Advertising and Sponsorship Opportunities

PRIM&R can help you generate leads, engage prospects, and reach your target audience of professionals involved in research, ethics, and oversight. Our advertising/sponsorship opportunities offer direct connections to the individuals in the field who are responsible for making or influencing purchasing decisions related to the products and services you offer. We have multiple options at varying price points, as well as packages that will optimize your reach across advertising channels with minimal effort.

Opportunities include:

Conference Supporter & Exhibitor Packages ................................................................. 2
  2021 IACUC Virtual Conference (Spring 2021) ............................................................. 2
  2021 AER and SBER Conferences (Fall 2021) .............................................................. 2

Boot Camp Supporter Packages .................................................................................. 3

Online Course Supporter Packages ................................................................................ 4
  Ethical Research Oversight Course ............................................................................... 4
  New! Animal Research Oversight Course ................................................................... 4

Webinar Supporter Package ......................................................................................... 5

Email Advertisements ................................................................................................... 6
  PRIM&R This Week and PRIM&R This Month Ad Space ........................................ 6
  PRIM&R Member Newsletter Ad Space ................................................................. 7
  New! Research Ethics Digest Ad Space ............................................................... 8
  New! Chaperoned Email ....................................................................................... 9

Web Advertisements ................................................................................................... 10
  New! PRIM&R Website Ad Space .......................................................................... 10
  New! PRIM&R Online Community Ad Space ...................................................... 11
**Conference Supporter & Exhibitor Packages**

PRIM&R’s conferences bring together research ethics and oversight professionals—both those working in human subjects protections and animal care and use—from around the globe. Whether these events take place in-person or virtually, we offer a several packages at varying price points. Opportunities for exposure include, but are not limited to:

- Acknowledgement on PRIM&R’s event website, communications to attendees, and from the podium.
- Exhibit Hall that includes customizable vendor booths/space
- Advertised time on the agenda to connect with attendees, multiple opportunities to collect leads, and more.
- Additional support opportunities, including sponsored sessions and networking events, support of the poster gallery, branded products, emails to attendees, and more.

**Past 2021 IACUC Virtual Conference (Spring 2021)**

Exhibitor packages start at $1,000; Supporter packages start at $2,000; multiple a la carte upgrades available

The 2021 Institutional Animal Care and Use Committee Virtual Conference (IACUC21) will take place online April 14-16, 2021. This event is geared toward those working in animal care and use and research ethics and oversight. The IACUC Conference brings together 500 attendees, including directors of research; IACUC directors, administrators, and members; attending veterinarians; lab professionals; compliance personnel; educators and trainers; and more.

Download the IACUC21 Supporter & Exhibitor Prospectus for more information and contact Mariellen Morris with questions.

**2021 AER and SBER Conferences (Fall 2021)**

The 2021 Advancing Ethical Research (AER21) and Social, Behavioral, and Educational Research (SBER21) Conferences are scheduled to take place in Orlando, FL, November 18-21, 2021. These events are geared toward those working in human subjects protections and research ethics and oversight. The SBER Conference brings together nearly 600 professionals working with and reviewing social behavioral research, and the AER Conference brings together 2,500 attendees. Both conference audiences include IRB chairs, members, administrators; HRPP directors and staff; federal agency representatives; industry representatives; researchers and research staff; institutional officials; ethicists; and more.

The 2021 AER and SBER Conferences will include an in-person and virtual exhibit hall/interaction with our vendors. Registration will open and the agendas will be available by July 2021.

**Statement on COVID-19:** PRIM&R is monitoring developments related to COVID-19 and in person gatherings. PRIM&R’s priority is the safety and well-being of its constituents and the public. These meetings will contain a virtual option for those unable to travel, including for vendors. Updates on the status and format of AER and SBER 21 will be posted on this webpage.

Contact Mariellen Morris for more information about supporting the 2021 AER and SBER Conferences.
Boot Camp Supporter Packages

Exclusive support package: $2,500-3,500

PRIM&R regularly hosts in-person or virtual boot camps to meet the needs of a specific community in an in-depth, comprehensive way. **Boot camps bring together 75-150 attendees** (potentially more for virtual programs) and we will seek one, exclusive supporter for each event.

