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:
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.

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<th>Edition</th>
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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:

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Contact Kelly Whelan ([kwhelan@primr.org](mailto: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](mailto:kwhelan@primr.org)) to confirm availability.

Contact Kelly Whelan ([kwhelan@primr.org](mailto: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.