



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, deal-making 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.

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).

Visit AUTM Innovation Marketplace (AIM) to see more than 19K technologies.

2019/2020 Ad Specs & Publishing Calendar

	<u>Ad Dimensions</u>	<u>File Format</u>	<u>Pricing</u>
Leaderboard SOLD	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	OCT	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.



AUTM Advertising Contract

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:

	<u>3-month pricing</u>	<u>6-month pricing</u>	<u>12-month pricing (best value)</u>
Leaderboard SOLD	<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.