

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:

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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](#) with questions or to sign on.

[Download the 2021 IACUC Mini Boot Camp Prospectus](#)

SOLD [Download the 2021 IRB Administrator Mini Boot Camp Prospectus](#)

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.

Online Learning EROC Membership Contact Us PRIM&R Home

PRIM&R This Week

News | Updates | Opportunities

Dates and Deadlines

| Date | Event | Deadline |
|----------------|---|---|
| December 8-9 | 2020 Advancing Ethical Research Conference week two | December 21 CIP recertification by CE credit deadline |
| December 15-16 | 2020 Advancing Ethical Research Conference week three | February 28 CIPA spring exam application deadline |

There's still time to register for AER20 week three

We look forward to seeing attendees at week two of the 2020 Advancing Ethical Research Conference (AER20) this week, December 8-9. Follow along with [@primrconf](#) on Twitter, and keep an eye out for upcoming [Slid Social](#) posts on [Amperand](#), where attendees will share their insights and favorite experiences from the event.

If you'd like to join us next week, there's still time to register for week three; we'll also share information post-conference about how to purchase the recordings. [Learn more](#)

Registration for [week three](#) closes at 12 PM ET on December 14.



CIP recertification by CE credit deadline is December 21

December 21 is the deadline for Certified IRB Professionals who are due to recertify in Fall 2020 to submit applications for recertification by continuing education. Mark your calendar and be sure to submit your application before the deadline. [Learn more](#)

If you're looking for credit hours, AER20 offers sessions that have received advance recognition from the CIP Council for use towards recertification—they're marked with a CIP icon in the conference agenda. Or, check out PRIM&R's [webinar recordings](#).

Preorders open for new edition of IRB: Management & Function

Preorders are now open for the upcoming third edition of *Institutional Review Board: Management and Function*, which releases in February 2021. This text is the premier reference and resource manual for IRB members and administrators, providing the information they need to run an efficient and effective system for protecting human research subjects. The substantially updated third edition represents the first of this book since 2015. It contains 80 chapters organized into 13 sections, and is the result of the collaboration between PRIM&R and 150 of your colleagues working together to share the best knowledge and experience in the field. [Learn more](#)

Visit PRIM&R's online Career Center

Whether you're looking to fill a position or seeking for your next job, PRIM&R's Career Center can help. The Career Center is an active source for employment opportunities in the research ethics field, with new openings added regularly. Employers can post jobs easily and search through resumes that have already been uploaded. Job seekers can find opportunities at all experience levels from all around the country. [Learn more](#)

Member Highlight

Join PRIM&R's Mentoring Program

Whether you are new to the research oversight world or have years of experience, there is a place for you in PRIM&R's Mentoring Program. This program virtually matches individuals in the early stages of their careers or facing work-related challenges with seasoned professionals who provide ongoing or occasional virtual guidance on a volunteer basis. Mentoring takes place entirely virtually, making this a great online networking opportunity for members. [Learn more](#)

Not a member? Sign up now.

In the News

Amperand Webinar Follow-up: IACUC Operations—Pandemic & Beyond
On September 17, 2020, PRIM&R hosted a webinar, *IACUC Operations: Pandemic & Beyond*. During this webinar, Dr. Stacy Pitt and Kathryn Caranough, CIPA, shared various methods for conducting IACUC business electronically and virtually and explored employee engagement strategies for keeping IACUC staff connected during a remote work setting. Following the webinar, Stacy and Kathryn reflected on the session and attendees feedback; we're pleased to share their responses with the readers of *Amperand*. [Learn more](#)

New York Times: Many Trial Volunteers Got Placebo Vaccines. Do They Now Deserve the Real One?
As state and federal governments prepare to distribute the first coronavirus vaccines to health care workers and nursing home residents later this month, the tens of thousands of people who received placebo shots in trials have become the subject of a thorny debate among experts. [Learn more](#)

Subscribe to Amperand, PRIM&R's blog

YOUR AD HERE

Advertise in PRIM&R This Week and reach our engaged community of research ethics professionals.

- Over 20,000 recipients
- 14% open rate
- Hundreds of unique clicks

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PUBLIC RESPONSIBILITY IN
MEDICINE AND RESEARCH

Click here to unsubscribe and/or manage your preferences.

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.

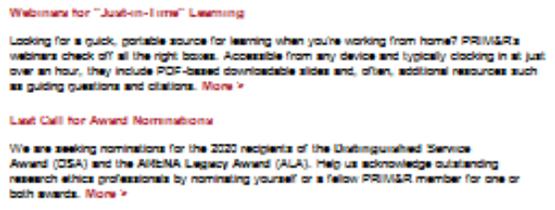
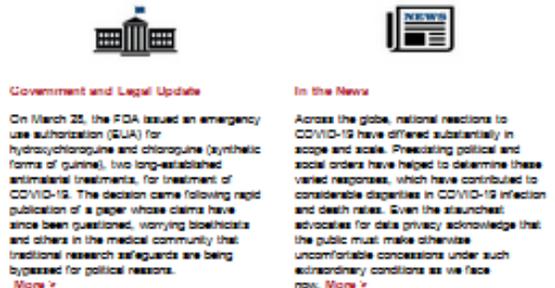
Specs: Ad space is 600 pixels wide by 250 pixels high. Ads appear at the bottom of each purchased email and will be linked to the URL of your choice.

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.

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

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:

| Edition | Distribution Date | Reserved/Available |
|----------|-------------------|--------------------|
| February | 2/12/21 | SENT |
| April | 4/16/21 | SOLD |
| June | 6/11/21 | SOLD |
| August | 8/13/21 | SOLD |
| October | 10/15/21 | SOLD |
| December | 12/17/21 | Available |

Contact [Kelly Whelan](#) with your preferred month to confirm availability and reserve your placement.

