Sponsorship and Advertising Opportunities

MEDIA GUIDE
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Leading the Discussion

The Society for Scholarly Publishing hosts a robust series of online and in-person events throughout the year to promote innovation and collaboration on the forefront of scholarly communication. Reach the people and organizations who need your technology solutions, fulfillment services, and sales and marketing intelligence through a variety of SSP events and publications. With webinars, seminars, workshops and live panel sessions throughout the US, available for sponsorship individually or as package deals, SSP can help you remain in front of your customers across channels while creating multiple touch points.

Read on to learn more about targeted opportunities to connect with the scholarly publishing market or contact partnerships@sspnet.org.
Our Mission

ABOUT
The Society for Scholarly Publishing (SSP), founded in 1978, is a nonprofit organization formed to promote and advance communication of the scholarly publication community through networking, information dissemination, and facilitation of new advancements in the field.

SSP members represent all aspects of scholarly publishing: C-level executives, publishers, printers, product developers, technical service providers, librarians, marketers, sales directors, and editors. SSP members come from a range of large and small commercial and nonprofit organizations.

VISION
The Society for Scholarly Publishing will be recognized by members and the global publishing community as the first place to turn for information and dialogue on current and emerging issues in scholarly communication.

SUPPORT
When you sponsor an SSP event, you demonstrate your commitment to and support of the scholarly publishing industry. All sponsorships are designed for you to achieve a return on your investment and position you as a leader in advancing scholarly communication.
Worldwide Membership

The SSP community is indeed global and continues to expand. Each year we bring representation from new continents and countries. With a focused effort to reach out to professionals at every stage of their career, SSP is an organization in which membership lasts a lifetime.

MEMBER DEMOGRAPHICS

Locations

Organization Sizes

30% Large (>301 FTE)
34% Medium (51-300 FTE)
36% Small (<50 FTE)
Worldwide Membership

**Organization Types**
- Society/Association/Non-Profit Publisher (45%)
- Industry Service Provider (14%)
- Commercial Publisher (13%)
- Consulting (9%)
- Other (4%)
- University Press (6%)
- Library (4%)
- Post-Secondary Institution (4%)
- Government (1%)
- Not Applicable (1%)

**Roles**
- Academic .............................................................. 4%
- Acquisitions .......................................................... 4%
- Administration ....................................................... 5%
- Community ............................................................. <1%
- Consultant ............................................................ 5%
- Customer ............................................................... 1%
- Editor ......................................................................... 13%
- Executive Management ............................................. 11%
- Finance ...................................................................... 1%
- Funding ..................................................................... <1%
- Human Resources .................................................... 1%
- Legal ......................................................................... <1%
- Librarian ................................................................. 3%
- Licensing ................................................................. <1%
- Marketing ................................................................. 6%
- Other ......................................................................... 2%
- Product Development ................................................ 9%
- Production ............................................................... 6%
- Project ..................................................................... 1%
- Publisher ................................................................. 16%
- Sales .......................................................................... 7%
- Student ...................................................................... <1%
- Systems ................................................................. 4%

**Experience**
- 1-5 years experience .................................................. 17%
- 6-10 years experience ................................................ 9%
- 11-15 years experience ............................................. 14%
- 16-25 years experience ............................................. 53%
- 26-35 years experience ............................................. 3%
- 36+ years experience ................................................ 1%
- Retired ........................................................................ 1%
- Student ...................................................................... 1%

**Focus**
- Journals .................................................................... 24%
- Academic ............................................................... 4%
- Blogs ......................................................................... 3%
- Books ........................................................................ 11%
- Databases ................................................................. 6%
- HSS ............................................................................ 5%
- Magazines ............................................................... 6%
- Multimedia ............................................................. 1%
- Museum ..................................................................... 1%
- Open .......................................................................... 3%
- Other .......................................................................... 3%
- Preprints ................................................................. 1%
- Proceedings .......................................................... 1%
- Professional Business ............................................... 5%
- Reference Works ..................................................... 5%
- Repository .............................................................. 1%
- Research ................................................................. 1%
- Standards ............................................................... 4%
- STM ..................................................................... 12%
- Technology ................................................................ 1%
Sponsorship Options

EDUCATION SPONSORSHIP PACKAGE
This package allows you to benefit from a comprehensive digital campaign with year-round brand and alignment with content related to your products or services. The SSP webinar series delivers six highly informative, thought-provoking webinars designed to challenge and stimulate discussion. Covering timely topics and offered regularly throughout the year, these one-hour webinars are available for purchase on-demand in the SSP Library on our website after the initial broadcast.

The series includes two webinars produced by The Scholarly Kitchen chefs, bringing the same insightful analysis to current trends and emerging publishing challenges that readers enjoy in their daily blog posts.

