

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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Annual Conference Supporter & Exhibitor Packages

In 2022, PRIM&R is launching a new model for our annual conferences. Instead of hosting separate events for our animal care and use and human subjects protections communities, **we will offer a single PRIM&R Annual Conference on November 14-18, 2022, in Salt Lake City, UT**. Learn more about this event at primr.org/annual-conference.

The PRIM&R Annual Conference will bring the entire research oversight community together under one roof and exhibitors will have access existing and new audiences. **We are planning for an in-person event with a virtual option.** Vendors will be able to exhibit in person, virtually, or both, and there will be **several opportunities for supporting the meeting**. Opportunities for exposure will include, but are not limited to:

- Acknowledgement on PRIM&R's event website, communications to attendees, and from the podium.
- In person Exhibit Hall that includes customizable vendor booths/space
- Virtual booth spaces that can be upgraded to increase interaction with attendees
- Advertised time on the agenda to connect with attendees
- Multiple opportunities to collect lead data
- Sponsored live, virtual, and on-demand sessions and networking events
- Support of the poster gallery, branded products, emails to attendees, and more!

The 2022 PRIM&R Annual Conference [Call for Session Proposals](#) is open now through **January 14, 2022**.

The PRIM&R Annual Conference Prospectus will be available by June 2022. Contact Mariellen Morris (mmorris@primr.org) if you have questions or would like to discuss potential conference support opportunities.

Boot Camp Supporter Packages

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

PRIM&R hosts virtual boot camps to meet the needs of a specific community in an in-depth, comprehensive way. **Boot camps bring together 75-175 attendees** and we will seek one, exclusive supporter for each event.

Boot camp support typically includes:

- Acknowledgement on PRIM&R's event website, event marketing, and communications to attendees
- A virtual meeting room where attendees can talk with the vendor after sessions (which is promoted during the program and in attendee communications)
- A highlight email about the supporter sent to attendees before and after the event (this could include information on the company, a request for information button, link to a giveaway, etc.)
- A copy of the attendee list pre- and post-event for a one-time mailing (postal addresses only)
- Vendor company logo featured on slides shown at the beginning of each session, and a dedicated slide at the end of each session
- Two complimentary registrations to both courses for company staff

In 2022, PRIM&R will host two virtual boot camps:

- **IACUC Boot Camp (Spring 2022)**
- **IRB Administrator Core Training (Fall 2022)**

The prospectuses will be available in early 2022. Contact Clare Ladd (cladd@primr.org) if you have questions or would like to discuss supporting a boot camp.

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

PRIM&R's new Animal Research Oversight Course (AROC) provides a comprehensive overview of the IACUC's role and functions in an effective, interactive online format. AROC covers important topics for new or experienced IACUC members, administrators, and other animal care and use personnel.

Support of AROC includes:

- Acknowledgement on the webpage for the course (color logo, 75-word description, and URL of choice).
- Text acknowledgment and link to your website in the confirmation email sent to each individual or organization that purchases the course.
- Acknowledgement in all dedicated AROC marketing
- Acknowledgement on the course user home page, viewed by all learners who participate in the course (color logo, 75-word description, and URL of choice).
- Complimentary institutional subscription to the course for the duration of your support.

[Download the prospectus](#) for more information and contact Olivia Forman (oforman@primr.org) if you have questions or are interested in supporting AROC.

Webinar Supporter Package

Individual, exclusive webinar support: \$2,000

PRIM&R conducts approximately 12 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.

Webinar support includes:

- Acknowledgement on the webinar webpage (color logo, 20-word descriptor, and URL of choice).
- Text acknowledgment and URL of choice included in the confirmation email sent to each participant after they register for the webinar.
- Acknowledgement in all webinar marketing.
- Acknowledgement during the webinar via a slide at the beginning of the presentation that includes a 20-word description and URL of choice, and a verbal thank you at the conclusion of the webinar.
- Acknowledgement in 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 (srule@primr.org) to learn more about support opportunities for this year's webinars and to sign up to be notified when we schedule new webinars.

Note: 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. 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 Kelly Whelan (kwhelan@primr.org) with questions or to reserve a placement.

EXAMPLES:

Online Learning | EROC | Membership | Contact Us | PRIM&R Home

PRIM&R This Week

News | Updates | Opportunities

Dates and Deadlines

December 9-10 2020 Advancing Ethical Research Conference week two Learn more	December 15-16 2020 Advancing Ethical Research Conference week three Learn more	December 21 CIP recertification by CE credit deadline Learn more	February 25 CIP recertification by CE credit deadline Learn more
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There's still time to register for AER20 week three

You look forward to seeing attendees at week two of the 2020 Advancing Ethical Research Conference (AER20) this week, December 9-10. If you follow along with [@primrconf](#) on Twitter, and keep an eye out for upcoming [@primrconf](#) on [LinkedIn](#), you'll see where attendees will share their insights and learn 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 IRG 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 [pastor recertification](#).

PRIM&R
MEMBER NEWSLETTER
October 2021

Thank you for being a PRIM&R Member. **INSERT_FIRST_NAME!**
Your membership is valid through **INSERT_EP_0006**. [Review now.](#)

Welcome to the new PRIM&R Member Newsletter!

We are excited to bring you the all-new PRIM&R Member Newsletter! This new design lets us give you more of the content you want, from articles on current events in the research ethics and oversight field to exclusive member-only opportunities.

Have a suggestion for something you'd like to see? Email us at membership@primr.org.

Research Ethics Digest
December 2020

Member number: INSERT_CUSTOM6

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](#).