This year, PRIM&R plans to host two virtual boot camps:

- A virtual **IACUC Mini Boot Camp** as a series of webinars between **July 22 and August 10**
- **SOLD** A virtual **IRB Administrator Mini Boot Camp** as a series of webinars between **August 31 and October 5**.

Download the prospectuses below and contact [Clare Ladd](mailto:clare.ladd@primr.org) with questions or to sign on.

- [Download the 2021 IACUC Mini Boot Camp Prospectus](https://www.primr.org)
- **SOLD** [Download the 2021 IRB Administrator Mini Boot Camp Prospectus](https://www.primr.org)
Online Course Supporter Packages

SOLD Ethical Research Oversight Course

Two years of exclusive support: $7,000

PRIM&R’s Ethical Research Oversight Course (EROC) is an engaging, interactive online course designed to equip IRB members and HRPP/IRB staff for their roles through demonstration of the ethical principles and regulatory frameworks that govern their day-to-day work. One of the most comprehensive human subjects protections courses available, EROC has been a cornerstone of IRB education since 2010. Over the last eight years, over 100 institutions in the United States and abroad have used EROC to train their IRB members. Since September 2018, The EROC webpage received more than 8,600 unique visitors (meaning different IP addresses).

Support of EROC includes:
- Exclusive supporter’s color logo, 75-word descriptor, and URL of choice on the course webpage.
- Text acknowledgment and URL of choice in the confirmation email sent to each individual who purchases the course.
- Acknowledgement in all dedicated EROC publicity, including emails and print collateral (please note, a logo will be displayed where possible, though some formats do not allow for a logo and will be text only).
- Visual acknowledgement on the course home page, viewed by all learners who participate, that includes a logo, 75-word descriptor, and your company’s URL.
- Complimentary institutional subscription to the course for the duration of your support (two years from date of release of the course).

Contact Olivia Forman for more information about supporting EROC.

New! Animal Research Oversight Course

Two years of exclusive support: $5,000

Coming in 2021, PRIM&R’s new Animal Research Oversight Course (AROC) will provide a comprehensive overview of the IACUC’s role and functions in an effective, interactive online format. Modeled on PRIM&R’s successful Ethical Research Oversight Course (for IRBs), the AROC will include seven modules that cover important topics for new or experienced IACUC members, administrators, and other animal care and use personnel:

AROC is being developed by a team of IACUC subject matter experts who are leaders in the field and will be available for individual or institutional subscription. AROC will be the first offering of its kind for the animal care and use oversight community.

Download the prospectus for more information and contact Olivia Forman if you have questions or are interested in supporting AROC.
Webinar Supporter Package

Individual, exclusive webinar support: $2,000

PRIM&R conducts 12–16 webinars per year on a wide range of topics relevant to professionals in the human subjects protections and animal care and use fields. We accept one, exclusive supporter per webinar; support includes:

- Exclusive supporters color logo, 20-word descriptor, and URL of choice on the webinar registration webpage.
- Text acknowledgment and URL of choice included in the confirmation email that is sent to each participant after they register for the webinar.
- Acknowledgement in all webinar publicity (please note, a logo will be displayed where possible, though some formats do not allow for a logo and will be text only).
- Acknowledgement during the webinar via a slide at the beginning of the presentation that includes a 20-word description and your URL, and a verbal thank you at the conclusion of the webinar.
- A feature in PRIM&R’s two pre- and two post-webinar emails sent to all registered attendees with a 20-word description and your URL.
- A copy of the registrants’ postal addresses within one week after the webinar.
- Two complimentary webinar registrations.

Contact Scott Rule to learn more about support opportunities for this year’s webinars and to sign up to be notified when we schedule new webinars.

PRIM&R reaches out to interested supporters via email whenever a new webinar is available for support. Announcements will contain the webinar program description, the names of the presenters, and the date of the webinar. Supporters are accepted on a first-come, first-serve basis. A completed supporter prospectus form and payment is required in order to secure support of the webinar. Webinar content, dates, and presenters are subject to change, and are under the sole purview of PRIM&R.
Email Advertisements

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

Contact Kelly Whelan with questions or to reserve a placement.

