



# Sponsorship and Advertising Kit



# Are you ready to **increase brand awareness** and **build your reputation?**

## **Trusted Content**

AUTM can efficiently deliver your message through a host of trusted platforms to engage with our audience. Whether you're looking to increase your brand's perception within the technology transfer community, promote a product/service, or launch a new program, AUTM will deliver your message to help facilitate your mission.

## **Rich Results**

Digital advertising makes it easier to track engagement through quantitative data on your advertisements performance. Learn more about interaction with your brand and make educated improvements to your marketing plans in the future.

## **Dynamic Audience**

AUTM's authority in the technology transfer field is recognized by organizations all over the world. By partnering with AUTM, your brand has the opportunity to reach and engage the audience mix needed to drive results. The AUTM community consists of more than 3,000 Members who work in academia, research, government, legal and commercial settings, business development, corporate engagement and start-ups. With 30 committees and activities in four regions, we are the leader in the technology transfer industry.

**Contact us today to plan your campaign.**

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# AUTM Insight

## What is Insight?

AUTM Insight tackles today’s most relevant stories, industry news and updates on the Association *and* its Members. Bi-weekly issues alternate between Events, Courses and *Membership News*, and Advocacy and Industry News. Members look to AUTM as the informational authority of the technology and knowledge transfer profession.

## Benefits of Advertising:

Advertising in *AUTM Insight* allows your company to reach industry decision-makers. As an advertiser, you’ll have the ability to track the reader’s response to your campaign, immediately quantifying your ROI. Subscribers to *AUTM Insight* have asked to receive this information so your message will not be mixed with junk mail and spam.

15,000  
Subscribers

31% Average Open  
Rate for Insight

3.5% Average CTR for  
Lower leaderboard

## Ad Specs and Pricing

### Leaderboard

This premier position provides your company with top exposure and quality traffic.

560 x 76

#### Ad Dimensions

560px x 76px

#### File Format

JPEG

#### Cost

\$240 – \$300 per issue

### Lower Leaderboard

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

560 x 76

#### Ad Dimensions

560px x 76px

#### File Format

JPEG

#### Cost

\$215 – \$285 per issue



## Ad Specs and Pricing (cont.)

### Take AIM

Market your license-ready technologies.



#### Ad Dimensions

Headline and text, up to 100 words.  
Logo or other image up to  
150px x 150px, transparent png file.

#### Cost

\$250 per issue

### Sponsored Content

This customizable section allows you to share an article, infographic or video of your branded content to tell your story.



#### Ad Dimensions

Headline and text, up to 100 words.  
Logo or other image up to  
150px x 150px, transparent png file.

#### Cost

\$350 – \$400 per issue

## What to Do and Know

- ▶ You must submit creative assets in jpg format (with url link) at least 5 business days prior to ad insertion date.
- ▶ All advertising must be reviewed and approved by AUTM staff.
- ▶ Bookings may be cancelled (in writing) at any time prior to 30 days of insertion date.





# Third-Party Email Advertising

Garner interest in your brand message to a curated list of targeted users. AUTM allows limited access to our email database of more than **15,000 subscribers** through the purchase of third-party email advertising.

Email messages can include:

- ▶ Surveys
- ▶ Highlighting an educational program or CME opportunity
- ▶ Job openings
- ▶ Product showcases and new product launches
- ▶ Participation at events, meetings, trade shows etc.

**AGREEMENT:** The mailing list is property of AUTM and AUTM policy prohibits the distribution of members' email addresses to outside parties. Emails will be sent to the list by AUTM on purchaser's behalf. Email will include a disclaimer noting that content is a paid advertisement. All orders and ad content/artwork require pre-approval by the AUTM CEO. Orders must be prepaid.

**NOTE:** AUTM has the right to refuse specific distribution dates. There is a black-out period, three weeks prior to and post the annual conference, at which time no new orders will be accepted. Contact AUTM to get exact black-out dates as they vary annually.

Ad copy can be submitted in one of the following formats:

- ▶ Text/Images. You can submit a Word document with the desired text. If you have a logo or other images you wish to include in your ad, jpeg is the preferred format.
- ▶ HTML source code. To ensure the email looks the way you wish, send the HTML source code.

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## Email Blast

**\$1,500**

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Don't see what you're looking for?  
Interested in creating a bundle?

