



INSIGHT

Media Kit

AUTM Insight Media Kit

AUTM Insight is designed to provide subscribers the information they need about AUTM and the technology and knowledge transfer profession. Bi-weekly issues alternate between Events, Courses and Membership News, with focus on the latest membership news, updates on courses, events and webinars and engaging member profiles. Advocacy and Industry News issues focus on international coverage, public policy news, tech transfer headlines, press releases from tech transfer institutions, Better World Project features, insights for successfully partnering with tech transfer offices and potential industry partners, and a round-up of trending social media headlines that shouldn't be missed.

Why advertise in Insight?

Members look to AUTM as the informational authority of the technology and knowledge transfer profession. Advertising in *AUTM Insight* puts your messaging directly in front of this group of highly-engaged, deal-making professionals.

Who's reading it?

More than 15,000 subscribers from more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.

OK. But how much?

Advertising in *AUTM Insight* is easily affordable. Email AUTM's Sponsorship and Exhibits Manager, **Casey Annunziata**, or call +1-973-479-9472 and she'll fill you in.

The screenshot displays the top portion of the AUTM Insight newsletter. At the top is a blue header with the 'autm INSIGHT' logo and the subtitle 'Events, Courses and Membership Newsletter'. Below this is a navigation bar with five orange buttons: 'Join AUTM', 'Get Involved', 'Get Geared-up', 'Find a Job', and 'Advertise'. A promotional banner for IIRResearch follows, offering a 20% discount on BCC access for AUTM members and a 'SCHEDULE YOUR FREE TRIAL TODAY!' button. The 'This Week...' section highlights career advancement and a 'Big Reveal' about Harry Potter teleportation. The 'On Our Radar' section features three articles: 'New AUTM and BIO Report - Hot Off the Press', 'Scientific Progress and the Bayh-Dole Act', and 'Better World Project: Hope for Sufferers of DMD'. Below this are buttons for 'View Global Calendar' and 'Webinars on Deck', which lists a webinar on 'Drug Repurposing from a University Perspective'. A 'See More' button is also present. The 'Take AIM' section is highlighted with a red box and includes a sponsored content notice from Michigan State University's Innovation Center about an 'RFID Tag-Reader System for Long Range Remote Sensing and Identification'. At the bottom, a footer invites readers to visit the AUTM Innovation Marketplace (AIM) to see more than 19K technologies.

This premier leaderboard position delivers top exposure and quality traffic. 1 spot available per issue



Lower leaderboard position, multiple spots available per issue



Take AIM is a monthly feature highlighting a technology from the AUTM Innovation Marketplace (AIM). Each spot includes a headline, company logo (with hyperlink) and descriptive text (50 words or less).

2020 Ad Specs & Publishing Calendar

	<u>Ad Dimensions</u>	<u>File Format</u>	<u>Pricing</u>
Leaderboard	560 x 76 px	JPG	\$240 – \$300 per issue (see ad contract for specifics)
Lower Leaderboard	560 x 76 px	JPG	\$215 - \$285 per issue (see ad contract for specifics)
Take AIM	N/A	N/A	\$250 per issue

May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
6	3	1	12	9	7	4	2
20	17	15	26	23	21	18	16
		29					30

2020 Publication Schedule

AD DEADLINE	PUB DATE	AD DEADLINE	PUB DATE
Apr 29	May 6	Sept 2	Sept 9
May 13	May 20	Sept 16	Sept 23
May 27	Jun 3	Sept 30	Oct 7
Jun 10	Jun 17	Oct 14	Oct 21
Jun 24	Jul 1	Oct 28	Nov 4
Jul 8	Jul 15	Nov 11	Nov 18
Jul 22	Jul 29	Nov 25	Dec 2
Aug 5	Aug 12	Dec 9	Dec 16
Aug 19	Aug 26	Dec 23	Dec 30

What to Do and Know

- You must submit creative assets in jpg format (with url link) to AUTM's Marketing & Communications Manager, **Donald Rolfe** 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.

For further information, or to explore other advertising options, AUTM Insight advertising inquiry email AUTM's Sponsorship and Exhibits Manager, **Casey Annunziata**, or phone +1-973-479-9472.



AUTM Advertising Contract

Advertisers must provide full payment at the time of contract.

Email completed form to **cannunziata@autm.net**, as advertisement space is available on a first-come, first-served basis.

- 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** and then mail payment with a copy of the application to: AUTM, PO Box 88615, Chicago, IL 60680-1615

Select Ad Type:

	<u>3-month pricing</u>	<u>6-month pricing</u>	<u>12-month pricing (best value)</u>
Leaderboard	<input type="radio"/> \$2,100 (\$300 per issue)	<input type="radio"/> \$3,750 (\$270 per issue)	<input type="radio"/> \$6,300 (\$240 per issue)
Lower Leaderboard	<input type="radio"/> \$2,000 (\$285 per issue)	<input type="radio"/> \$3,500 (\$250 per issue)	<input type="radio"/> \$5,600 (\$215 per issue)
Take AIM	<input type="radio"/> \$250 per issue	<input type="radio"/> \$250 per issue	<input type="radio"/> \$250 per issue

Payment Information

Name

Title

Company

Address

City

State/Province

Country

ZIP/Postal Code

Phone

Email

Website Address

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

Make check payable to:

AUTM

Charge my: VISA MasterCard American Express Discover

Amount: \$ _____

Card Number

Expiration Date

Authorized Signature

Date

Print name as it appears on card

Billing address if different from above

AUTM's taxpayer ID number is 36-3011951.