Research Ethics Digest
PRIM&R
PUBLIC RESPONSIBILITY IN
MEDICINE AND RESEARCH

Member number: INSERT_CUSTOMID

Dear INSERT_FIRST_NAME,

Below you'll find a link to this month's *Research Ethics Digest*. We hope you enjoy and find it useful. For questions or concerns, please contact us [via email](#).

This is your last issue of *Research Ethics Digest* unless you renew your PRIM&R membership.

To log in to the PRIM&R website, please use the email address to which this message was sent as your username and enter your unique password. If you've forgotten your password, you may need it using the "forgot your password?" link on the login screen. If you have any questions, please contact us.

Read Research Ethics Digest

[Click here to read Research Ethics Digest](#)

[Click here for a printer-friendly PDF version of this issue](#)

YOUR AD HERE

Advertise in *Research Ethics Digest* and reach our engaged community of ~4,000 members.

- 35% 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 interest areas within research ethics, including both human and animal research topics. Articles are curated by PRIM&R staff and grouped into themed sections for easy browsing. In some cases, we present just the abstract; in others, access to the full article is available.

Once you've browsed the articles of interest to you, you can explore the discussion guides we provide for two articles in each issue. In these guides, we provide further background, questions, and ideas to consider as you think about the article. These one-page PDFs make excellent resources to facilitate discussion with your colleagues.

Research Ethics Digest also includes two columns shared with us by leading publications in the field. Each column presents an intriguing and relevant case study related to animal care and use or human research protections, followed by expert commentary.

Finally, we offer the *Research Ethics Digest* Self-Study Program, where you can earn continuing education credits by reading the preselected articles and successfully completing an online quiz about those articles.

Credits earned through the Self-Study Program can be applied toward your Certified Professional in IACUC Administration (CPIA[®]) or Certified IRB Professional (CIRP[®]) credential, or other professional credentials that you might hold. To learn more and find out how you can participate, please visit the Self-Study Program section of this issue.

[Explore *Research Ethics Digest*](#)

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Benefits
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Public Policy
Support PRIM&R
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Sponsor/Advertise
Volunteer Opportunities

[Click here to unsubscribe and/or manage your preferences.](#)

New! Chaperoned Email

Price per email: \$1,500

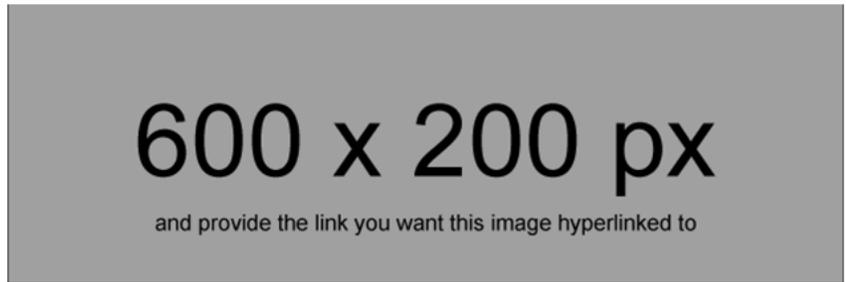
PRIM&R can send a chaperoned email on your behalf to our full audience or your choice of a subset of our audience—we can sort our list by human subjects protections vs. animal care and use interests, participation in past programs, etc. We're happy to work with you to determine the best list for your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



PROVIDE THE BODY TEXT

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Provide your text and link
and provide hex code for button color

Provide your text and link
and provide hex code for button color

*The above is an advertisement sent by PRIM&R on behalf of **SUPPORTER_NAME**; mention of commercial products, processes, or services on our website or in our emails should not be construed as an endorsement or recommendation. To learn more about advertising with PRIM&R, visit primr.org/sponsor-advertise.*

Click [here](#) to unsubscribe and/or manage your preferences.

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.

Call To Action Widget

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type. It has survived not only five centuries, but also the leap into.

button

button



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](#) to discuss your preferred timing and reserve your placement.

The screenshot shows the PRIM&R Online Community website. At the top right, there are links for 'Contact Us' and 'Terms and Conditions'. The main header features the PRIM&R logo and the text 'Online Community'. Below this is a navigation bar with links for 'Home', 'Communities', 'Directory', 'Events', 'Browse', and 'Help/FAQs', along with a search bar. A welcome message reads 'Welcome to the PRIM&R Online Community!'. A notice below the welcome message asks users to review their notification, privacy, and other settings in their profile, noting that the platform includes a user directory. The main content area is divided into two columns: 'Latest Discussions' and 'Upcoming Events'. The 'Latest Discussions' section lists three posts: 'Welcome and Instructions for Accessing Basecamp', 'Welcome to the IRB Forum!', and 'RE: Finding posts from old IRBForum'. The 'Upcoming Events' section lists three events: 'Webinar: The Colors of COVID-19: Embracing the Novel Ethical Challenges and Opportunities in COVID-19', '2021 IACUC Virtual Conference', and '2021 Social, Behavioral, and Educational Research and Advancing Ethical Research Conferences'. Below the main content area is a large orange banner with the text 'YOUR AD HERE'. At the bottom of the page is a dark blue footer containing the PRIM&R logo, the text 'PUBLIC RESPONSIBILITY IN MEDICINE AND RESEARCH', and links for 'About PRIM&R', 'Blog', and 'Contact Us', along with social media icons for Facebook, Twitter, YouTube, and LinkedIn.