PRIM&R This Week and PRIM&R This Month Ad Space

Price per issue: $1,000

PRIM&R This Week is a weekly update email about PRIM&R programs, sent every Tuesday (excluding holidays) to our full mailing list of approximately 26,000 addresses. Once per month, PRIM&R This Week is replaced by PRIM&R This Month, which gives a further look ahead at PRIM&R’s event calendar.

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: 14% average open rate; 2% average click rate.

Availability: We accept one sponsored announcement per issue.

Contact Kelly Whelan with your preferred dates to confirm availability and reserve your placement.
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: our ~4,000 PRIM&R members. This newsletter 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 each purchased email and will be linked to the URL of your choice.

Performance: 34% average open rate; 9% average click rate.

Distribution Dates and Availability: We accept one sponsored announcement per issue; PRIM&R Member Newsletter is typically sent the fourth Thursday of each month except for November.

<table>
<thead>
<tr>
<th>Edition</th>
<th>Distribution Date</th>
<th>Reserved/Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1/28/21</td>
<td>SENT</td>
</tr>
<tr>
<td>February</td>
<td>2/25/21</td>
<td>SENT</td>
</tr>
<tr>
<td>March</td>
<td>3/25/21</td>
<td>SENT</td>
</tr>
<tr>
<td>April</td>
<td>4/29/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>May</td>
<td>5/27/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>June</td>
<td>6/24/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>July</td>
<td>7/22/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>August</td>
<td>8/26/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>September</td>
<td>9/23/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>October</td>
<td>10/28/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>December</td>
<td>12/16/21</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

Contact Kelly Whelan with your preferred month to confirm availability and reserve your placement.
New! 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; it is 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. Ads appear midway down each email (below the intro text and the link to the online edition, but above explainer text) and will be linked to the URL of your choice.

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 the second Friday of every other month:

<table>
<thead>
<tr>
<th>Edition</th>
<th>Distribution Date</th>
<th>Reserved/Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>2/12/21</td>
<td>SENT</td>
</tr>
<tr>
<td>April</td>
<td>4/16/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>June</td>
<td>6/11/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>August</td>
<td>8/13/21</td>
<td>SOLD</td>
</tr>
<tr>
<td>October</td>
<td>10/15/21</td>
<td>Available</td>
</tr>
<tr>
<td>December</td>
<td>12/17/21</td>
<td>Available</td>
</tr>
</tbody>
</table>

Contact Kelly Whelan with your preferred month to confirm availability and reserve your placement.
New! Chaperoned Email

Price per email: $1,500

PRIM&R can send a chaperoned 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 vs. 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, and 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 is 37% and average click rate 16%. Recent chaperoned messages sent on behalf of conference supporters to ~1,100 conference attendees had an average open rate of 37% and an average click rate of 6%.

Availability: Five chaperoned email announcements per year (additional chaperoned email options are available to conference supporters).

Contact Kelly Whelan to discuss your preferred timing and reserve your placement.
Web Advertisements

New! PRIM&R Website Ad Space

Price per page per month: $300

PRIM&R offers ad space on any webpage on our website, primr.org. Your ad appears at the bottom of the page(s) of your choosing.

Specs: Your ad includes your choice of background image, headline, descriptive text, and up to two buttons linked to your choice of URL.

Availability: We accept one ad per page per month.

Contact Kelly Whelan to discuss your preferred page and timing and to reserve your placement.
New! PRIM&R Online Community Ad Space

**Price per month: $600**

PRIM&R offers ad space on our —our new online platform that houses PRIM&R’s longstanding IRB Forum and SBER Network. (There are additional targeted networks and forums on the way, including one planned for those involved in animal care and use.) **Ads appear at the bottom of every page.**

**Specs:** Maximum ad size 962 pixels wide x 125 pixels high. Ads are linked to the URL of your choosing.

**Availability:** We accept one exclusive supporter per month.

Contact [Kelly Whelan](mailto:kelley.whelan@primr.org) to discuss your preferred timing and reserve your placement.