Contact AUTM Sponsor and Exhibit  
Manager, Casey Annunziata, at  
[cannunziata@autm.net](mailto:cannunziata@autm.net) or  
+1-973-479-9472.

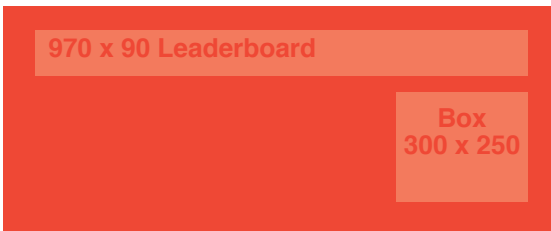


# Career Center

As the leading online job posting board for technology transfer professionals, the AUTM Career Center offers employers multiple options for finding the right candidate and serves as the premier resource for professionals to secure new opportunities.

## Career Center Homepage

This premier position provides your company with top exposure and quality traffic.



### Ad Dimensions

Leaderboard | 970px x 90px

Box | 300px x 250px

### File Format

JPEG

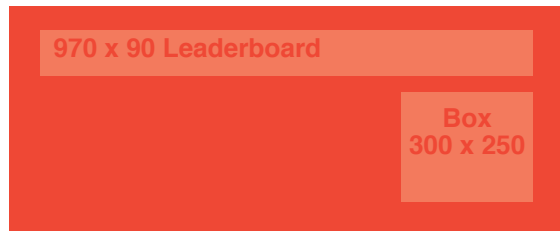
### Cost

Members | \$699 for 30 days

Non-Members | \$799 for 30 days

## Career Center Inner Page

This premier position provides your company with top exposure and quality traffic.



### Ad Dimensions

Leaderboard | 970px x 90px

Box | 300px x 250px

### File Format

JPEG

### Cost

Members | \$2,500 for 6 months

Non-Members | \$3,000 for 6 months

**2,163** website views per month on average for the AUTM Career Center



# Online Professional Development

AUTM’s professional development courses reach the most committed and enthusiastic technology transfer professionals. By sponsoring an AUTM course, you’ll align with a highly involved audience who understands that staying on top of trends, networking, and hearing from subject matter experts, is critical to professional success. Your sponsorship of the online program — more than 20 live webinars per calendar year — provides repeated, consistent brand recognition for your company.

## Benefits Include:

- ▶ Acknowledgement (logo with link) on the online courses section of the AUTM website for one year.
- ▶ Acknowledgement in electronic marketing materials for one year — at least two emails per webinar to our list of 15,000 subscribers.
- ▶ Four complimentary registrations to the professional development webinar of your choice.\*
- ▶ Joint acknowledgement of all online professional development sponsors at the beginning and end of each online course for one year.
- ▶ Final registration list(s) in electronic format for one full year of AUTM Online Professional Development courses (excludes email addresses, per AUTM policy).

*\* Complimentary webinars must occur within the 12 months following contract acceptance.*

For a list of online professional development topics, email Casey Annunziata, Sponsor and Exhibits Manager, at [cannunziata@autm.net](mailto:cannunziata@autm.net) or visit the AUTM website, [autm.net/webinars](http://autm.net/webinars).

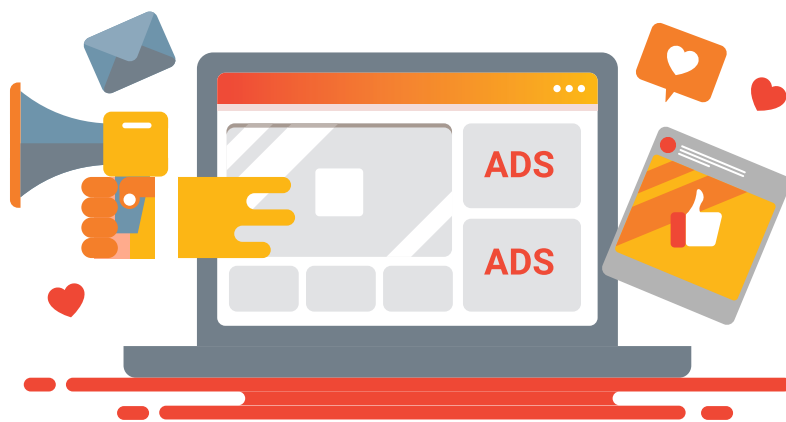
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## 1 Year of sponsorship

**Members: \$2,000**

**Non-Members: \$2,000**

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# Program Sponsorship



## Better World Project

The Better World Project promotes public understanding of how academic research and technology transfer benefit you and millions of people around the world. It's a must-read for people interested in research and discovery, technology transfer or economic development as well as anyone who has wondered: "Where did that come from?"