The “Ask the Experts” Virtual Discussion Group is an opportunity for attendees to speak to authorities on a variety of timely topics in scholarly communications. Similar in concept to a focus group but held virtually on an online platform, attendees are free to ask whatever questions they’d like of panelists chosen for their proven expertise in a particular topic. This series of two to three discussion groups is a great opportunity for professionals who want to stay abreast of the latest issues in scholarly communications, especially those who are unable to attend an onsite meeting because of time or budget constraints.

Additionally, this package also includes the complimentary Early Career Webinar hosted by SSP’s Early Career Subcommittee which typically draws 125+ registrants.

Watched alone or with a room full of colleagues, SSP webinars and discussion groups are a great value and an affordable way to stay on top of industry developments. Our programming is aimed at professionals working worldwide in society publishing, commercial publishing, government and academic institutions who perform variety of roles including production, sales, marketing, product development, project management, publishing, IT, or digital content technology.

INVESTMENT
- $1,500 for 12-months of events
- Limited to just 6 sponsors

REACH
- ~40-100+ registrations per webinar
- ~350 registrations annually

NOTE: multiple attendees participate per registration/location, making the total reach much larger.

Benefits
- 12-months of support to our educational programming including all: Webinar Series, Ask the Experts, and Early Career Webinars
- One (1) complimentary registration to attend each program
- Sponsor recognition on Welcome Slides, Registration pages and all promotions for the events
- Attendee list for each program (excluding emails)

The topics and speakers for webinars are selected by the SSP Education Committee and/or The Scholarly Kitchen chefs. Sponsorship does not entitle the sponsor to participate as a speaker or to influence the webinar topics.

FOR MORE INFORMATION:
To view and upcoming and recent webinars and virtual discussion groups, visit the Upcoming or Past Events pages on our website.
Sponsorship Options

CAREER DEVELOPMENT SPONSOR
Supporting Mentorship & Career Development Programs
This sponsorship package supports SSP's various mentorship and career development programs. The SSP Mentorship program connects professionals at all career levels and provides both mentors and mentees opportunities to develop new relationships, share experiences, and learn from others outside their organizations. It enables established professionals to serve as mentors as a way of giving back to the industry and paying forward the support and guidance they received during the development of their careers. The program aims to connect members of SSP for the purposes of professional development, information exchange, networking, personal growth, and career advancement.

The program attracts 75-150 applicants for each cohort and there are two cohorts annually. Participants receive regular communications from SSP, participate in an orientation and other professional development online discussions during each 6 month cohort.

INVESTMENT
• $1,000 annually

REACH
• 150-200 applicants annually
• 950+ newsletter recipients
• 900+ conference attendees

Benefits
• Semi-exclusive digital advertising on the Career Center website (728 pixels x 90 pixels)
• Sponsor recognition at SSP events or in SSP publications on occasions when the programs are mentioned
• Branding included in all promotional/recruitment materials for the programs
• Branding on the C3 Community for the program participants
• Acknowledgment as a sponsor in the SSP weekly e-newsletter: RE:member

FOR MORE INFORMATION:
To learn more about this program, visit the Mentorship Program page on our website.
Sponsorship Options

INNOVATION SHOWCASE
Join us for a special, free webinar highlighting the industry’s newest and most promising innovations. These 7-10 minute pitches present the unique opportunity to introduce your solutions or technology to the scholarly publishing community. The opportunity is limited to just six participants on a first-come, first served basis.

INVESTMENT
$1,500

REACH
~100 virtual attendees

Benefits
• 7-10 minute product/service pitch
• Highlight in SSP promotions and social media
• Attendee List (including name, title, and organization only)
• Lead capture in post-event evaluation
• Recording posted on the SSP OnDemand library after the broadcast for added exposure

FOR MORE INFORMATION:
To view past Innovation Showcase recordings, visit the SSP OnDemand Library on our website.
Sponsorship Options

NEW DIRECTIONS SEMINAR
This lively annual event provides scholarly publishing professionals an opportunity to convene and discuss the latest trends and common challenges faced by our industry today. In addition to timely programming, attendees can network with peers in a relaxed setting to round out their professional development experience. Whether you are in editorial, production, sales, marketing, product development, project management, publishing, IT, or digital content technology, our programming is aimed at all members of the diverse scholarly community. Unlimited organizations may sponsor the New Directions Seminar. The event is offered for in-person and virtual attendance. The structure and format of the New Directions Seminar may vary based on the professional development needs of the membership. Confirmed sponsors will be notified regarding any structure/format changes.

INVESTMENT
$2,000

REACH
~150 onsite plus virtual attendees

Benefits
- Branding included in all promotional material for the event
- Acknowledgment as a sponsor in the SSP eNewsletter, RE:member
- Two full registrations to attend the in-person or virtual event
- Dedicated email sent to conference attendees (content subject to SSP approval)
- Acknowledgment of sponsorship during the event; branding in slides displayed between speakers/sessions
- Placement of sponsor-supplied materials and/or swag on media table in a highly trafficked area
- Two months of digital advertising on the highly-trafficked SSP websites (excludes TSK) for two months around the event (350 pixels x 250 pixels). Placement and frequency of ad rotation will be determined by demand during the display period.

