

## Sponsored Announcements

### Overview

PRIM&R offers advertising opportunities in two of our regular email publications: *PRIM&R This Week* and the *PRIM&R Member Newsletter*. Ad space is **600 pixels wide by 250 pixels high**. Ads appear at the bottom of the purchased issue(s) and will be linked to the URL of your choice.

Recipients of *PRIM&R This Week* and the *PRIM&R Member Newsletter* represent a variety of perspectives in the research enterprise, including 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; welfare advocates; and more.

### 2020 Price Per Placement

Member Price	Nonmember Price
\$950	\$1250

**\*\*ORDER FORM FOR RESERVING PLACEMENTS ON PAGE 2; EXAMPLES ON PAGE 3**

### Distribution Dates, Performance, and Availability

PRIM&R This Week (sent weekly)	
<b>Sent to:</b>	Our full mailing list of approximately 25,000
<b>Performance:</b>	14% average open rate (3,500 people); 2-3% average click rate
<b>Distributed:</b>	Every Tuesday, with the exception of holidays
<b>Available space:</b>	One sponsored announcement is accepted per issue. Contact <a href="mailto:kwhelan@primr.org">kwhelan@primr.org</a> to discuss availability reserve your preferred dates.

PRIM&R Member Newsletter (sent monthly) - <i>Sold out!</i>	
<b>Sent to:</b>	An engaged group of ~4,000 PRIM&R members
<b>Performance:</b>	32% average open rate (1,280 people); 9% average click rate
<b>Distributed:</b>	Fourth Thursday of each month, with the exception of November
<b>Available space:</b>	One sponsored announcement is accepted per issue. <ul style="list-style-type: none"> <li>• January: Distributed 1/23/20 <i>Reserved</i></li> <li>• February: Distributed 2/27/20 <i>Reserved</i></li> <li>• March: Distributed 3/26/20 <i>Reserved</i></li> <li>• April: Distributed 4/23/20 <i>Reserved</i></li> <li>• May: Distributed 5/28/20 <i>Reserved</i></li> <li>• June: Distributed 6/25/20 <i>Reserved</i></li> <li>• July: Distributed 7/23/20 <i>Reserved</i></li> <li>• August: Distributed 8/27/20 <i>Reserved</i></li> <li>• September: Distributed 9/24/20 <i>Reserved</i></li> <li>• October: Distributed 10/22/20 <i>Reserved</i></li> <li>• December: Distributed 12/17/20 <i>Reserved</i></li> </ul>

### Questions and Orders

Questions and order forms can be sent to Kelly Whelan, Assistant Director of Marketing and Communications, at [kwhelan@primr.org](mailto:kwhelan@primr.org). To reserve a placement, please complete and the order form below; Kelly will be in touch to confirm availability. Ads are invoiced individually upon completion.

### Submitting Creative

Ads must be provided as .jpg or .png files 600 pixels wide by 250 pixels high, along with the URL you'd like the graphic to link to. Creative should be emailed to [kwhelan@primr.org](mailto:kwhelan@primr.org) by no later than 3:00 PM ET the day before the distribution date(s) for the issue(s) you've purchased. *No refunds will be given for creative that is not received by the issue deadline.*

## Sponsored Announcement Order Form

Contact Information	
Name:	
Institution/Company:	
Address:	
Phone :	Fax:
Email:	
I would like to reserve the following months/dates of...	
PRIM&R Member Newsletter:	PRIM&R This Week:
_____ Total number of placements <input type="checkbox"/> Member Rate (\$950/issue) <input type="checkbox"/> Nonmember Rate (\$1250/issue)	
_____ Total Amount Due	
<i>*Ads invoiced individually upon completion.</i>	
Terms and Conditions	
<p><i>By signing and returning this form, I agree to purchase and provide payment for the selected placements.</i></p> <p><i>PRIM&amp;R reserves the right to accept, reject, or request edits to potential announcements based on their alignment with PRIM&amp;R's mission, vision, and core values. It is the advertiser's responsibility to ensure creative is provided to PRIM&amp;R by the issue deadline. No refunds will be given for creative that is not received by the issue deadline.</i></p> <p><input type="checkbox"/> I agree to the terms and conditions.</p>	
Signature	

# PRIM&R Member Newsletter Example

PRIM&R  
**MEMBER NEWSLETTER**



April 23, 2020

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## May is Member Appreciation Month!



