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.**

Engage with Scholarly Publishing Industry Decision-Makers All Year
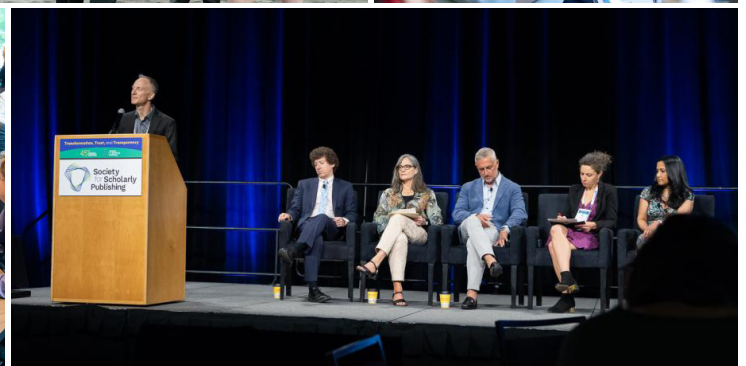
Our Mission

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.
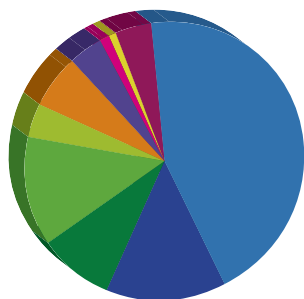
MEMBER DEMOGRAPHICS

Locations

Organization Sizes

30%

Large
(> 301 FTE)

34%

Medium
(51-300 FTE)

36%

Small
(< 50 FTE)
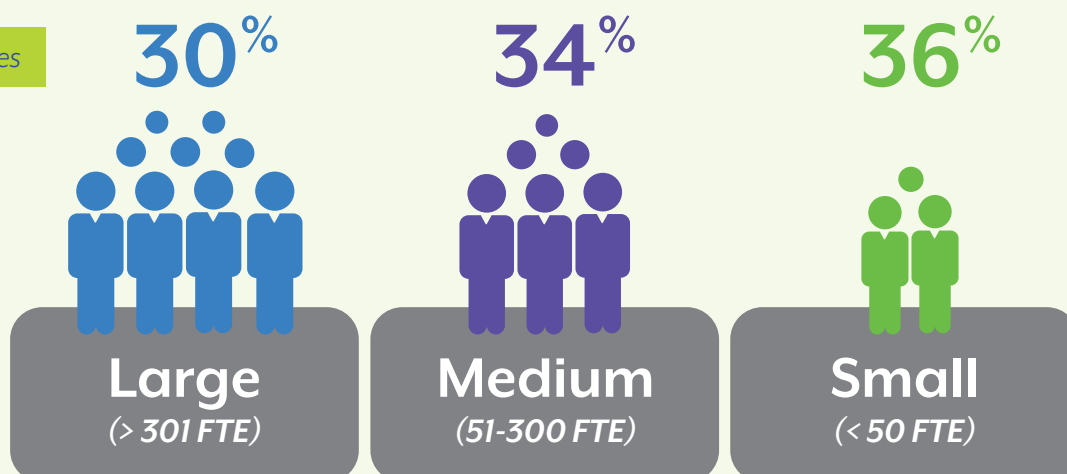
Worldwide Membership

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%)

Experience

- ■ 1-5 years experience
- ■ 6-10 years experience
- ■ 11-15 years experience
- ■ 16-25 years experience
- ■ 26-35 years experience
- ■ 36+ years experience
- ■ Retired
- ■ Student

