ACRP

Sponsorship & Advertising Opportunities

See How ACRP Can Help Your Business Soar

DIRECT MAIL & EBLAST

Reach thousands of responsive clinical research professionals with the ACRP postal and email lists in your next marketing campaign!

ACRP's diverse members and certificants work in a variety of practice settings, roles, and specialty areas, with a wide range of experience in clinical research. What's common about them all is their dedication and commitment to promoting excellence in clinical research.

ACRP postal and email lists are highly customizable, so you can target the exact prospects you want to receive your messaging. These list customization options include:

- Focus
- Practice Setting
- Role

- Years of Experience
- And More

More Information:

Contact INFOCUS Marketing

www.infocusmarketing.com/acrp

sales@infocusmarketing.com

800-708-5478

TARGET AUDIENCE	REACH	1X PRICING
Active Member and Customer Postal Addresses	50,000+	$195/M*
Active Member and Customer Email Addresses	50,000+	$350/M* plus deployment fees

*M = Per Thousand Records

Please refer to page 17 for content guidelines – contact INFOUS Marketing for more information.

ACRP

WEBINAR TRAINING EBLAST

Your prominent digital banner will appear twice monthly in ACRP's Webinar Training eBlast. Your brand will deliver to more than 45,000 inboxes and be associated with valuable webinar education information.

This is an ideal place for your own training message, or a product or service promotion to a highly engaged group of clinicians!

FREQUENCY

ACRP's webinar promotion emails are distributed every other Wednesday.

1X PRICING

$1500 / month (468 x 60)

Please refer to page 18 for content guidelines.

ACRP

SOCIAL MEDIA

ACRP's Social Media communities have seen incredible growth. Clearly, our members and nonmembers alike want to be plugged in to other clinicians and to ACRP.

Leverage the credibility and reach of these thriving social media communities to deliver your message to industry professionals seeking recommendations on products and services, SOPs, trends and career opportunities.

AUDIENCE	REACH	1X PRICING
Facebook	21,000	$2000 Facebook
LinkedIn Company Page	23,000+	$2000 LinkedIn
Twitter	6,000	$2000 Twitter
		Package Pricing Available

Please refer to page 16 for content guidelines.

ACRP

ACRP WEBSITE

Reach more than 50,000 clinical research professionals who visit ACRP's website every month for ongoing professional development, training, networking, solutions, certification, industry news and FDA updates.

AUDIENCE

ACRP Members and Qualified Nonmember Professionals

REACH

4 Million+ Page Views This Year
54,000+ Unique Users Month
77,000 Sessions Per Month
5 Page Views Per Visit
3+ Minutes Per User Session

1X PRICING

$3500 HP Leaderboard (728x90)
$2500 Mid-HP Leaderboard (728x90)

Rotating Banner Options:
$1400 Leaderboard (728x90)
$1200 Banner (300x250)

Please refer to page 18 for content guidelines.

ACRP

RETARGETING

Boost your message's reach with retargeting and ensure you're top of mind with those you identify as ideal decision-makers.

Your brand message can follow your customers or prospects across their favorite and most frequented websites. Even when they're shopping online, booking travel, or combing a search engine, your digital banner will follow them.

AUDIENCE FLEXIBILITY – CHOOSE FROM:

All ACRP website visitors
ACRP Career Center visitors
ACRP Virtual Career Fair Participants
ACRP 2019 Attendees
ACRP Members
Qualified Nonmembers

Please refer to page 18 for content guidelines.

PRICING

$1,000* for RETARGETED banners and a minimum of 150,000 additional monthly impressions

*This is an additional fee above the earned rate for your concurrent digital banner on ACRPnet.org

ACRP

BLOG – ACRPNET.ORG

Your content can become part of the ACRP website! Leverage our broad audience and put your brand message in a concise format.

Be a thought leader from the industry's most-trusted platform, surrounded by relevant content that is valued by clinical research professionals around the world. Your blog will also be archived and searchable giving you sustained impressions.

BE A THOUGHT LEADER IN 2 EASY STEPS   **1X PRICING**

1. Write your own blog content* $2750
2. Send your logo, text and (optional) high-res image.

Text limit: 1,000 words or less. Please refer to page 18 for specifications.

ACRP

CRbeat

Clinicians are reading CRbeat in record numbers! ACRP's free, weekly e-newsletter provides updates from the ACRP blog, breaking news, and featured content from *Clinical Researcher*.

AUDIENCE

ACRP Members
Non-Member Professionals, Students, and Stakeholders in allied fields

REACH

45,000+
20% Open Rate
12% Clickthrough Rate

1X PRICING

$1200 (468x60)*

*Limited to 4 Banners per issue

Please refer to page 18 for content guidelines.