The topics and speakers for seminars are selected by the Education Committee. Sponsorship does not entitle the sponsor to participate as a speaker or to influence seminar topics.

FOR MORE INFORMATION:
To view past New Directions session recordings, visit the SSP OnDemand Library on our website.
Sponsorship Options

ANNUAL MEETING
The SSP Annual Meeting is the focal point for those engaged in scholarly communication. By bringing 800-1000 professionals together in an open exchange of the newest technical information, the meeting provides the highest standard in professional communication. The meeting offers the exhibitor/sponsor the opportunity to display their products and services to a key market.

Attendees at the SSP Annual Meeting include professionals in the various sectors concerned with scholarly publishing—from early career to senior leadership; this side of the pond to the other side of the world; technologists and strategists to librarians and researchers and everything in between. Each attendee comes to the meeting seeking new ideas in product and service technology.

The meeting offers a robust Exhibitors Marketplace with 50-60 booths and numerous exclusive networking breaks in the Marketplace. Sponsorship opportunities offer prime exposure to the scholarly publishing community.

Exhibitors can also take advantage of advertising opportunities such as push notifications. Sponsors and exhibitors benefit from comprehensive multi-media exposure through the meeting app, the SSP website and promotional materials.

FOR MORE INFORMATION:
To learn more about Annual Meeting Exhibit and Sponsorship opportunities, please see the Exhibitor Prospectus.

ATTENDEES
800 – 1000

EXHIBITORS
50 – 60
Sponsorship Options

CHARLESTON MEETUP SPONSOR
Join us for this annual gathering at the Charleston Conference. Sponsor the event and network with fellow SSP members and Charleston Library Conference attendees.

INVESTMENT
$1,000

REACH
~50+ onsite attendees

Benefits
- Branding included on the email invitations
- Acknowledgement as a sponsor in the SSP eNewsletter, RE:member
- Two months digital advertising on SSPnet.org
- Signage at the event, display marketing materials and giveaway opportunity.
Sponsorship Options

REGIONAL EVENTS
SSP goes on the road with events in many cities such as Boston, Washington D.C., Raleigh/Durham, New York City, Chicago, Philadelphia, and London, offering networking opportunities and topical discussions with scholarly publishing colleagues in your area. These informal, low-cost events give industry professionals an occasion to connect with other SSP members in their local area. Ideal for early-career professionals as well as those looking to expand their network. Each event may be sponsored by no more than six organizations. The number of Regional Events may vary from year to year and from location to location.

INVESTMENT

- Single Regional Event: $250 each
- Corporate Regional Event Sponsor: $2000 total*

*Includes sponsorship of all regional events in a 12 month period.

REACH

~30-70 attendees per event

Benefits

- Recognition as a sponsor on the registration web page for the specific Regional Event and all email communications promoting the specific event
- Display of logo at the Regional Event (display method varies by venue)
- One pass for the Regional Event sponsored
- Placement of sponsor-supplied brochure/flyer on the registration or media table at the Regional Event
- Available to sponsors of five or more events only: Two months of digital advertising on the highly-trafficked SSP websites (excluding TSK) (350 pixels x 250 pixels). Placement and frequency of ad rotation will be determined by demand during the display period.

The topics and speakers for Regional Events are selected by the Community Engagement Committee and the local planning committee for each event. Sponsorship does not entitle the sponsor to participate as a speaker/moderator, influence presentation topics, set up a booth or bannerstand, or address the attendees from the podium.

FOR MORE INFORMATION:
To view upcoming and recent regional events, visit the Upcoming or Past Events pages on our website.
Advertising Options

WEBSITE OPTIONS
THE SCHOLARLY KITCHEN

The Scholarly Kitchen (TSK) is the authority on scholarly publishing and communication. This highly-regarded and influential blog serves all segments involved in the scholarly publishing community. Founded in 2008, the blog is read by thousands of publishers, editors, librarians, researchers, and publishing service providers in more than 200+ countries each day. TSK has more than 15,600 subscribers to daily content alerts and more than 25,800 followers on Twitter.

TSK has, on average, 364,000 users each year and 889,000 page views. Visitors come to TSK to learn about new developments in publishing and read up on key research reports and projects. TSK is a highly visible and trusted publication, addressing novel, controversial and leading-edge topics. Featuring an array of exclusive content from diverse and influential authors, the voice of the blog represents the many areas of scholarly communications and has an active comments section, further demonstrating the engagement of its readers. TSK has become a critical resource for all those involved in scholarly communications.