Roles

Role	%
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%

Focus

Academic 4%, Blogs 3%, Books 11%, Databases 6%, HSS 5%, Journals 24%, 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%, Techology 1%
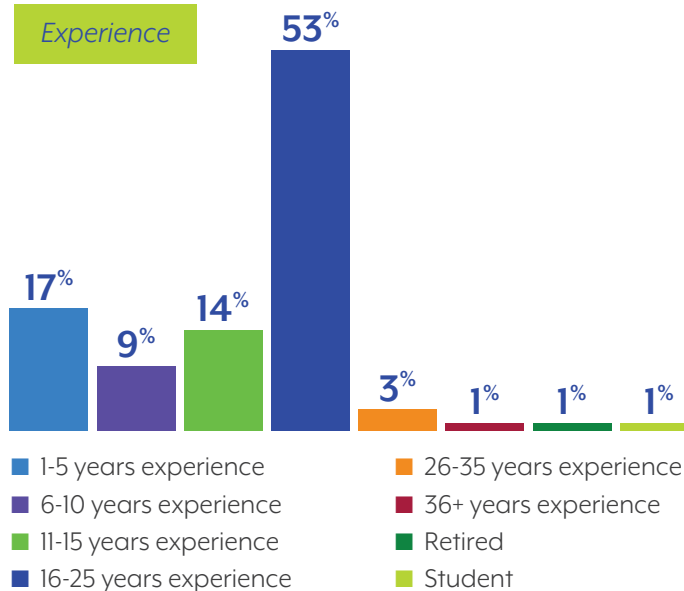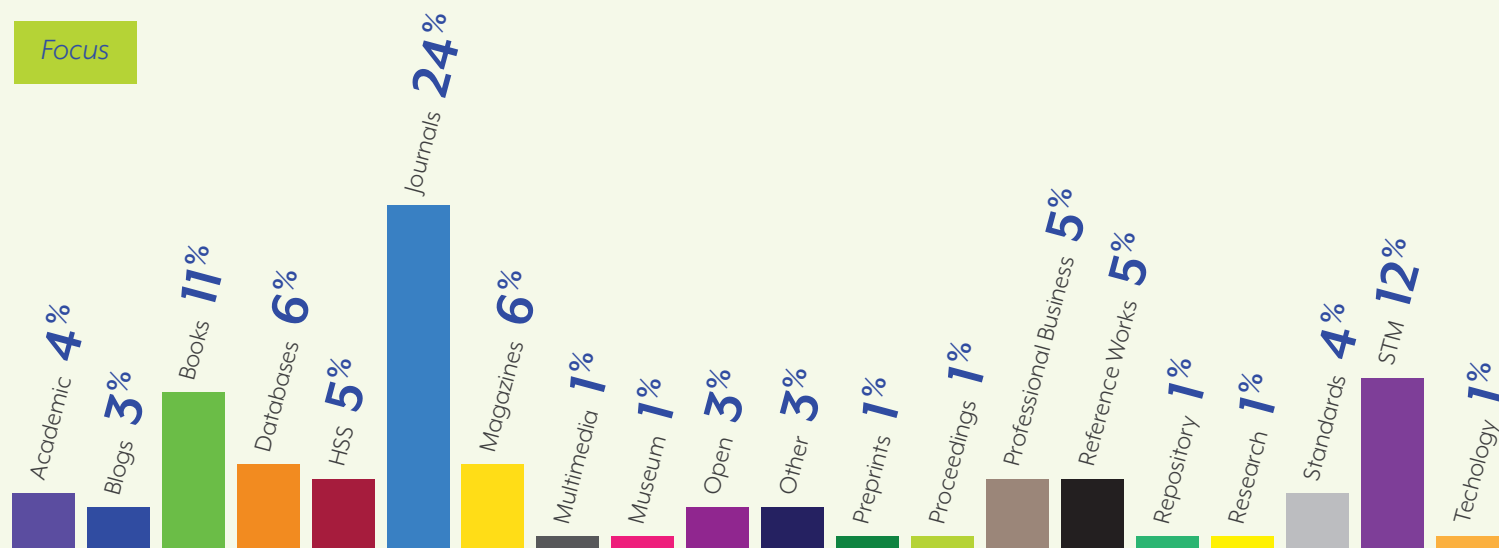
Sponsorship Options

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 incudes 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	REACH
$1,500	~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.
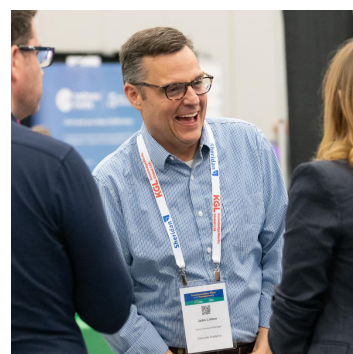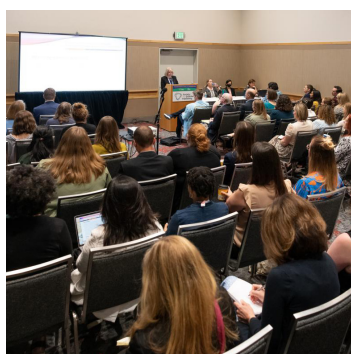
Sponsorship Options

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.

