systems. Well-organized and paced. Variety of content appeals to all levels of laboratory staff.
— Vince D’Mello, Administrative
Director, Laboratory Medicine | **Grand River Hospital and St. Mary’s General Hospital**

We Meet You Where You Are

Our understanding of the laboratory and pathology industry and how it ticks puts us in a unique position to help you get the most out of the marketing programs that we offer. We rely on a talented team of experts with years of experience helping companies like yours. It is also our delight to be able to tap into a treasure trove of accumulated content and knowledge, thought leader contacts, and other sources of data to aid in developing the best programs to reach your audience.

If you are just starting a business in this industry, we welcome you. Or if you are launching a new product, re-branding, or working toward any number of goals, we are eager to work with you to elevate your organization and help you drive your business forward.



Robert L. Michel
President & Editor-in-Chief

Robert is a respected commentator, consultant, author, editor, speaker, and entrepreneur. He is a leading expert on the management of clinical laboratories and anatomic pathology group practices.



Liz Carey
Managing Editor

Liz combines high standards of customer service with a track record of publishing high-quality print and digital business communication products to take care of you every step of the way. With 15-plus years of experience primarily in medical and healthcare publishing, Liz specializes in media-brand-business relations, cross-functional collaboration between executive and editorial and creative teams, and multi-layered strategic publishing projects.



Jim Whitehurst
National Sales Director

Jim brings more than 25 years of experience in highly complex and competitive laboratory solution selling. He is expert in identifying the best strategic communications approach that will deliver the greatest benefit to customers while strengthening a company's competitive position in the marketplace.

Rates Summary

Webinars and Webcasts

Gain traction when your webinar is hosted by a neutral trusted partner; best for education and innovation topics or live customer case studies.

- Webinar sponsorship with your specialized content: \$20,000
- Sponsor a Dark Intelligence Group webinar: \$10,000
- Webcast Technology Showcase: \$8,000

White Papers and Articles

Build credibility and drive interest with expertly written and produced content that positions your organization as a thought leader.

- White paper with custom-developed content: \$19,000
- White paper with client-supplied content: \$9,000
- Custom articles: \$10,000

Webpage Advertising

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Annual Conferences

Contact us for advertising and sponsorship opportunities at the Executive War College on Laboratory & Pathology Management and The Lab Quality Confab Process Improvement Institute.

Special Programs

Looking for more? We'd like to help. Contact us.



Sales Contact
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