For more information about advertising in The Scholarly Kitchen, please review the TSK Media Guide.
Advertising Options

WEBSITE OPTIONS
SSP WEBSITE

The SSP website is where SSP members and other scholarly publishing professionals seek information about society news and upcoming events. The site also contains a wealth of resources including recordings of past Annual Meeting sessions and webinars, information about publishing and library programs, and job and internship openings. The site experiences more than 700,000 sessions per year generating an average of 12,000 pageviews per month. Visitors come from 185 countries worldwide. New content is posted to the site weekly.

Users spend an average of more than 2 minutes on the site each session.

SSP Website Advertising Rates

<table>
<thead>
<tr>
<th>SSP Website Home Page Footer</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>(3 max rotating) Ad position above footer on home page only.</td>
<td>$250</td>
<td>$675</td>
<td>$1275</td>
<td>$2400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SSP Website Annual Meeting Banner</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>(up to 3 positions, 3 max rotating each) Banner position on landing page.</td>
<td>$500</td>
<td>$1350</td>
<td>$2550</td>
<td>$4800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SSP Website Sidebar</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>(up to 3 positions, 3 max rotating) Ad position run of site excluding Annual Meeting pages and Member Center pages.</td>
<td>$500</td>
<td>$1350</td>
<td>$2550</td>
<td>$4800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SSP Website Content Banner</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>(3 max rotating) Ad position below navigation, run of site</td>
<td>$650</td>
<td>$1750</td>
<td>$3300</td>
<td>$6250</td>
</tr>
</tbody>
</table>

Organizational Members receive a 20% discount on advertising in RE:member and the SSP website.
Advertising Options

WEBSITE OPTIONS

C3, SSP’S ONLINE COMMUNITY PLATFORM

The C3 Community is an online platform for SSP members to connect, communicate and collaborate with their peers. This platform serves several purposes for the Society and houses several types of communities.

The Member Exchange is a private, secure community for SSP members to share ideas, ask questions, lend expertise, and network with peers.

The Industry Announcements and Events discussion group is ideal for announcements of conferences, events, or other resources of broad interest to the community. This community is open to the public.

In addition to supporting these two discussion groups, C3 also supports SSP’s many committees, task forces and other volunteer groups.

On average, more than 3400 messages are sent through the platform with more than 2500 page views each month.

ONDEMAND VIDEO LIBRARY

SSP OnDemand is an asynchronous learning platform offering a variety of free and subscription-based content that users can access when and where they need it at. Content includes presentations and talks on current trends and issues in scholarly communications. The OnDemand website offers two site-wide banner ad positions.

SOLUTIONS SOURCE ONLINE DIRECTORY

Solutions Source which is available online at solutions.sspnet.org. The website is a comprehensive resource for organizations seeking publishing and related services. It boasts endless amounts of new features for publishers, freelancers, and service providers. Solutions Source also features listings of available freelancers, upcoming industry events and digital advertising opportunities. The directory offers two site-wide banner ad positions.

CAREER CENTER

The Career Center features jobs listings in specific categories like publishing, marketing, editorial, production, project management, product development, and more. Employers connect with highly qualified job seekers through 30 and 60-day job postings. Regular job alert emails encourage traffic to the website. The Career Center offers one site-wide banner above the footer. The banner does not appear on job listing pages.

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>C3 Website Sidebar Skyscraper</td>
<td>$500</td>
<td>$1350</td>
<td>$2550</td>
<td>$4800</td>
</tr>
<tr>
<td>C3 Website Footer Banner</td>
<td>$250</td>
<td>$635</td>
<td>$1275</td>
<td>$2400</td>
</tr>
<tr>
<td>OnDemand Website Header Banner</td>
<td>$500</td>
<td>$1350</td>
<td>$2550</td>
<td>$4800</td>
</tr>
<tr>
<td>OnDemand Website Footer Banner</td>
<td>$250</td>
<td>$635</td>
<td>$1275</td>
<td>$2400</td>
</tr>
<tr>
<td>Solutions Source Website Header Banner</td>
<td>$250</td>
<td>$800</td>
<td>$1500</td>
<td>$2800</td>
</tr>
<tr>
<td>Solutions Source Footer Banner</td>
<td>$250</td>
<td>$800</td>
<td>$1500</td>
<td>$2800</td>
</tr>
</tbody>
</table>
Advertising Options

WEBSITE OPTIONS
RETARGETING AD CAMPAIGNS
Extend your reach after users leave the TSK or SSP websites with these 15-Day or 30-Day Retargeting Ad campaigns. The perfect choice for advertisers looking to achieve a high amount of impressions and click-throughs in a condensed period of time. Advertiser to provide artwork in the following sizes: 160x600, 300x250, 300x600, 728x90, 1200x627, 600x600, and 970x250. GIF, PNG or JPG formats are all accepted. A campaign report will be sent at the conclusion of the ad run.

