



MEDIA KIT

Updated July 2025

AUTM is the largest 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.

OUR COMMUNITY:

- Evaluates inventions
- Protects intellectual property through patents and copyrights
- Markets ideas
- Negotiates and licenses inventions
- Creates and nurtures start-ups
- Leads corporate engagements
- Supports economic development

OUR CONTENT:

- Reaches an audience of 13,000+ who specialize in research commercialization.
- Covers the most timely and relevant industry news.
- Has been a trusted resource for tech transfer professionals for more than 50 years.

“*AUTM has played a crucial role in our company's growth. Being part of this organization has been invaluable in deepening our understanding of the needs within the tech transfer community, refining how we serve tech transfer professionals, and expanding our network in the industry.*”

 **3,100+**
Members

Representing **80**
Countries



Working in
902 Institutions



CONTACT US TODAY!

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AUTM INSIGHT, OUR BI-MONTHLY NEWSLETTER, offers a platform to highlight the latest deals and discoveries, plus valuable insights into what we're working on, current industry trends, upcoming events, advocacy efforts, and much more! This is how our community stays informed and gets connected with everything happening in our industry.

In addition to AUTM Insight, your ad will also be shared as part of the digital publication on AUTM's LinkedIn!



Click here or scan the QR code to learn more!



13,000+
SUBSCRIBERS

2x
MONTHLY SENDS

34%
APPROX. OPEN RATE

Ad Type	Per Issue	3 Months Save 10%!	6 Months Save 15%!	Dimensions H X W & Requirements
Leaderboard	\$300	\$1,620	\$3,020	560 px X 76 px
Sponsored Content*	\$500	\$2,700	\$5,100	<ul style="list-style-type: none"> Text: 400 words or less Corresponding photo or logos Insight will display the headline, image, and the first two sentences of text. This will be linked to the full story on the AUTM website.
Banner Ad	\$250	\$1,350	\$2,550	560 px X 76 px

* Insight Sponsored Content ads perform 54% better than typical graphic-only ads.

EMAIL BLASTS are customized messages sent directly to our mailing list of 13,000+ subscribers. Due to limited access to our database, these email campaigns typically sell out 2–4 months in advance, so plan ahead!

AGREEMENT:

- Per AUTM policy, member email addresses will remain confidential.
- Emails will be sent by AUTM on behalf of the purchaser.
- Each email will include a disclaimer stating that the content is a paid advertisement.
- All orders, ad content, and artwork must receive pre-approval from AUTM.
- AUTM reserves the right to withdraw from an agreement if the content is deemed inappropriate for our audience.

SUBMISSION REQUIREMENTS:

- The advertiser is responsible for providing the content in a Word document or HTML format.
- A submission form will be provided once your advertising application is received.
- Company logo or relevant graphics should be provided along with content in a high-resolution format (JPEG, PNG).

PROCESS:

- AUTM will design the email based on the content provided.
- A proof will be sent to the advertiser for review and approval before distribution.

30%
OPEN RATE

RATES:

- One email \$2,000
- Two emails \$3,500
Save \$500!
- Four emails \$7,000
Save \$1,000!

AUTM ON THE AIR is our weekly podcast that tackles timely and interesting conversations about the impact of research commercialization and the people who make it happen.

PRE-ROLL COMMERCIAL:

30–60 second customized commercial read by our host that rolls at the start of the episode with recognition of your company as the sponsor and a link to your website in show description. Your ad will be permanently linked to all episodes released within the duration of your campaign.

SUBMISSION REQUIREMENTS:

- The advertiser is responsible for providing a brief write-up of their key message, which AUTM will use to create a professionally recorded commercial.
- A copy of your company logo and website URL

RATES:

- 4 Episodes (1 Month): \$1,000
Perfect for a short-term campaign!
- 12 Episodes (3 Months): \$2,500
A great option for advertisers looking to reach a larger audience over a longer period.
- 24 Episodes (6 Months): \$4,500
Ideal for long-term brand presence and consistent exposure to our audience.