ATTENDEES
800 – 1000

EXHIBITORS
50 – 60

FOR MORE INFORMATION:

To learn more about Annual Meeting Exhibit and Sponsorship opportunities, please see the **Exhibitor Prospectus.**

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 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.***
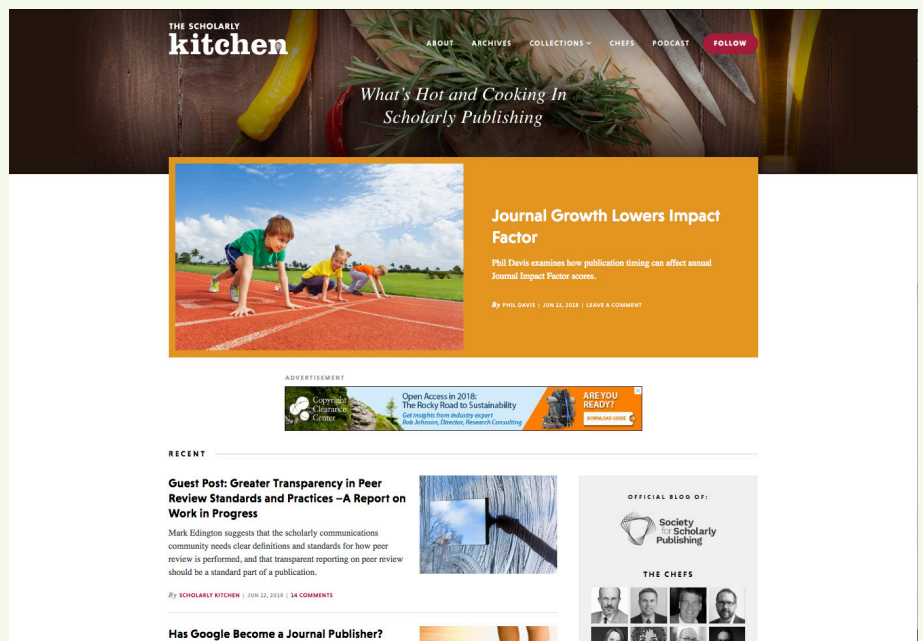
| **364,000+**
Users | **25,850+**
Twitter
Followers | **15,600+**
Subscribers | **75,000+**
Page Views
per Month | **215+**
Countries
Daily |

FOR MORE INFORMATION:

To learn more, visit ***The Scholarly Kitchen* blog** on our website.

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.

- ■ Americas (65%)
- ■ Asia (22%)
- ■ Europe (9%)
- ■ Africa (4%)
- ■ Oceania (<1%)