The Better World Project (BWP) publishes an average of 12 stories per year, to autm.net and shared via social media, a media release, and AUTM Insight which goes to 15,000 AUTM members and affiliates.

### EACH BWP STORY TYPICALLY RECEIVES:

1,500

impressions on AUTM's Facebook, LinkedIn and Twitter with an average reach of more than 6,000 readers

250  
views on autm.net  
(in the first 2 months)

opens via AUTM's  
media release  
2,100

## AUTM Innovation Marketplace (AIM)

AUTM Innovation Marketplace (AIM) showcases university technologies available for licensing. With 22,000 technologies, AIM lists more innovations than any portal of its kind.



AIM allows universities to automatically upload their available technologies, making it easy for corporations to identify potential university partners equipped with needed research capabilities. It's a must-have marketing tool to find the next great technology.

4,400

website views on average for Top 20 technologies

15,000

readers of Insight newsletter

120,000

views of AIM website





## Program Sponsorship Benefits

| Program Sponsorship Pricing   | CONTRIBUTOR<br>\$1,500 | SUPPORTER<br>\$2,500 | LEADER<br>\$5,000 |
|---|------------------------|----------------------|-------------------|
| Acknowledgement via AUTM's Facebook, LinkedIn and Twitter   | X                      | X                    | X                 |
| Sponsor logo with hyperlink on program landing page for one year.   | X                      | X                    | X                 |
| Sponsor logo featured on email blast promotion of individual BWP stories for one year ( <i>BWP Only</i> )       | X                      | X                    | X                 |
| Sponsor logo featured on three issues in the "Take AIM" column of AUTM's Insight newsletter ( <i>AIM Only</i> ) | X                      | X                    | X                 |
| Verbal recognition at AUTM Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*               |                        | X                    | X                 |
| One month as the Featured Sponsor on the program website.   |                        |                      | X                 |
| An invitation to the Chairs' Reception at the Annual Meeting*   |                        |                      | X                 |

\*Once within the 12-month period following contract acceptance.





# AUTM Meetings

Gain greater visibility for your brand and connect with key decision makers at an AUTM event. Each year AUTM coordinates several large gatherings that bring together the technology transfer community.

## Annual Meetings

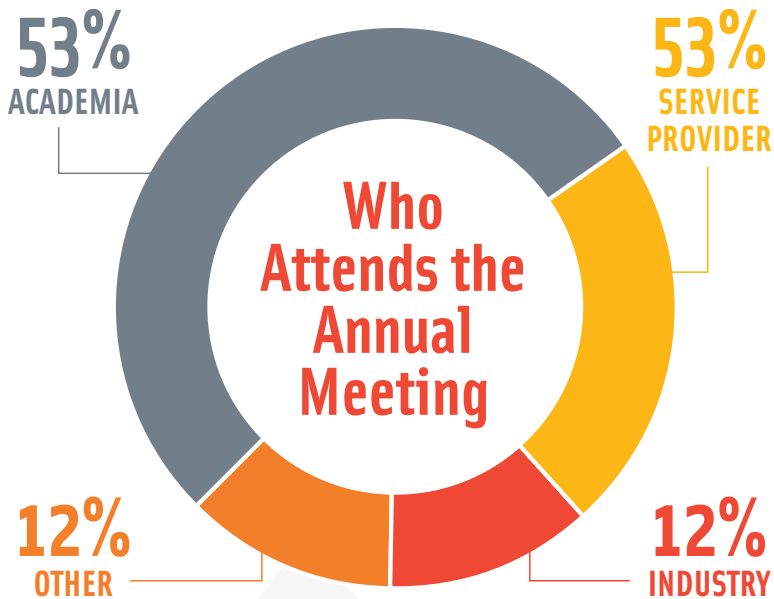
The four-day AUTM Annual Meeting provides educational and partnering opportunities for approximately 2,000 technology transfer professionals, researchers and intellectual property experts. *Sponsorship and Exhibit opportunities available!*

## Region Meetings

Highly anticipated events that allow you to target valued customers and potential new customers in a focused, intimate setting.

