

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
Presenters open for new edition of IRB: Management & Function
Join PRIM&R's online Career Center
Member spotlight
In This Issue
YOUR AD HERE

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

Research Ethics Digest
December 2020
Read Research Ethics Digest
YOUR AD HERE
New to Research Ethics Digest?

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	Reserved
February	2/23/23	Reserved
March	3/30/23	Reserved
April	4/27/23	Reserved
May	5/25/23	Available
June	6/22/23	Available
July	7/20/23	Reserved
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	Reserved
April	4/27/23	Reserved
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: 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.
- 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.