1,900
MONTHLY DOWNLOADS

**CLICK HERE OR SCAN
BELOW TO LISTEN NOW!**



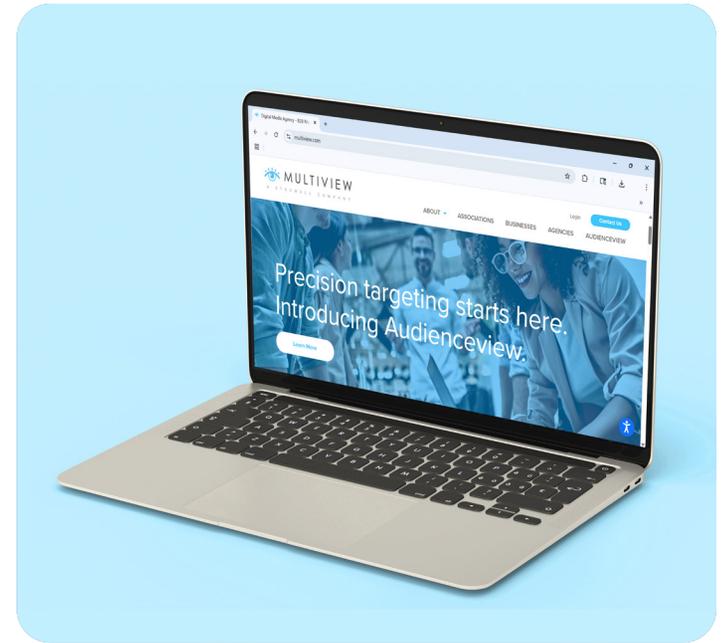
RETARGETING:

AUTM has partnered with Multiview to offer exclusive website direct placement advertising and website retargeting.

Tech Transfer experts from across the world visit the AUTM website, because it's a valuable and trusted source of information.

With retargeting advertising, you can continue to reach AUTM website visitors even after they leave the website. This type of digital advertising keeps your company top of mind as website visitors browse the web and their favorite social media platforms.

If you'd like to learn more, please email salesinquiries@multiview.com or call 972-402-7070.



CAREER CENTER:

Advertise your TTO jobs with the premier technology transfer career resource, the AUTM Career Center, home to the nation's largest collection of tech transfer job opportunities.

Maximize your reach by leveraging our comprehensive multi-channel approach:

1. AUTM Job Board
2. Banner Advertising
3. Job Flash™ Email



[Click here](#) or scan the QR code to learn more!



2,753
EMPLOYERS

5,800
JOB SEEKERS

231
RÉSUMÉS

1. ALIGN WITH OUR AUDIENCE

Target tech transfer offices, researchers, startups, and corporate partners.

Showcase how your organization supports innovation, licensing, and commercialization.

2. DIVERSIFY ADVERTISING CHANNELS

Maximize your reach by cross-promoting across multiple platforms. For example, run a banner ad in Insight one month and a podcast ad the next. Engaging the community in different ways keeps your brand top of mind.

3. CRAFT A COMPELLING MESSAGE

Be specific: Clearly communicate how your product or service benefits universities, startups, and corporate partners.

Use testimonials and case studies: Demonstrate success stories and position yourself as a trusted expert, not just a vendor.

Leverage data: The AUTM community values data. Highlight measurable improvements in licensing efficiency, commercialization success, or research impact.

4. KEEP CONTENT FRESH

When running an email or newsletter campaign, update your messaging periodically to maintain engagement.

Call to action: Encourage interaction by offering a special discount or exclusive promotion for the AUTM community.

5. LEARN FROM PAST CAMPAIGNS

Get inspiration by reviewing past Insight newsletters and advertisements in the archive. Understanding what has worked before can help refine your approach.

Still have questions?
Contact us for insight and ideas!

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