## Professional Development Courses

Reach the most committed and enthusiastic technology transfer audience who understands that staying on top of trends, networking, and hearing from subject matter experts, is critical to professional success.



By having an exhibit booth, we made many more connections than at previous conferences, and the connections made were not only around partnering, but broader opportunities. It was very productive. We received overwhelming interest from attendees who were eager to learn about the innovative discoveries born in Brandeis labs.”

– Rebecca Menapace, Associate Provost for Innovation at Brandeis University  
2019 Exhibitor



# Advertising and Sponsorship Contract

Email completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net). Sponsorship and advertising is available on a first-come, first-served basis. Fees are due upon application acceptance. Invoices can be created upon request.

- ▶ If paying by credit card, include details on this form as indicated below.
- ▶ If paying by check, please email the completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net) and then mail payment with a copy of the application to: **AUTM PO Box 88615, Chicago, IL 60680-1615**

Clear Form

|                                 |   |   |  |    |
|---------------------------------|---|---|--|----|
| Insight                         | <input type="radio"/> Leaderboard, 3 Months<br><b>\$2,100</b> (\$300 per issue)       | <input type="radio"/> Leaderboard, 6 Months<br><b>\$3,750</b> (\$270 per issue)       | <input type="radio"/> Leaderboard, 12 Months<br><b>\$6,300</b> (\$240 per issue)       | \$ |
|                                 | <input type="radio"/> Lower Leaderboard, 3 Months<br><b>\$2,000</b> (\$285 per issue) | <input type="radio"/> Lower Leaderboard, 6 Months<br><b>\$3,500</b> (\$250 per issue) | <input type="radio"/> Lower Leaderboard, 12 Months<br><b>\$5,600</b> (\$215 per issue) | \$ |
|                                 | <input type="radio"/> Sponsored Content, 3 Months<br><b>\$2,400</b> (\$400 per issue) | <input type="radio"/> Sponsored Content, 6 Months<br><b>\$4,500</b> (\$375 per issue) | <input type="radio"/> Sponsored Content, 12 Months<br><b>\$8,400</b> (\$350 per issue) | \$ |
|                                 | <input type="radio"/> Take AIM<br><b>\$250</b> per issue                              |   |  | \$ |
| Third Party Email               | <input type="radio"/> Email Blast<br><b>\$1,500</b> per mailing                       |   |  | \$ |
| Career Center                   | <input type="radio"/> Homepage Banner Ad, 30 Days<br><b>Members: \$699</b>            | <input type="radio"/> Homepage Banner Ad, 30 Days<br><b>Non-members: \$799</b>        |  | \$ |
|                                 | <input type="radio"/> Homepage Banner Ad, 6 Months<br><b>Members: \$2,500</b>         | <input type="radio"/> Homepage Banner Ad, 6 Months<br><b>Non-members: \$3,000</b>     |  | \$ |
| Online Professional Development | <input type="radio"/> 1 year sponsorship<br><b>\$2,000</b>                            |   |  | \$ |
| Programs                        | <input type="radio"/> Better World Sponsor<br><b>Contributor: \$1,500</b>             | <input type="radio"/> Better World Sponsor<br><b>Supporter: \$2,500</b>               | <input type="radio"/> Better World Sponsor<br><b>Leader: \$5,000</b>                   | \$ |
|                                 | <input type="radio"/> AIM Database Sponsor<br><b>Contributor: \$1,500</b>             | <input type="radio"/> AIM Database Sponsor<br><b>Supporter: \$2,500</b>               | <input type="radio"/> AIM Database Sponsor<br><b>Leader: \$5,000</b>                   | \$ |
|                                 |   |   | <b>TOTAL:</b>  | \$ |

## Payment Information

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY STATE/PROVINCE \_\_\_\_\_ COUNTRY ZIP/POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

Check Enclosed (All fees must be paid in U.S. funds.)

Make check payable to: AUTM

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

Charge my:

VISA  MasterCard  American Express  Discover

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Amount: \$ \_\_\_\_\_

AUTM's taxpayer ID number is 36-3011951.

PRINT NAME AS IT APPEARS ON CARD \_\_\_\_\_

BILLING ADDRESS IF DIFFERENT FROM ABOVE \_\_\_\_\_