

PRIM&R

Email Advertising

PRIM&R offers advertising space in several of our regular emails (PRIM&R This Week Newsletter, the PRIM&R Member Newsletter, and Research Ethics Digest), as well as a limited number of sponsored 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 Catherine Batsford](#) with questions or to reserve a placement.

Contact [Catherine Batsford](#) to discuss your preferred dates and reserve your placement.

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Email Advertising

PRIM&R This Week Newsletter Ad Space

Price per issue: \$1,500

PRIM&R This Week Newsletter conveys research enterprise news, registration for educational programs and upcoming event dates sent to our full mailing list.

- **Audience:** 27,000 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. Editorial mention in the partner program section of the newsletter
- **Performance:** 20% average open rate; 2% average click rate
- **Availability:** This message is sent bimonthly

PRIM&R Member Newsletter Ad Space

Price per issue: \$1,500

The PRIM&R Member Newsletter is sent monthly to our most engaged audience: 4,000 PRIM&R members!

This communication 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 the email and linked to the URL of your choice.
- **Performance:** 34% average open rate; 9% average click rate.
- We accept one sponsored announcement per issue.

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Research Ethics Digest Ad Space

Price per issue: \$1,500

Research Ethics Digest includes timely and relevant abstracts and articles from scholarly journals, 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
- 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 on the second Friday of every other month

Sponsored Email

Price per email: \$3,000

PRIM&R can send a sponsored 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, 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: Email template includes 600 pixels wide by 200 pixels high banner space, body text, two buttons in the color of your choice, and linking to the URLs of your choice.
- Performance: PRIM&R's average open rate of 14% and an average click rate of 2%.
- Availability: Send preferred dates to Catherine Batsford (cbatsford@primr.org) to confirm availability

Contact [Catherine Batsford](#) to discuss your preferred dates and reserve your placement.