12k
pageviews per month

70k
sessions per year

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

68%
access site from a desktop

32%
access site from a
mobile device or tablet
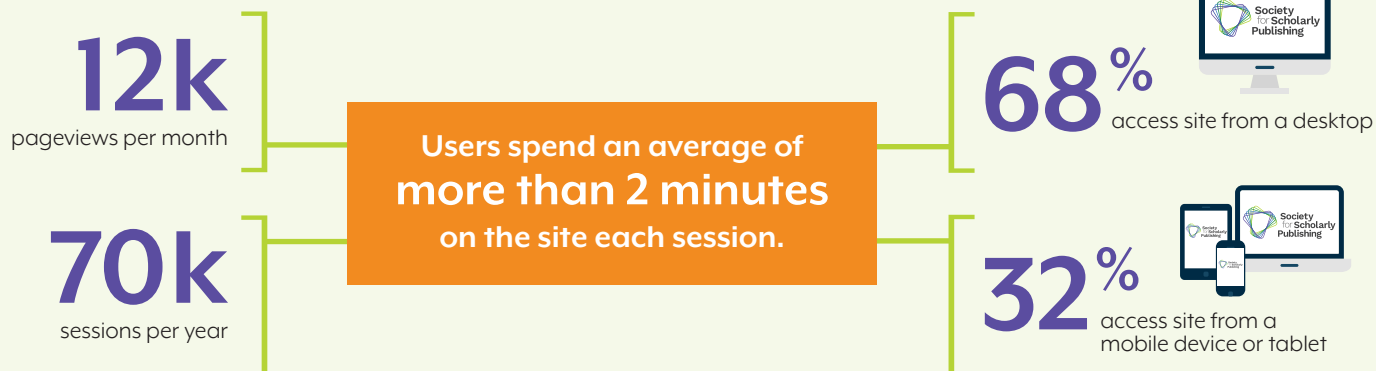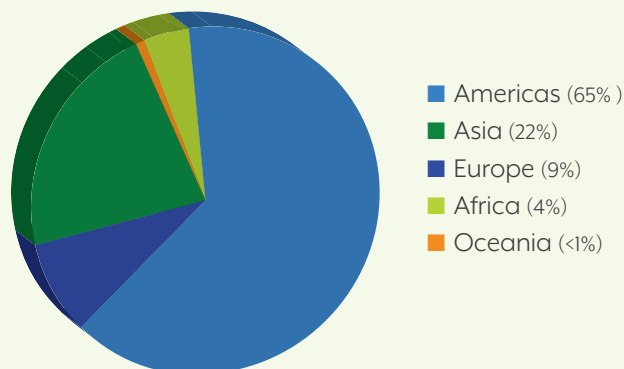
SSP Website Advertising Rates	1 month	3 months	6 months	12 months
SSP Website Home Page Footer *(3 max rotating) Ad position above footer on home page only.*	$250	$675	$1275	$2400
SSP Website Annual Meeting Banner *(up to 3 positions, 3 max rotating each) Banner position on landing page.*	$500	$1350	$2550	$4800
SSP Website Sidebar *(up to 3 positions, 3 max rotating) Ad position run of site excluding Annual Meeting pages and Member Center pages.*	$500	$1350	$2550	$4800
SSP Website Content Banner *(3 max rotating) Ad position below navigation, run of site*	$650	$1750	$3300	$6250

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 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.

	1 month	3 months	6 months	12 months
C3 Website Sidebar Skyscraper	$500	$1350	$2550	$4800
C3 Website Footer Banner	$250	$635	$1275	$2400
OnDemand Website Header Banner	$500	$1350	$2550	$4800
OnDemand Website Footer Banner	$250	$635	$1275	$2400
Solutions Source Website Header Banner	$250	$800	$1500	$2800
Solutions Source Footer Banner	$250	$800	$1500	$2800

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.

Member visits website → Member added to tageting pool → Member is shown your ad on other websites → Member clicks ad and is directed to YOUR WEBSITE
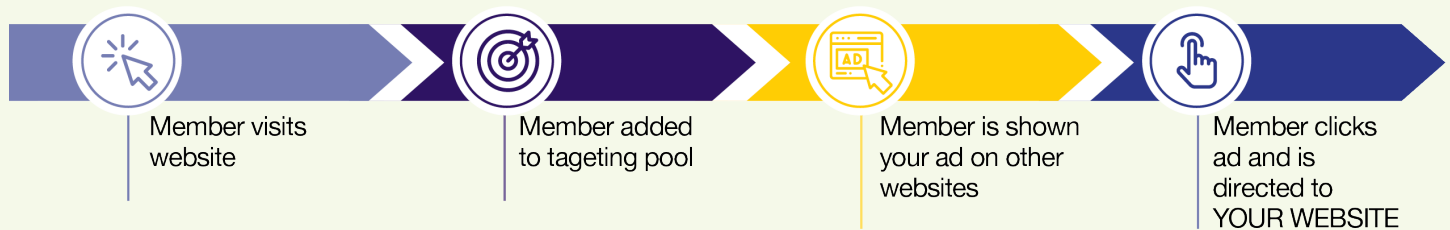
15-Day Campaign	$2,800
30-Day Campaign	$4,200

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*	4 Issues *(1 month)*	12 Issues *(3 months)*	24 Issues *(6 months)*	48 Issues *(12 months)*
News Banner *(1 max/issue)*	$500	$1350	$2550	$4800
Events Banner *(1 max/issue)*	$250	$635	$1275	$2400

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

1,700+ Readers

28% Average Open Rate

21% Click Rate

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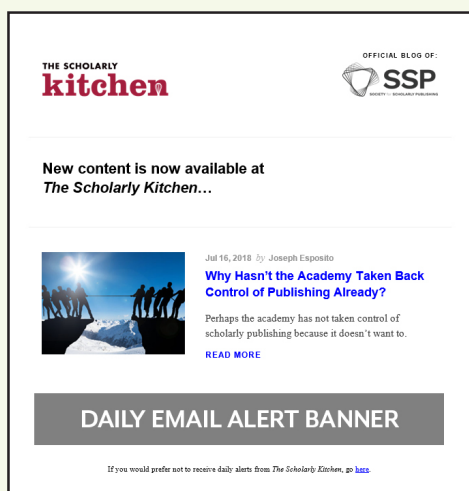
Looking to reach a highly-qualified audience? This exclusive ad position reaches our 15,000+ *Scholarly Kitchen* blog subscribers 5 days/week during the length of your campaign. Performance is similar to the *TSK* Article Header position, making this an excellent campaign choice.