ACRP

CRbeat SPONSORED ARTICLE

A sponsored article in ACRP's weekly enewsletter, CRbeat, helps you easily deliver your branded message to an audience of more than 45,000 clinical research professionals.

Your sponsored article will be archived and searchable on ACRPnet.org.

CRbeat SPONSORED ARTICLE RATES

Rate	1x	3x	6x	10x	12x
Sponsored content within each issue	$2750	$2500 per issue	$2350 per issue	$2150 per issue	$1900 per issue

Please refer to page 18 for content guidelines.

ACRP

CAREER CENTER

Tell your recruiting story to thousands of job seekers – ACRP members and non-member professionals alike – with a digital banner on the ACRP Career Center Home Page, or bulk job listings within the Career Center Job Board.*

REACH

42,000+ Page Views
7,186 New Users in 2019
4+ Page Views Per Visit
3+ Minutes Spent Per Visit

Please refer to page 19 for specifications.

1X PRICING

$1200 Career Center Home Page Leaderboard

*Contact us for a quote on bulk job listing and comprehensive Talent Acquisition Packages

ACRP

WEBINARS

ACRP offers an array of high-quality training webinars that specifically align with ACRP's core competencies and work to serve clinical professionals at every level. Your brand can be associated with this ongoing professional development.

Webinar training carries real value to the ACRP audience, whether for continuing education credit or informative industry updates. Clinicians appreciate the opportunity to earn certification maintenance credits or learn about new products/services from the convenience of their home or office.

TWO WAYS TO PARTICIPATE:
- Host your own commercial Webinar to an ACRP audience (Up to 6 available)
- Be an Educational Grant Supporter of an ACRP CEU training webinar of your choice (24 webinars available)

Limited marketing support will be included to complement your own marketing efforts. Opportunities confirmed on a first-come, first-served basis.

ACRP

CLINICAL TRIALS DAY

Each year on May 19, ACRP leads the global effort to honor clinical research professionals and raise awareness of clinical trials.

As a sponsor of International Clinical Trials Day, you will earn high brand visibility including digital advertising, a blog and webinar opportunity, plus tremendous goodwill as you demonstrate your dedication to clinicians worldwide.

CLINICAL TRIALS DAY WEBSITE

25,000+ Unique Visitors
46,000 Page Views
Significant Exposure through ACRP's Social Media Audience of 50,000+ Users

SPONSORSHIP LEVELS

Official Sponsor (Exclusive) - $20000
Supporting Partner (6 available) - $7500
Supporter (Unlimited) - $250

ACRP

VIRTUAL CAREER FAIRS

Connect with job seekers in a series of Virtual Career Fairs throughout the year. This online format provides an easy and efficient way to identify and chat live with candidates from the comfort of your office.

Also available: Private Virtual Career Fairs, hosted exclusively for your company by ACRP.

AUDIENCE

ACRP Members & Non-Member Professionals in various clinical research roles

VIRTUAL CAREER FAIR PRICING

BRONZE: $500 Early Bird, $600 Regular Rate
GOLD: $650 Early Bird, $750 Regular Rate
PLATINUM: $850 Early Bird, $950 Regular Rate

As a Sponsoring Company, you may have unlimited recruiters working up to five chat rooms. Pre-event marketing and live-event exposure is reserved for GOLD and PLATINUM Sponsors

ACRP

CLINICAL RESEARCHER

Tell your story to thousands of clinical research professionals in the new, interactive digital *Clinical Researcher*.

Now publishing 10x annually with themed editorial, each edition is searchable by keyword, topic and author – including your own sponsored content.

2020 EDITORIAL CALENDAR

Issue Month	Online Date	Materials Due	Issue Month	Online Date	Materials Due
January	Jan. 15	Jan. 4	June	June 11	May 31
February	Feb. 12	Feb. 1	August	Aug. 13	Aug. 2
March	March 12	March 1	September	Sept. 17	Sept. 6
April	April 16	April 5	November	Nov. 12	Nov. 1
May	May 14	May 3	December	Dec. 17	Dec. 6

ACRP

CLINICAL RESEARCHER SPONSORED ARTICLE

Reach your market effectively and efficiently in *Clinical Researcher*, ranked by 97% of readers as their primary source of information for their profession and industry.

Your brand message will deliver to 40,000+ clinical research professionals who continually rank *Clinical Researcher* among their top ACRP Member Benefits.