15-Day Campaign $2,800
30-Day Campaign $4,200
Advertising Options

**INBOX OPTIONS**

**RE:MEMBER WEEKLY E-NEWSLETTER**

*RE:member* is SSP’s weekly eNews digest. Emailed to SSP members each Thursday, the newsletter contains curated news content as well as the latest information from SSP, upcoming events and member news and updates. Often cited as “just the right amount of information for an association newsletter,” *RE:member* has a weekly circulation of 1,700+ readers, an average open-rate of 28%, and an impressive 21% click-rate. The newsletter offers two exclusive banner ad positions. *RE:member* is not published on most holiday weeks or the week of the SSP Annual Meeting.

**RE:member Advertising Rates**

<table>
<thead>
<tr>
<th></th>
<th>4 Issues (1 month)</th>
<th>12 Issues (3 months)</th>
<th>24 Issues (6 months)</th>
<th>48 Issues (12 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Banner (1 max/issue)</td>
<td>$500</td>
<td>$1350</td>
<td>$2550</td>
<td>$4800</td>
</tr>
<tr>
<td>Events Banner (1 max/issue)</td>
<td>$250</td>
<td>$635</td>
<td>$1275</td>
<td>$2400</td>
</tr>
</tbody>
</table>

Organizational Members receive a 20% discount on advertising in *RE:member* and the SSP website.

**TSK DAILY EMAIL ALERT**

Looking to reach a highly-qualified audience? This exclusive ad position reaches our 15,000+ Scholarly Kitchen blog subscribers 5 days/week during the length of your campaign. Performance is similar to the TSK Article Header position, making this an excellent campaign choice.

**TSK Daily Email Alert**

<table>
<thead>
<tr>
<th></th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2800</td>
<td>$5000</td>
<td>$9000</td>
</tr>
</tbody>
</table>

**1,700+ Readers**

**28% Average Open Rate**

**21% Click Rate**
Promote your Products, Services and Content to the Scholarly and Academic Publishing Community!

Solutions Source is available online at solutions.sspnet.org. It is a comprehensive resource for organizations seeking publishing and related services. It boasts endless amounts of new features for publishers, freelancers, and service providers. The site features a convenient advertiser interface where you can log in and change your listing anytime – giving advertisers complete autonomy of their online presence.

Users visiting Solutions Source may be looking for services related to: Abstracting & Indexing, Advertising Sales and Services, Circulation and Distribution, Conferences and Event Management, Consulting, Content Aggregation/Hosting, Content Enhancement & User Experience, Contract Publishing, Databases & Standards, Editorial Services, Employment Services, IT/Data Services, Marketing & Sales, Membership Services, Printing, Production Services, Publishers, Publishing Services, Rights & Permissions, Taxonomy/Controlled Vocabulary Development.

Solutions Source also features listings of available freelancers, upcoming industry events and digital advertising opportunities.

SOLUTIONS SOURCE BUSINESS LISTINGS

<table>
<thead>
<tr>
<th>LISTING RATE CARD</th>
<th>BASIC Listing $200/year</th>
<th>FEATURED Listing $450/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Categories included:</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Images</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Logo</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>URL</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>Contact Info</td>
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<td>★</td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>Additional Locations</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Instant Messenger</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>250 Character Description</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>Extended Description</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>Linking to Event Listings</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Document Upload PDF, DOC, TXT, JPG, GIF or PNG</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>Video(s)</td>
<td></td>
<td>3</td>
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<tr>
<td>Social Media Links</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>Sponsored Content Post</td>
<td></td>
<td>★</td>
</tr>
</tbody>
</table>
Advertising Options

DIRECTORY OPTIONS
SOLUTIONS SOURCE SPONSORED ARTICLE

The Solutions Source website features useful editorial content from industry thought leaders. SSP is offering organizations the opportunity to submit sponsored articles that offer value by means of education, information, or professional development to website visitors. Sponsors may share information about a product or service, but articles will be most effective if they present case studies/use cases, customer testimonials, timely information about industry issues, best practices, innovative solutions to everyday challenges, etc.

Sponsored articles are authored by the sponsoring individual or organization and will be promoted on the Solutions Source homepage, in the RE:member weekly newsletter when initially published. Content will be “featured” for the first 2 months and then will be available on the website in the article library for the remainder of the 12 month period. Sponsored content is free to view by all visitors to the site (no registration required for maximum accessibility).

Articles are limited to a single post up to 1,000 words. Posts can include images and links. All content is subject to SSP approval.

Sponsored Article $250

SOLUTIONS SOURCE FREELANCER LISTINGS

Solutions Source offers free standard listings for freelancers who offer services on a short-term or project basis. You can upgrade to a premium listing for a small monthly fee to add enhanced features such as document uploads and videos.

Listings are purchased by credit card and managed directly on the website. The availability of the freelancer directory will be promoted in SSP’s weekly eNewsletter and via its social media channels.