Daily Email Alert Banner

	3 months	6 months	12 months
TSK **Daily Email Alert**	$2800	$5000	$9000

Advertising Options

DIRECTORY OPTIONS

SOLUTIONS SOURCE
FOR SCHOLARLY COMMUNICATIONS

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

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

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 it social media channels.

Freelancer Rate Card	Standard Listing *Free*	Premium Listing *$10/month or $100/year*
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.

Event Rate Card	Standard Listing *Free*	Premium Listing *$25/month or $250/year*
Event Name	★	★
Event Time/Date	★	★
Event Location	★	★
Event Categories	★	★
250 Character Description	★	★
Extended Description	★	★
Contact Name	★	★
Images	1	4
Contact Phone/Email		★
URL		★
Video		★
Document Upload *(PDF, DOC, TXT, JPG, GIF, or PNG)*		★
Social Media Widgets *(Facebook, Twitter, Instagram)*		★

FOR MORE INFORMATION:
For listings and content opportunities, visit the **Solutions Source** directory on our website.
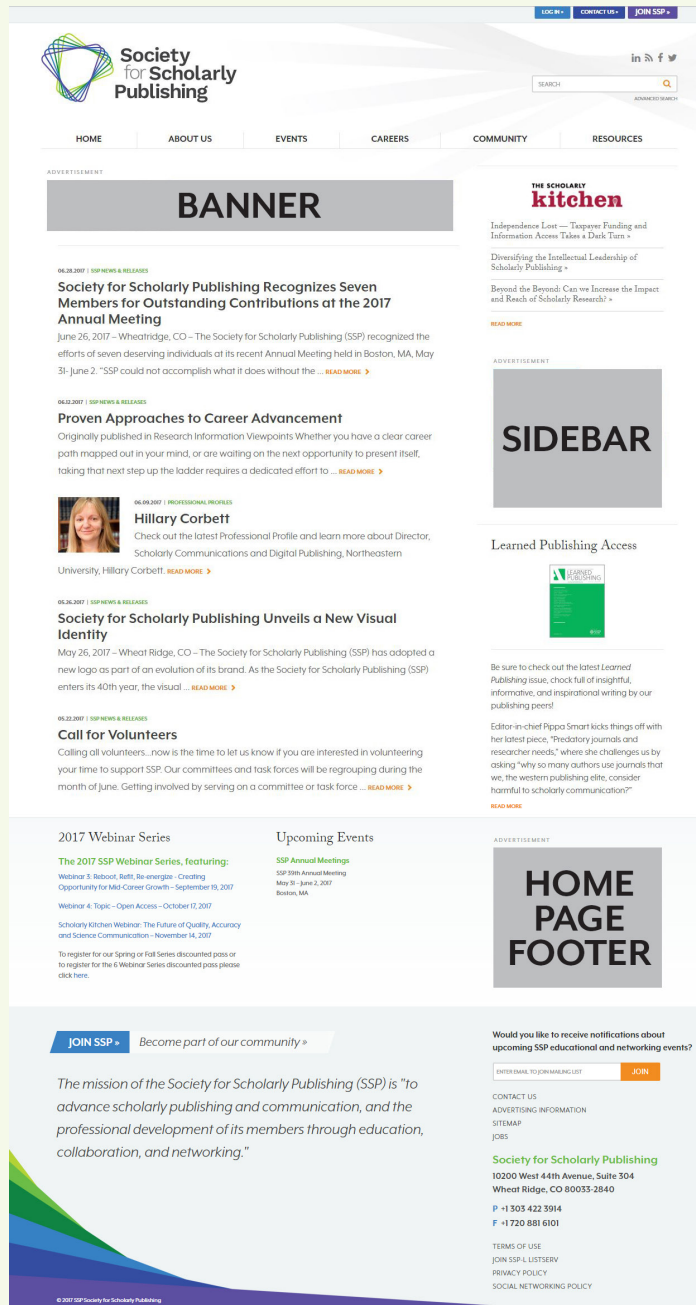
Advertising Specifications
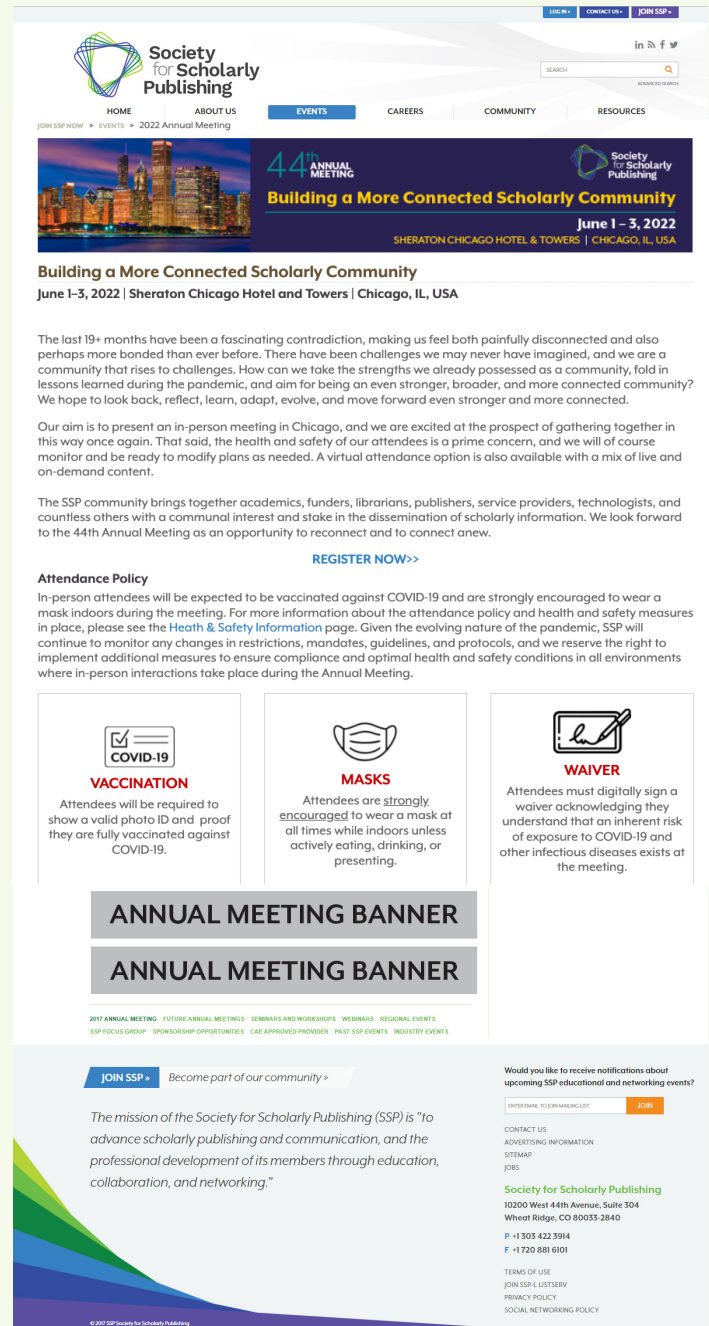
Ad Name	Desktop Dimensions	Responsive Dimensions	Max File Size	Accepted Formats	Animation Length	Max Loops	Location
RE:member News Banner	600 x 74	300 x 250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Between TSK Highlights and News from SSP
RE:member Events Banner	600 x 74	300 x 250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Between Upcoming Events and Member News and Updates
