“Where the world meets”

Marketing Opportunities 2020-2021
The International Neuropsychological Society
OUR MISSION

To promote the international and interdisciplinary study of brain-behavioral relationships throughout the lifespan.

The Society’s emphasis is on science, education, and the applications of scientific knowledge and collaborating with other neuropsychological related colleagues and societies around the globe.

INS acts as a conduit to resources and places an emphasis on supporting educational and scientific events for low and middle income countries.
What do INS members want?
An immersive experience. They want to know what’s new in education, training, assessment tools, cutting edge science, and research.
Our Membership is Varied and Made Up By:

Clinical Neuropsychologists
Cognitive Neuroscientists
Neurologists
Psychiatrists
Rehabilitation Specialists (e.g., OT/PT)
Social Workers
Speech-Language Pathologists / Audiologists

Membership Breakdown

Professional Members 71%
Student Associate Members* 26%
Emeritus Members 3%

Female 57%
Male 43%

*Student membership has grown 15% over the last 5 years.

Education
PhD & PsyD 71%
The International Neuropsychological Society

OUR MEETINGS

Attendance by Meeting

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Location</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 INS 47th Annual North American Meeting</td>
<td>New York City, NY</td>
<td>2701</td>
</tr>
<tr>
<td>2019 INS &amp; SBNp Non-North American Meeting</td>
<td>Rio de Janeiro, Brazil</td>
<td>1158</td>
</tr>
<tr>
<td>2018 INS Prague Non-North American Meeting</td>
<td>Prague, Czech Republic</td>
<td>555</td>
</tr>
</tbody>
</table>

Other professions also in attendance: Attorneys, Biostaticians, Counselors, Educators, Epidemiologists, Journalists, Medical Doctors, Neurosurgeons, Professors, Psychometrists, Researchers

Representation from over 45 countries at our 2019 meetings

Meeting Attendees

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>57%</td>
</tr>
<tr>
<td>Non-Members</td>
<td>49%</td>
</tr>
<tr>
<td>Students</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>67%</td>
</tr>
<tr>
<td>Male</td>
<td>33%</td>
</tr>
</tbody>
</table>
INS WEBSITE STATS

Engage Around the Globe

Website Traffic - 12/2018-12/2020

<table>
<thead>
<tr>
<th>Page &amp; Visitor Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Pages</td>
<td>231,749</td>
</tr>
<tr>
<td>Unique Site Visitors</td>
<td>130,370</td>
</tr>
<tr>
<td>Home Page</td>
<td>66,620</td>
</tr>
<tr>
<td>Peak Monthly Traffic</td>
<td>67,767</td>
</tr>
<tr>
<td>Job Seekers Page</td>
<td>9,079</td>
</tr>
<tr>
<td>Unique Countries Visiting Site</td>
<td>180</td>
</tr>
</tbody>
</table>

The International Neuropsychological Society
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The International Neuropsychological Society

JINS - Our INS Journal

The Journal Reaches Over 9,000 Subscribers Worldwide
In proud partnership with Cambridge University Press

10 issues per year

The Journal of the International Neuropsychological Society

Editor-in-Chief
Stephen M. Rose

Associate Editors
Robert M. Bilder
E. Mark Melton
Alexander R. Truax
Vera K. Vines
Dayan Yurgelun-Todd
John L. Woodruff

For Advertising Opportunities
Contact: Jessica Bradley
Publishing Editor, STM Journals
jbradley@cambridge.org
Email Open Rates and Devices

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Open Rate</td>
<td>51%</td>
</tr>
<tr>
<td>On Desktop</td>
<td>66%</td>
</tr>
<tr>
<td>On Mobile Devices</td>
<td>34%</td>
</tr>
<tr>
<td>Sends</td>
<td>158,665</td>
</tr>
<tr>
<td>Opens</td>
<td>75,437</td>
</tr>
<tr>
<td>Clicks</td>
<td>14,143</td>
</tr>
</tbody>
</table>

Email Banner Ad (excludes election emails)

<table>
<thead>
<tr>
<th>Term Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>INS Member email blasts for 3 months</td>
<td>$1,250</td>
</tr>
<tr>
<td>Banner advertisement in all 4 INS Newsletter Email Announcements for 2020</td>
<td>$1,250</td>
</tr>
<tr>
<td>INS Member &amp; Meeting Attendee email blasts for 3 peak months</td>
<td>$2,500</td>
</tr>
<tr>
<td>(November - February)</td>
<td></td>
</tr>
<tr>
<td>Banner advertisement in All Meeting related emails for 1 year</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Email banner ad: 600px x 250px (RGB)**