Free in 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 reset 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 printable PDF version of this issue](#)

Preorders open for new edition of IRB: Management & Function

Preorders are now open for the upcoming third edition of *IRB: Management & Function*, which releases in February 2021. This text is the premier resource manual for IRG members and administrators, providing the information they need to run an efficient and effective system for protecting human research subjects. The extremely updated third edition represents the first of its kind since 2015. It contains 89 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 looking 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](#)

Preprint Papers Take Center Stage in Pandemic

One of the breakout stars of the pandemic era has been the scientific preprint server. These repositories host research papers before they have been published formally in a journal (or instead of publication). Critically, preprints are not peer-reviewed; the papers may later make it into journals, but until then, the review of preprint submissions is a brief scan for plausibility. [Read more](#)

EU Parliament Sends Meceasing Resolution to Executive Branch

On September 16, the parliament of the European Union issued a resolution aimed at reducing the number of animals used in scientific research. The resolution is essentially a follow-up to the more expansive Directive 2010/63, which formalized European commitments to replace, reduce, and refine the use of animals in research. [Read more](#)

YOUR AD HERE

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

- 35% open rate
- 9% click rate

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

Amersand Wagner Follow-up: IACUC Operations—Pandemic & Beyond

On September 17, 2020, PRIM&R hosted a webinar, *IACUC Operations: Pandemic & Beyond*. During this webinar, Dr. Stacy Hall and Kathryn Carverright, CIP*, shared various strategies 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 members of *Amersand*. [Learn more](#)

[Subscribe to Amersand, PRIM&R's blog](#)

Upcoming Events

- 11/9/21 **More Meaningful Metrics to Assess Animal Program Quality and Effectiveness: A Review and Extension**
- 11/16/21-11/19/21 **2021 SBER and AER Conferences**
- 12/1/21 **CIP* recertification by continuing education credit deadline**
- 12/1/21 **CPIA* recertification by continuing education credit deadline**
- 1/13/22 **Health Literacy and Human Research Protections: How the IRB Can Make Research More Understandable**

[See All](#)

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 (CIP[®]) or Certified IRG 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](#)

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

[Advertise in PRIM&R This Week](#)

Share your workplace tools with the membership community!

We recently launched the *Resource Library* on the PRIM&R Online Community. This library is an evergreen collection of community-submitted workplace tools and resources, such as SOPs, templates, and checklists. We encourage you to regularly add resources you frequently use, and think would benefit the membership community, by joining the library and using the "Create Entry" button. You can also submit your resources via [this form](#) and PRIM&R staff will add them.

[Browse the Resource Library](#)

Complete our Membership Services Survey by October 31!

Please help us understand how to improve and expand your member benefits as well as what new programs and services to offer, by taking about 10 minutes to complete our **2021 Membership Services Survey** by **October 31**. All responses will remain anonymous, and members who complete the survey can enter a drawing to win one of three \$50 American Express gift cards. [Take the survey](#)

Meet the 2021 AER Blog Squad

PRIM&R is pleased to introduce the members of the Blog Squad for our 2021 SBER and AER Conferences. The Blog Squad is made up of PRIM&R members who will share their insights before, during, and after the conference. Stay tuned as they share their conference insights on *Amersand*. [Read more](#)

YOUR AD HERE

Advertise in the *PRIM&R Member Newsletter* and reach our engaged community of ~4,000 members.

- 34% open rate
- 9% click rate

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Mention of commercial products, processes, or services on our website www.primr.org or in our email publications should not be construed as an endorsement or recommendation.

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 to our full mailing list. 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.

- **Audience:** (full mailing list) 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:** 14% average open rate; 2% average click rate.
- **Availability:** This message is sent every Tuesday (excluding holidays); we accept one sponsored announcement per issue. Send preferred Tuesday dates to Kelly Whelan (kwhelan@primr.org) to confirm availability.

Contact Kelly Whelan (kwhelan@primr.org) to discuss your preferred dates 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.

Edition	Distribution Date	Reserved/Available
January	1/27/22	Available
February	2/24/22	Available
March	3/24/22	Available
April	4/28/22	Available
May	5/26/22	Available
June	6/23/22	Available
July	7/28/22	Available
August	8/25/22	Available
September	9/22/22	Available
October	10/27/22	Available
December	12/15/22	Available

Contact Kelly Whelan (kwhelan@primr.org) with questions or to reserve a placement.

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	2/11/22	Available
April	4/15/22	Available
June	6/10/22	Available
August	8/12/22	Available
October	10/14/22	Available
December	12/9/22	Available

Contact Kelly Whelan (kwhelan@primr.org) with questions or to reserve a placement.

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:** We typically send chaperoned messages on Mondays, Wednesdays, or Fridays to avoid conflicts with PRIM&R marketing. Send preferred Tuesday dates to Kelly Whelan (kwhelan@primr.org) to confirm availability.

Contact Kelly Whelan (kwhelan@primr.org) to discuss your preferred dates and reserve your placement.

Web Advertisements

PRIM&R Website Ad Space

Price per page per month: \$300

PRIM&R offers ad space on any webpage on our website, primr.org.

- **Specs:** Your ad includes your choice of background image, headline, descriptive text, and up to two buttons linked to your choice of URL. Your ad appears at the bottom of the page(s) of your choosing.
- **Availability:** We accept one ad per page per month.

Contact Kelly Whelan (kwhelan@primr.org) to discuss your preferred page and timing and reserve your placement.



PRIM&R Online Community Ad Space

Price per month: \$600

PRIM&R offers ad space on our Online Community—our new online platform that houses PRIM&R’s longstanding IRB Forum, SBER Network, and IACUC Channel. **Ads appear at the bottom of every page.**

Specs: Maximum ad size 962 pixels wide x 125 pixels high. Ads will be linked to the URL of your choice.

Availability: We accept one exclusive supporter per month.

Contact Kelly Whelan (kwhelan@primr.org) to discuss your preferred dates and reserve your placement.