TSK Daily Email Alert	600 x 150	300 x 250 (mobile)	200K	GIF, JPG	15 seconds	3	Below content
SSP Website Home Page Footer	300 x 250	300 x 250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Above the footer on the Home Page only
SSP Website Sidebar	300 x 250	300 x 250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Run of site, right side, excluding Annual Meeting pages and Member Center
SSP Website Annual Meeting Banner	728 x 90	300 x 250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Annual Meeting Landing Page
SSP Website Content Banner	728 x 90	300 x 250 468 x 60	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Run of site, below navigation
C3 Website Sidebar Skyscraper	160 x 600	160 x 600	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Run of site, right side
C3 Website Footer Banner	728 x 90	300x250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Run of site, above the footer
OnDemand Website Header Banner	728 x 90	300 x 250	200K	GIF, JPG, PNG HTML5	15 seconds	3	Run of site, below header
OnDemand Website Footer Banner	728 x 90	300 x 250	200K	GIF, JPG, PNG HTML5	15 seconds	3	Run of site, above footer
Solutions Source Banner	728 x 90	300 x250	200K	GIF, JPG, PNG, HTML5	15 seconds	3	Below main category display
Solutions Source Website Leader Banner	728 x 90	300 x 250	200K	GIF, JPG, PNG HTML5	15 seconds	3	Run of site, above footer
Solutions Source Website Footer Banner	728 x 90	300 x 250					
Career Center WebsiteFooter Banner	728 x 90	300 x 250	200K	GIF, JPG, PNG HTML5	15 seconds	3	Run of site, above footer

