



Media Kit



About Us

AUTM is the largest self-funded, non-governmental, non-profit leader in efforts to educate, promote and inspire technology transfer professionals, throughout their careers, to support the development of academic research that changes the world.



Working in
985 Institutions



Representing 52
Countries



AUTM's members are primarily from academic settings (67%), followed by attorneys (15%) and industry (5%). Some 22% of our members are international.

Our community:

- ▶ Evaluate inventions.
- ▶ Protect intellectual property through patents and copyrights.
- ▶ Market ideas.
- ▶ Negotiate and license inventions to interested companies.
- ▶ Create and nurture start-ups.
- ▶ Lead corporate engagements.
- ▶ Support economic development.

Our content:

- ▶ Reaches an audience of 15,000 who specialize in research commercialization.
- ▶ Covers the most timely and relevant industry news.
- ▶ Is the trusted resource for tech transfer professionals.

Contact Us

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AUTM Insight

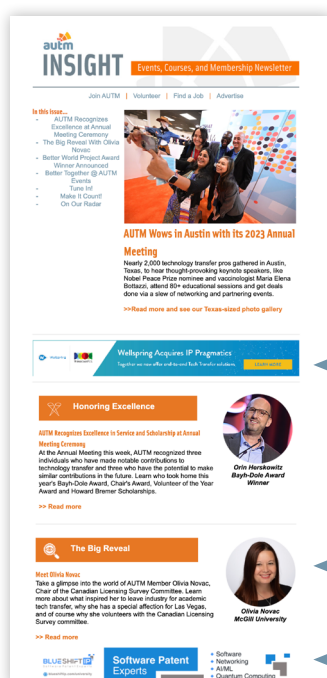
Our bi-monthly newsletter.

15,000
subscribers

2x
monthly

37
clicks per
banner

38%
open rate



Leaderboard

Sponsored Content

Banner Ad

Ad Type	Per issue	3 months 10% off	6 months 15% off	Dimensions
Leaderboard	\$300	\$1,620	\$3,020	560px x 76px
Banner Ad	\$250	\$1,350	\$2,550	560px x 76px
Sponsored Content	\$1,000	\$2,700	\$5,100	Text (400 words or less) ▶ Corresponding photo or logos ▶ Insight will display the headline, photo/logo, and the first two sentences of text. It will then link to the full story on the AUTM website.



Email Blasts

Customized messages sent directly to our mailing list of more than 15,000 subscribers. *AUTM allows limited access to our database, so these typically sell out 2-4 months in advance.*

28% open rate

35% of Advertisers re-book a campaign within 12 months

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.

Specs:

Submit a Word document with the desired text and include your logo or other relevant graphics as attachments.

Please provide:

- ▶ From Line: This should include the sponsor's name, then company.
- ▶ Subject Line

Rate:

\$2,000: per email

\$3,600: two emails sent within one calendar year (10% discount)

\$6,800: one email sent per quarter within one calendar year (15% discount)



AUTM on the Air Podcast

Tackles timely and interesting topics in the technology transfer field.

1,900 monthly downloads

Opening Credits:

10 second customized commercial read by our host that rolls before the episode begins and a link to your website in show description.

- ▶ \$300 for 1 episode
- ▶ \$1,000 for 4 episodes
- ▶ \$10,000 a year (50 episodes)

Commercial:

30 second customized commercial read by our host that rolls in between segments and a link to your website in show description.

- ▶ \$500 for 1 episode
- ▶ \$2,000 for 4 episodes
- ▶ \$20,000 a year (50 episodes)

Series Special:

Opening Credit ad (see above) for a sequence of episodes that focus on a particular topic or current event.

Pricing and Options will change on a regular basis. Contact Casey Annunziata for more information.

