# autm 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 with 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, dealmaking professionals.

# Who's reading It?

More than 14,000 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, Madh Carson, or call +1-847-686-2362 and she'll fill you in.



100 Research

20% Discount on BCC access—Just for AUTM Members AUTM Members' First Stop for Market Intelligence EDULE YOUR FREE TRIAL TODAY

### This Week...

Career advancement is top-of-mind, with a rapidly growing roster of AUTM Events and Professional Development Courses to give a highly-informed view of the evolving tech transfer landscape. And discover how RTTP #500, Pooja Bhatia, would like to do a Harry Potter and teleport past long airport lines in

### On Our Radar

**New AUTM and BIO Report - Hot Off the Press** University Research Has Added Up to \$1.7 Trillion to US Economy Since 1996.

Scientific Progress and the Bayh-Dole Act

June 13 - Discussion of BD & implications for science policy. Live or livestream.

**Better World Project: Hope for Sufferers of DMD** 

UWA-developed treatment offers the prospect of more mobility, longer life.

View Global Calendar



Webinars on Deck

**Drug Repurposing from a University Perspective** June 19 - Licensing repurposing insights. Can't attend? Order the recording.

See More





(SPONSORED CONTENT)

Check out this month's featured technology. To gain exposure for yours, click here.



### RFID Tag-Reader System for Long Range Remote Sensing and Identification

This new MSU developed technology allows a RFID tag to be implemented in a permanent and traditionally inaccessible location while providing access to the RFID tag identification and sensing information. Modified transmission allows versatility in application I earn more

Visit 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).

# 2019/2020 Ad Specs & Publishing Calendar

	Ad Dimensions	File Format	<u>Pricing</u>
Leaderboard <b>SOLD</b>	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

JULY	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR
17	14	11	9	6	4	2	12	11
31	28	25	23	20	18	15	26	18
						29		

# 2019/2020 Publication Schedule

AD DEADLINE	PUB DATE	AD DEADLINE	PUB DATE	AD DEADLINE	PUB DATE
July 10	July 17	Oct 2	Oct 9	Dec 26	Jan 2
July 24	July 31	Oct 16	Oct 23	Jan 8	Jan 15
Aug 7	Aug 14	Oct 30	Nov 6	Jan 22	Jan 29
Aug 21	Aug 28	Nov 13	Nov 20	Feb 5	Feb 12
Sept 4	Sept 11	Nov 27	Dec 4	Feb 19	Feb 26
Sept 18	Sept 25	Dec 11	Dec 18	Mar 4	Mar 11
				Mar 18	Mar 25

# 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 your ad's start 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, email AUTM's Sponsorship and Exhibits Manager, **Madh Carson**, or phone +1-847-686-2362.



Advertisers must provide full payment at the time of contract.

Email completed form to mcarson@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 **mcarson@autm.net** and then mail payment with a copy of the application to: AUTM, PO Box 88615, Chicago, IL 60680-1615

Select Ad Type:	3-month pricing	<u>6-month</u>	pricing	12-month pricing ( <u>best value)</u>		
Leaderboard SOLD	<ul><li>○ \$2,100 (\$300 per issue)</li></ul>	O \$3,750 (\$270 န	) per issue)	○ \$6,300 (\$240 per issue)		
Lower Leaderboard	○ \$2,000 (\$285 per issue)	○ \$3,500 (\$250)	) per issue)	○ \$5,600 (\$215 per issue)		
Take AIM	O \$250 per issue	O \$250 p	er issue	○ \$250 per issue		
Payment Information				osed (All fees must be paid in U.S. funds.) c payable to:		
Name			-	○ VISA O MasterCard O American Expr 	ress O Discover	
Title						
Company			Card Number		Expiration Date	
Address			Authorized Signat	ure	Date	
City State/Province		Print name as it appears on card				
Country ZIP/Postal Code		Billing address if different from above				
Phone			AUTM's taxpa	ayer ID number is 36-3011951.		
Email						
Website Address						