PRIM&R is hosting Member Appreciation Month in May to celebrate you—our members who work daily to advance ethical biomedical, behavioral, and social science research. We are constantly inspired by your commitment, and are especially grateful for all that you are doing to support research during the current public health crisis. [More >](#)



### Government and Legal Update

On March 25, the FDA issued an emergency use authorization (EUA) for hydroxychloroquine and chloroquine (synthetic forms of quinine), two long-established antimalarial treatments, for treatment of COVID-19. The decision came following rapid publication of a paper whose claims have since been questioned, worrying bioethicists and others in the medical community that traditional research safeguards are being bypassed for political reasons. [More >](#)



### In the News

Across the globe, national reactions to COVID-19 have differed substantially in scope and scale. Preexisting political and social orders have helped to determine these varied responses, which have contributed to considerable disparities in COVID-19 infection and death rates. Even the staunchest advocates for data privacy acknowledge that the public must make otherwise uncomfortable concessions under such extraordinary conditions as we face now. [More >](#)



### Member Benefit Highlight

If your office and IRB review social, behavioral, and educational research (SBER) protocols, you know that there are unique issues and challenges to overcome. PRIM&R's SBER Network is here to help by connecting you with your peers in the field to share knowledge and develop best practices. [More >](#)



### IACUC Virtual Conference

Due to COVID-19, PRIM&R was unable to host its In-person IACUC Conference, April 5-7, in Orlando, FL. While we're disappointed we could not meet face-to-face this year, we're pleased to offer a dynamic, two-day virtual conference on June 16-17, 2020. [More >](#)

### Webinars for "Just-in-Time" Learning

Looking for a quick, portable source for learning when you're working from home? PRIM&R's webinars check off all the right boxes. Accessible from any device and typically clocking in at just over an hour, they include PDF-based downloadable slides and, often, additional resources such as guiding questions and citations. [More >](#)

### Let's Call for Award Nominations

We are seeking nominations for the 2020 recipients of the Distinguished Service Award (DSA) and the Altbina Legacy Award (ALA). Help us acknowledge outstanding research ethics professionals by nominating yourself or a fellow PRIM&R member for one or both awards. [More >](#)

## Get Involved

- Mentoring Program
- Regional Connections

## Events

- 6/16-6/17 IACUC Virtual Conference
- 11/7-11/10 2020 Advancing Ethical Research Conference (A&R20)

### SPONSORED ANNOUNCEMENT



Mention of commercial products, processes, or services on our website, [www.primr.org](http://www.primr.org), or in our email publications should not be construed as an endorsement or recommendation.

# PRIM&R This Week Example

[IACUC20 Virtual](#) | [AER20](#) | [EROC](#) | [Contact Us](#) | [PRIM&R Home](#)

## PRIM&R This Week

[News](#) | [Updates](#) | [Opportunities](#)

### Dates and Deadlines

June 16-17	July 16	July 16	Resources Available
IACUC Virtual Conference	CPIA recertification by CE credit deadline extended	CIP recertification by CE credit deadline extended	COVID-19 resources for the research ethics community
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

### Train IRB members and staff online with EROC

PRIM&R's Ethical Research Oversight Course (EROC) is a comprehensive, cost-effective way to train new IRB members, HRPP/IRB staff, and researchers in the foundations of human subjects protections. This online course provides self-paced, interactive education on the ethical principles and regulatory frameworks that are essential to the work of HRPPs and IRBs. EROC is available at individual or institutional rates, and PRIM&R members receive discounted licenses. [Learn more](#)



PRIM&R thanks [Aduva](#) for supporting this program.



### Visit the Career Center

Whether you're looking to fill a position or looking for your next job, PRIM&R's online 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](#)

### Webinar recordings and materials available for purchase

Looking for a quick, accessible source for learning while you're working from home? PRIM&R's webinar recordings check off all the right boxes. Accessible from any device and typically clocking in at just over an hour, they include PDF-based downloadable slides and, often, additional resources like guiding questions and citations. Members get free access to over 130 webinar recordings, so if you're considering purchasing multiple recordings over one year old, think about becoming a member to save! [Learn more](#)

### Member Highlight

#### Join the SBER Network

Are you involved in the ethics and oversight of social, behavioral, and educational research (SBER)? Is your office understaffed and under-resourced? The unique issues and challenges faced by those who work in SBER-focused ethics and oversight are increasing, and PRIM&R's SBER Network is here to help. The community platform and events are open to all PRIM&R members working with SBER. [Learn more](#)

Not a member? [Sign up now.](#)

### In the News

**Amersand**  
**Barriers to COVID-19 Research: A Survey of COVID-19 Researchers on Compliance Challenges is your IRB reviewing research or expanded access requests related to COVID-19?** If so, a team of NIH-funded researchers at Washington University in St. Louis wants to learn about your IRB experiences reviewing and overseeing COVID-19 research and expanded access requests. Survey responses are anonymous; the survey consists of nine questions and will take 5-15 minutes to complete. [Read more](#)  
[Subscribe to Amersand](#) | [PRIM&R's blog](#)

**Science**  
**United States should allow volunteers to be infected with coronavirus to test vaccines, lawmakers argue** Political support is building for regulators in the United States to embrace the controversial strategy of intentionally infecting volunteers with the virus that causes COVID-19 in order to test experimental vaccines. The lawmakers also back the idea of parallel, simultaneous testing of different doses of a vaccine—as opposed to the traditional practice of sequential testing that, for safety reasons, begins by giving trial participants the lowest dose first and then ratchets up. [Read more](#)



Live and recorded webinars • Workshops On Demand

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