

PRIM&R

Email Advertisement

PRIM&R This Week
 Dates and Deadlines
 There's still time to register for AERDS week
 CIP recertification by CE credit deadline is December 31
 Recorders open for new edition of IRB: Management & Function
 Join PRIM&R's online Career Center
 Member spotlight
 In This Issue
 YOUR AD HERE
 Advertise in PRIM&R This Week and reach our engaged community of research ethics professionals.
 Over 25,000 recipients
 14% open rate
 Hundreds of unique clicks

PRIM&R MEMBER NEWSLETTER
 October 2021
 Welcome to the new PRIM&R Member Newsletter!
 Upcoming Events
 Share your workplace tools with the membership community!
 Browse the Resource Library
 YOUR AD HERE
 Advertise in the PRIM&R Member Newsletter and reach our engaged community of 4,000 members.
 14% open rate
 9% click rate

Research Ethics Digest
 December 2020
 Read Research Ethics Digest
 YOUR AD HERE
 Advertise in Research Ethics Digest and reach our engaged community of 4,000 members.
 20% open rate
 9% click rate
 New to Research Ethics Digest?
 Research Ethics Digest is a bimonthly publication containing recent articles from academic research ethics literature. Articles represent a broad range of related areas within research ethics, including both human and animal research topics. Articles are selected by PRIM&R staff and grouped into themed sections for easy browsing. In some cases, we present just the abstracts; in others, access to the full article is available.

PRIM&R offers advertising space in several of our regular emails (PRIM&R This Week Newsletter, the PRIM&R Member Newsletter, and Research Ethics Digest), as well as a limited number of sponsored emails. See pages 6-8 for pricing and specs for each type of email.

PRIM&R's email list includes HRPP/IRB and IACUC chairs, members, administrators, directors and staff; researchers and research staff; attending veterinarians; compliance personnel; institutional officials and other key decision-makers; federal agency representatives; ethicists; advocates; and more.

Review details for each type of email starting on the next page and [contact Catherine Batsford](#) with questions or to reserve a placement.

Contact [Catherine Batsford](#) to discuss your preferred dates and reserve your placement.

PRIM&R

Email Advertisement

PRIM&R This Week Newsletter Ad Space

Price per issue: \$1,500

PRIM&R This Week Newsletter conveys research enterprise news, registration for educational programs and upcoming event dates sent to our full mailing list.

- **Audience:** 26,000 research ethics and oversight professionals.
- **Specs:** Ad space is 600 pixels wide by 250 pixels high. Ads appear at the bottom of each purchased email and will be linked to the URL of your choice.
- **Performance:** 20% average open rate; 2% average click rate
- **Availability:** This message is sent bimonthly

Any upcoming dates below that are NOT marked in gray as sold/holiday are available.

PRIM&R Newsletter

1/10/23	1/24/23	2/7/23
2/21/23	3/7/23	3/21/23
4/4/23	4/18/23	5/2/23
5/16/23	6/13/23	6/27/23
7/11/23	7/25/23	8/8/23
8/22/23	9/5/23	9/19/23
10/10/23	10/24/23	11/7/23
11/21/23	12/12/23	

PRIM&R Newsletter Conference Week

12/5/23

Contact [Catherine Batsford](#) to discuss your preferred dates and reserve your placement.

PRIM&R

Email Advertisement

PRIM&R Member Newsletter Ad Space

Price per issue: \$1,250 for members; \$1,500 for nonmembers

The PRIM&R Member Newsletter is sent monthly to our most engaged audience: 4,000 PRIM&R members!

This communication provides news, information about educational opportunities, and updates on PRIM&R Member benefits.

- Specs: Ad space is 600 pixels wide by 250 pixels high. Ads appear at the bottom of the email and linked to the URL of your choice.
- Performance: 34% average open rate; 9% average click rate.
- We accept one sponsored announcement per issue.

Any upcoming dates shown that are NOT marked in gray as sold/holiday are available.

Edition	Distribution Date	Reserved/ Available
January	1/26/23	Available
February	2/23/23	Available
March	3/30/23	Available
April	4/27/23	Available
May	5/25/23	Available
June	6/22/23	Available
July	7/20/23	Available
August	8/31/23	Available
September	9/21/23	Available
October	10/26/23	Available
November	11/16/23	Available
December	12/14/23	Available

Contact [Catherine Batsford](#) to discuss your preferred dates and reserve your placement.

PRIM&R

Email Advertisement

Research Ethics Digest Ad Space

Price per issue: \$1,250 for members; \$1,500 for nonmembers

Research Ethics Digest includes timely and relevant abstracts and articles from scholarly journals, delivered to PRIM&R's most engaged audience—our 4,000 members—every two months via email.

- Specs: Ad space is 600 pixels wide by 250 pixels high
- Performance: 35% average open rate; 9% average click rate
- Distribution Dates and Availability: We accept one sponsored announcement per issue; Research Ethics Digest is typically sent on the second Friday of every other month

Edition	Distribution Date	Reserved/ Available
February	2/16/23	Available
April	4/27/23	Available
June	6/22/23	Available
August	8/31/23	Available
October	10/26/23	Available
December	12/14/23	Available

Contact [Catherine Batsford](#) to discuss your preferred dates and reserve your placement.

PRIM&R

Email Advertisement

Sponsored Email
Price per email: \$3,000

PRIM&R can send a sponsored email on your behalf to our full audience or your choice of a subset of our audience—we can sort our list by human subjects protections, animal care and use interests, participation in past programs, etc. We're happy to work with you to determine the best list for your outreach.

- Specs: Our chaperoned email template includes 600 pixels wide by 200 pixels high banner space, body text, two buttons in the color of your choice, and linking to the URLs of your choice. We are also willing to discuss custom designs
- Performance: PRIM&R's average open rate of 14% and an average click rate of 2%.
- Availability: Send preferred dates to Catherine Batsford (cbatsford@primr.org) to confirm availability



Contact [Catherine Batsford](mailto:cbatsford@primr.org) to discuss your preferred dates and reserve your placement.