SPONSORED CONTENT RATES

Rate	1x	3x	6x	10x
Sponsored Article	$2750	$2500 per issue	$2350 per issue*	$2150 per issue*

*6x or 10x commitments earn a complimentary rotating digital banner on the *Clinical Researcher* home page.

Please refer to page 18 for specifications.

ACRP

SOCIAL MEDIA SPECIFICATIONS

FACEBOOK POST

Unlimited characters. Sponsor to provide necessary materials, including post text, link, and any accompanying images. Images must be formatted at 1200 x 1000 pixels, in .png format, for optimal feed display.

Note: Post will be appended with "On behalf of SPONSOR NAME:" text before client text.

TWITTER

Sponsor to provide necessary materials, including post text, link, and any accompanying images. Images must be formatted at 1200 x 600 pixels, in .png format, for optimal feed display.

Character limit is 269.

Note: Post will be appended with "SPONSORED:" text before client text.

LINKEDIN POST

Post limit is 1,300 characters. Sponsor to provide necessary materials, including post text, link, and any accompanying images. Images must be formatted at 1200 x 1000 pixels, in .png format, for optimal feed display.

Note: Post will be appended with "On behalf of SPONSOR NAME:" text before client text.

FILE TYPE REQUIREMENTS

Digital ads must be provided to scale (30KB max) and submitted in one of the following types:
- JPEG
- GIF (animated versions allowed)
- PNG

LINKS
Please provide URL for click-thru.

DIRECT MAIL & EBLAST SPECIFICATIONS

Creative content must be submitted for ACRP approval prior to fulfillment. Please allow 5 business days for fulfillment. Email lists will not be released, INFOCUS (email vendor) will provide deployment services on behalf of direct marketer.

The direct marketer is considered the sender and is responsible for compliance with the CAN-SPAM Act, which includes honoring opt-out requests. Direct marketer will be required to execute a standard email agreement.

A test email will be provided for review and approval prior to deployment. Additional charges will apply for more than two rounds of edits/changes.

EMAIL MATERIALS REQUIREMENTS

- HTML File (Send as an attached ".html" or ".htm" file). Please DO NOT create your HTML in Word. This program inserts problematic code.

- Your HTML File must include:
  - Hosted images (The recommended image size is 174x103. However, anything from 75x75 to 300x300 is acceptable)
  - Your company's physical mailing address
  - A Working opt-out/unsubscribe mechanism
  - A "From" line - this is how you want your company name to display. The domain is always @message.infocusmarketing.com: [example@message.infocusmarketing.com]
  - A "Reply To"Email Address
  - A Subject Line

- Email addresses for testing purposes. Your email will be set up and a test email sent for approval. The email will not deploy until approval is received.

- Seed email addresses to receive final email transmission. These email addresses will not be included in the tracking results so as not to skew the results.

- Opt-Out/Unsubscribe Suppression File . This is the list of individuals that have opted-out of receiving email from your company. This list will be suppressed against the recipient list to ensure CAN-SPAM compliance. This list must be kept up to date and provided prior to every deployment.

DIGITAL ADVERTISING & SPONSORED ARTICLE/BLOG SPECIFICATIONS

ACRPNet.org

ACRP's website offers digital banners in two sizes (300 x 250 pixels and 728 x 90 pixels) plus blog opportunities.

RETARGETING

Additional retargeted impressions, served via Feathr, may be purchased to enhance your website advertising. Three ad sizes are required for retargeting:

- 728 x 90 pixels
- 468 x 60 pixels
- 300 x 250 pixels

BLOGS

Sponsored blogs are archived on the website.

- Text limit: 1,000 words
- Required image: 250 x 250 pixels (company logo)
- Optional image: 300 x 250 pixels (image of your choice, ie. author headshot)

FILE TYPE REQUIREMENTS

Digital ads must be provided to scale (30KB max) and submitted as .JPEG, .PNG. or .GIF (animated versions allowed) format.

Please provide URL for click-thru.

SPONSORED ARTICLES
(*CLINICAL RESEARCHER* & CRbeat)

Content appears as part of the issue and are archived on website.

- Text limit: 1,000 words
- Required image: 250 x 250 pixels (company logo)
- Optional image: 300 x 250 pixels (image of your choice, ie. author headshot. *Note: Image may be resized based on text length*)
- Post will be appended with "PAID MESSAGE" before client text.
- Please refer to editorial calendar on page 14 for 2020 publication and materials due dates

WEBINAR TRAINING EBLAST and CRbeat BANNER

- 468 x 60

CLINICAL RESEARCHER BANNER

- 728 x 90
- 300 x 250

CAREER CENTER HOME PAGE on ACRPNET.ORG

- 728 x 90 pixels

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