Freelancer Rate Card

<table>
<thead>
<tr>
<th>Standard Listing</th>
<th>Premium Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free</td>
<td>$10/month or $100/year</td>
</tr>
</tbody>
</table>

| Contact Info (Name, Phone, Email, Address) | ★ | ★ |
| 250 Character Description | ★ | ★ |
| Extended Description | ★ | ★ |
| Images | 1 | 5 |
| Video | ★ | ★ |
| Document Upload (PDF, DOC, TXT, JPG, GIF, or PNG) | ★ | ★ |
| URL | ★ | ★ |
Advertising Options

DIRECTORY OPTIONS
SOLUTIONS SOURCE EVENTS LISTINGS
Solutions Source offers free standard event listings for industry events. You can upgrade to a premium listing for a small monthly fee to add enhanced features such as document uploads, videos, and social media links. Upcoming event listings are featured in our weekly eNewsletter, space permitting. Priority is given to Premium listings. Listings are purchased by credit card and managed directly on the website.

<table>
<thead>
<tr>
<th>Event Rate Card</th>
<th>Standard Listing</th>
<th>Premium Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Name</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Event Time/Date</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Event Location</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Event Categories</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>250 Character Description</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Extended Description</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Contact Name</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Images</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Contact Phone/Email</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>URL</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Video</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Document Upload (PDF, DOC, TXT, JPG, GIF, or PNG)</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Social Media Widgets (Facebook, Twitter, Instagram)</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION:
For listings and content opportunities, visit the Solutions Source directory on our website.
<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Desktop Dimensions</th>
<th>Responsive Dimensions</th>
<th>Max File Size</th>
<th>Accepted Formats</th>
<th>Animation Length</th>
<th>Max Loops</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE:member News Banner</td>
<td>600 x 74</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Between TSK Highlights and News from SSP</td>
</tr>
<tr>
<td>RE:member Events Banner</td>
<td>600 x 74</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Between Upcoming Events and Member News and Updates</td>
</tr>
<tr>
<td>TSK Daily Email Alert</td>
<td>600 x 150</td>
<td>300 x 250 (mobile)</td>
<td>200K</td>
<td>GIF, JPG</td>
<td>15 seconds</td>
<td>3</td>
<td>Below content</td>
</tr>
<tr>
<td>SSP Website Home Page Footer</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Above the footer on the Home Page only</td>
</tr>
<tr>
<td>SSP Website Sidebar</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, right side, excluding Annual Meeting pages and Member Center</td>
</tr>
<tr>
<td>SSP Website Annual Meeting Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Annual Meeting Landing Page</td>
</tr>
<tr>
<td>SSP Website Content Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, below navigation</td>
</tr>
<tr>
<td>C3 Website Sidebar Skyscraper</td>
<td>160 x 600</td>
<td>160 x 600</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, right side</td>
</tr>
<tr>
<td>C3 Website Footer Banner</td>
<td>728 x 90</td>
<td>300x250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, above the footer</td>
</tr>
<tr>
<td>OnDemand Website Header Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, below header</td>
</tr>
<tr>
<td>OnDemand Website Footer Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, above footer</td>
</tr>
<tr>
<td>Solutions Source Banner</td>
<td>728 x 90</td>
<td>300 x250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Below main category display</td>
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<tr>
<td>Solutions Source Website Leader Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, above footer</td>
</tr>
<tr>
<td>Solutions Source Website Footer Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, above footer</td>
</tr>
<tr>
<td>Career Center WebsiteFooter Banner</td>
<td>728 x 90</td>
<td>300 x 250</td>
<td>200K</td>
<td>GIF, JPG, PNG, HTML5</td>
<td>15 seconds</td>
<td>3</td>
<td>Run of site, above footer</td>
</tr>
</tbody>
</table>
Advertising Locations

SSP WEBSITE

Advertising Locations

SSP WEBSITE

Building a More Connected Scholarly Community
June 1–3, 2022 / Sheraton Chicago Hotel and Towers / Chicago, IL, USA

The last 18 months have been a fascinating conundrum, making us feel both painfully disconnected and also perhaps more bonded than ever before. There have been challenges we may never have imagined, and we are a community that rises to challenges. How can we take the strengths we already possess as a community, build on lessons learned during the pandemic, and aim for being an even stronger, broader, and more connected community? We hope to look back, reflect, mourn, adapt, evolve, and move forward even stronger and more connected.

Our aim is to present an in-person meeting in Chicago, and we are excited at the prospect of gathering together in this way once again. That said, the health and safety of our attendees is a prime concern, and we will of course monitor and be ready to modify plans as needed. A virtual attendance option is also available with a mix of live and on-demand content.

The SSP community brings together academics, funders, librarians, publishers, service providers, technologists, and countless others with a communal interest and stake in the dissemination of scholarly information. We look forward to the 44th Annual Meeting as an opportunity to reconnect and to connect anew.

attendance Policy

In-person attendees will be expected to be vaccinated against COVID-19 and are strongly encouraged to wear a mask indoors during the meeting. For more information about the attendance policy and health and safety measures in place, please see the Health & Safety Information page. Given the evolving nature of the pandemic, SSP will continue to monitor any changes in restrictions, mandates, guidelines, and protocols, and we reserve the right to implement additional measures to ensure compliance and optimal health and safety conditions in all environments where in-person interactions take place during the Annual Meeting.