Advertising Locations

SSP WEBSITE

Advertising Locations

C3 WEBSITE

ONDEMAMD LIBRARY

Advertising Locations

SOLUTIONS SOURCE

CAREER CENTER

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 selcted 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

Program	Amount	Quantity	Please specify which event(s)*
Innovation Showcase	☐ $1,500		
New Directions Sponsor	☐ $2,000		
Education Sponsor	☐ $1,500		
Career Development Sponsor	☐ $1,000		
Single Regional Event*	☐ $250		
All Regional Events (Corporate Sponsor)	☐ $2,000		
Charleston Meetup Sponsor	☐ $1,000		
Solutions Source Basic Listing	☐ $200		
Solutions Source Featured Listing	☐ $450		
Solutions Source Sponsored Article	☐ $250		

INSERTION SCHEDULE

Position	Duration				Start Date
	1 month	**3 months**	**6 months**	**12 months**	
RE:member News Banner	☐ $500	☐ $1,350	☐ $2,550	☐ $4,800	
RE:member Events Banner	☐ $250	☐ $635	☐ $1,275	☐ $2,400	
C3 Website Sidebar Skyscraper	☐ $500	☐ $1,350	☐ $2,550	☐ $4,800	
C3 Website Footer Banner	☐ $250	☐ $635	☐ $1,275	☐ $2,400	
OnDemand Website Header Banner	☐ $500	☐ $1,350	☐ $2,550	☐ $4,800	
OnDemand Website Footer Banner	☐ $250	☐ $635	☐ $1,275	☐ $2,400	
Solutions Source Website Header Banner	☐ $250	☐ $400	☐ $750	☐ $1,500	
Solutions Source Footer Banner	☐ $250	☐ $400	☐ $750	☐ $1,500	

Position	Duration		Start Date
	15 day	**30 day**	
SSP Retargeting Ad Campaign	☐ $2,800	☐ $4,200	

Position	Duration			Start Date
	3 months	**6 months**	**12 months**	
TSK Article Header Full Width Banner (3 max rotating)	☐ $2800	☐ $5000	☐ $9000	
TSK Daily Email Alert (1 position/alert)	☐ $2800	☐ $5000	☐ $9000	
TSK Sidebar Banner Primary (3 max rotating)	☐ $2250	☐ $4000	☐ $7200	
TSK Sidebar Banner Secondary (3 max rotating)	☐ $2250	☐ $4000	☐ $7200	
TSK Article Comments Full Width Banner (3 max rotating)	☐ $1000	☐ $1800	☐ $3200	
TSK Home Page Header Full Width Banner (3 max rotating)	☐ $1000	☐ $1800	☐ $3200	
TSK Sidebar Lower Skyscraper	☐ $2250	☐ $4000	☐ $7200	

Position	Duration				Start Date
	1 month	**3 months**	**6 months**	**12 months**	
SSP Website Content Banner	☐ $650	☐ $1750	☐ $3300	☐ $6250	
SSP Website Sidebar	☐ $500	☐ $1350	☐ $2550	☐ $4800	
SSP Website Home Page Footer	☐ $250	☐ $675	☐ $1275	☐ $2400	
SSP Website Annual Meeting Banner	☐ $500	☐ $1350	☐ $2550	☐ $4800	

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.

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   ☐ 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

Society for Scholarly Publishing

FOR MORE INFORMATION, CONTACT:

Society for Scholarly Publishing
Industry Relations
partnerships@sspnet.org

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