Vaccination

Attendees will be required to show a valid photo ID and proof they are fully vaccinated against COVID-19.

Masks

Attendees are strongly encouraged to wear a mask at all times while indoors unless actively eating, drinking, or presenting.

Waiver

Attendees must digitally sign a waiver acknowledging they understand that there is inherent risk of exposure to COVID-19 and other infectious diseases exists at the meeting.

The mission of the Society for Scholarly Publishing (SSP) is “to advance scholarly publishing and communication, and the professional development of its members through education, collaboration, and networking.”
Advertising Locations

C3 WEBSITE

ONDEMAND LIBRARY

Welcome to the SSP OnDemand Video Content Library

The SSP OnDemand Video Content Library is a collection of educational and informational videos on various topics related to scholarly publishing. The library includes videos on best practices, industry trends, and new developments in the field. It is designed to be a valuable resource for individuals involved in scholarly communication.

Header Banner

On Demand Video Content Library

2019 Professional Development Series

2019 OnDemand Series

2019 OnDemand Series

2018 OnDemand Series

Footer Banner

Contact SSP

Society for Scholarly Publishing

1121 Vermont Ave. NW, Suite 500
Washington, DC 20005

Phone: (202) 628-4900
Fax: (202) 628-4901

info@sspnet.org

www.sspnet.org

2019 Professional Development Series

2019 OnDemand Series

2018 OnDemand Series

Footer Banner

Contact SSP

Society for Scholarly Publishing

1121 Vermont Ave. NW, Suite 500
Washington, DC 20005

Phone: (202) 628-4900
Fax: (202) 628-4901

info@sspnet.org

www.sspnet.org
Advertising Requirements

DIGITAL ADVERTISING SPECIFICATIONS
Digital advertisements may appear as static, rotating, or animated advertisements. Expanding, audio, and video advertisements are prohibited. Please provide click-through URL. Ad unit must have clearly defined borders such as a dark one-pixel border for white or light-colored creative.

All dimensions are listed in pixels. Up to 3 creative designs may be submitted to display in rotation. HTML5 and Third-party tags must be SSL-compliant. Third-party tags must also be SafeFrame compliant.

CREATIVE ASSETS REQUIRED
Asset 1: Desktop Image/Artwork
Asset 2: Responsive Image/Artwork
Asset 3: Link URL
Optional: Up to 3 creative designs, rotation preferences, alt-text, and third-party impressions URL

SSP may, at its sole discretion, suppress an advertisement on a particular page if it feels display of the advertisement could be perceived as a conflict of interest.

DIGITAL AD GUIDELINES
Digital advertisements must be readily distinguishable from editorial content in format and appearance and the word “Advertisement” will be displayed near the ad. Viewers will not be sent to a commercial site unless they choose to do so by clicking on an advertisement. Advertisements may link off-site to a commercial website, however, they shall not prevent the viewer from returning to the Society for Scholarly Publishing (SSP) publication or other previously viewed screens, and shall not redirect the viewer to a website the viewer did not intend to visit. SSP reserves the right to not link to or to remove links to other websites. The website URL to which the advertisement links must clearly display the organization sponsoring the website and must not require registration of personal information before reaching the website. Acceptance and appearance of ads on the SSP website or in RE:member do not imply endorsement by the Society for Scholarly Publishing.

APPROVAL
All advertising must be reviewed and approved by SSP staff. Such review will include the website landing page to which the advertisement links. Please review SSP’s Advertising Policy.

CANCELLATION
Digital bookings may be cancelled at any time prior to 30 days to the campaign go live date without penalty. The cancellation request must be made in writing. A fee will be assessed for any booking cancelled within 30 days of the campaign start. Cancellations made once the campaign has started are not refundable for any unused portion of the campaign.

SSP reserves the right to remove creative from any of the SSP websites if the creative is deemed to not meet the requirements outlined in the SSP Advertising Policy or deemed to be unsuitable.

CREATIVE DEADLINES
Creative assets must be delivered at least 5 business days prior to start date.

SUBMISSION
All creative assets and requests for reports should be submitted to partnerships@sspnet.org
The Advertiser/Sponsor agrees to purchase the advertising space/sponsorships selected below and agrees to all applicable terms and conditions.

**ADVERTISER INFORMATION**

- **Company:** ________________________________
- **Parent Company:** __________________________
- **Company Address:** ________________________
- **City:** ________________________________________________________________________
- **State/Prov:** _______________________________
- **Zip:** _________________________________________________________________________
- **Country:** _____________________________________________________________________
- **Phone:** _____________________________________________________________________
- **Email:** _____________________________________________________________________
- **Website:** ___________________________________________________________________
- **Contact Name:** __________________________
- **Contact Title:** ___________________________

**AGENCY INFORMATION**

- **Agency:** ________________________________
- **Address:** ___________________________________________________________________
- **City:** ________________________________________________________________________
- **State/Prov:** _______________________________
- **Zip:** _________________________________________________________________________
- **Country:** _____________________________________________________________________
- **Phone:** _____________________________________________________________________
- **Email:** _____________________________________________________________________
- **Website:** ___________________________________________________________________
- **Contact Name:** __________________________
- **Contact Title:** ___________________________
- **Signature:** ______________________________
- **Date:** ______________________________________________________________________

**SPONSORSHIP OPTIONS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
<th>Quantity</th>
<th>Please specify which event(s)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation Showcase</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Directions Sponsor</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Sponsor</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Development Sponsor</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Regional Event*</td>
<td>$250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Regional Events (Corporate Sponsor)</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charleston Meetup Sponsor</td>
<td>$1,000</td>
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<td></td>
</tr>
<tr>
<td>Solutions Source Basic Listing</td>
<td>$200</td>
<td></td>
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</tr>
<tr>
<td>Solutions Source Featured Listing</td>
<td>$450</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solutions Source Sponsored Article</td>
<td>$250</td>
<td></td>
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</tr>
</tbody>
</table>
## PAYMENT INFORMATION

Insertion orders will be invoiced at time of receipt. Payment is due within 15 days of the date of the invoice unless otherwise noted.

- [ ] Check
- [ ] Visa
- [ ] Master Card
- [ ] American Express
- [x] Secure Payment Link

Cardholder: ____________________________________________________________

Credit Card #: __________________________________ Exp. Date: ____ / ____

CVV Code (number on back of card) ____ Signature: ______________________

Mail, fax or email completed form and payment to:  
Society for Scholarly Publishing  
1120 Route 73, Suite 200  
Mount Laurel, NJ 08054  
EMAIL: partnerships@sspnet.org  
FAX: 856.439.0525  
ONLINE: www.sspnet.org

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## INSERTION SCHEDULE

<table>
<thead>
<tr>
<th>Position</th>
<th>Duration</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 month</td>
<td>3 months</td>
</tr>
<tr>
<td><strong>RE:member News Banner</strong></td>
<td>$500</td>
<td>$1,350</td>
</tr>
<tr>
<td><strong>RE:member Events Banner</strong></td>
<td>$250</td>
<td>$635</td>
</tr>
<tr>
<td><strong>C3 Website Sidebar Skyscraper</strong></td>
<td>$500</td>
<td>$1,350</td>
</tr>
<tr>
<td><strong>C3 Website Footer Banner</strong></td>
<td>$250</td>
<td>$635</td>
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<td><strong>OnDemand Website Header Banner</strong></td>
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<td>$635</td>
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<td><strong>Solutions Source Website Header Banner</strong></td>
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<td><strong>Solutions Source Footer Banner</strong></td>
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<table>
<thead>
<tr>
<th>Position</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>15 day</td>
<td>30 day</td>
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<tr>
<td><strong>SSP Retargeting Ad Campaign</strong></td>
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<td>$4,200</td>
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<table>
<thead>
<tr>
<th>Position</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3 months</td>
<td>6 months</td>
</tr>
<tr>
<td><strong>TSK Article Header Full Width Banner (3 max rotating)</strong></td>
<td>$2,800</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>TSK Daily Email Alert (1 position/alert)</strong></td>
<td>$2,800</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>TSK Sidebar Banner Primary (3 max rotating)</strong></td>
<td>$2,250</td>
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</tr>
<tr>
<td><strong>TSK Sidebar Banner Secondary (3 max rotating)</strong></td>
<td>$2,250</td>
<td>$4,000</td>
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<tr>
<td><strong>TSK Article Comments Full Width Banner (3 max rotating)</strong></td>
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<td>$1,800</td>
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<tr>
<td><strong>TSK Home Page Header Full Width Banner (3 max rotating)</strong></td>
<td>$1,000</td>
<td>$1,800</td>
</tr>
<tr>
<td><strong>TSK Sidebar Lower Skyscraper</strong></td>
<td>$2,250</td>
<td>$4,000</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1 month</td>
<td>3 months</td>
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<tr>
<td><strong>SSP Website Content Banner</strong></td>
<td>$650</td>
<td>$1,750</td>
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<tr>
<td><strong>SSP Website Sidebar</strong></td>
<td>$500</td>
<td>$1,350</td>
</tr>
<tr>
<td><strong>SSP Website Home Page Footer</strong></td>
<td>$250</td>
<td>$675</td>
</tr>
<tr>
<td><strong>SSP Website Annual Meeting Banner</strong></td>
<td>$500</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

Insertion schedule will be followed provided inventory is available. If inventory is not available for requested insertion, a representative will contact you to confirm availability at the time of your order.

Organizational Members receive a 20% discount on advertising in RE:member, and the SSP/C3/OnDemand websites.