Overall Email Reach
Access to over 9,000 users

Approximately 30 emails per year
YEAR-ROUND MARKETING

Our Newsletter

New Interactive Layout

### Job Postings

<table>
<thead>
<tr>
<th>Term Period</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discounted</strong> (March - October)</td>
<td>1 month</td>
<td>$100</td>
</tr>
<tr>
<td><strong>Discounted</strong> (March - October)</td>
<td>2 months</td>
<td>$200</td>
</tr>
<tr>
<td><strong>Discounted</strong> (March - October)</td>
<td>3 months</td>
<td>$250</td>
</tr>
<tr>
<td>Standard (November - February)</td>
<td>1 month</td>
<td>$130</td>
</tr>
<tr>
<td>Standard (November - February)</td>
<td>2 months</td>
<td>$260</td>
</tr>
<tr>
<td>Standard (November - February)</td>
<td>3 months</td>
<td>$325</td>
</tr>
</tbody>
</table>

*Job Postings artwork:*
- (1) 200px x 200px company logo
- (1) 300px x 100px company banner

### Newsletter Ad (per issue)

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Advertisement 7.5in x 2in</td>
<td>$350</td>
</tr>
<tr>
<td>Half-page Advertisement 7.5in x 5.75in</td>
<td>$500</td>
</tr>
<tr>
<td>Full-page Advertisement 7.5in x 10.5in</td>
<td>$750</td>
</tr>
</tbody>
</table>

*Newsletter ad dimensions are all width x height (finished size)*
# YEAR-ROUND MARKETING

## Banner Ad on Job Posting Page

<table>
<thead>
<tr>
<th>Term Period</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom AD</td>
<td>6 months</td>
<td>$825</td>
</tr>
<tr>
<td>Custom AD</td>
<td>12 months</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

*Banner ad on Job Posting page: 920px x 190px (RGB)*

## Ad on Homepage

<table>
<thead>
<tr>
<th>Term Period</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom AD</td>
<td>6 months</td>
<td>$2,250</td>
</tr>
<tr>
<td>Custom AD</td>
<td>12 months</td>
<td>$3,300</td>
</tr>
</tbody>
</table>

*Homepage ad dimensions: 2” x 2” (144px x 144px)*
## Full Slider on Homepage

<table>
<thead>
<tr>
<th>Term</th>
<th>Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom AD</td>
<td>6 months</td>
<td>$6,750</td>
</tr>
<tr>
<td>Custom AD</td>
<td>12 months</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

*Slider image dimensions: 1200px x 500px*

*All artwork should be in one of the following formats: AI, EPS, PNG/JPEG (300dpi)*
PARTNER WITH US AS AN EXHIBITOR

Showcase Your Organization’s Products, Services and Knowledge

1 Virtual Exhibit Booth $1,095

Virtual Booth Includes:
- Advertised on Exhibit Hall Landing Page
- Can Upload:
  - Company Information
  - Product Information
  - Social Media Links
  - Promo Videos
  - Staff Information
- Raffle Prizes
- Video Chat Rooms
- Lead Retrieval
- Analytics
- Listing and URL link on INS Website Meeting page
- Listing and URL link on official online program book
PARTNER WITH US

Showcase Your Brand

B  Demo
50 minute pre-recorded demo following the live event
Logo advert prior to final event of day & verbal in closing

C  Sponsor SIG Meeting & Webinar
INS Special Interest Groups: Brain Injury, Cultural, Dementia, Epilepsy, NeuroCOVID-19, Oncology, Social Cognition, Emotion & Communication, Sports Neuropsychology

D  Sponsor Social Lounge (16 ppl)
Logo on tile

Also Includes Virtual Booth:
- Advertised on Exhibit Hall Landing Page
- Can Upload:
  - Company Information
  - Product Information
  - Social Media Links
  - Promo Videos
  - Staff Information
- Raffle Prizes
- Video Chat Rooms
- Lead Retrieval
- Analytics
- Listing and URL link on INS Website Meeting page
- Listing and URL link on official online program book
PARTNER WITH US

$5,000

Build Relationships and Brand Awareness

CE Presentation
Banner Ad on Presentation Page while on Platform

Student Programming
Banner Ad on Presentation Page while on Platform

Meeting Transcription Service
In the language of your choice

5-Minute Coffee Break Logo
May show power point slides

Each Package Includes:
- Verbal Acknowledgment in Live Welcome Speech
- Logo Placement directly prior to event
- Sponsor Social Lounge (16 ppl) Logo on Tile

Also Includes Virtual Booth:
- Advertised on Exhibit Hall Landing Page
- Can Upload:
  o Company Information
  o Product Information
  o Social Media Links
  o Promo Videos
  o Staff Information
- Raffle Prizes
- Video Chat Rooms
- Lead Retrieval
- Analytics
- Listing and URL link on INS Website Meeting page
- Listing and URL link on official online program book

The International Neuropsychological Society
PARTNER WITH US

$7,500

Increase Your Engagement and Contribute to the INS Mission

Sponsor Keynote

Additional verbal acknowledgment & logo placement

Also Includes Virtual Booth:
- Advertised on Exhibit Hall Landing Page
- Can Upload:
  - Company Information
  - Product Information
  - Social Media Links
  - Promo Videos
  - Staff Information
- Raffle Prizes
- Video Chat Rooms
- Lead Retrieval
- Analytics
- Listing and URL link on INS Website Meeting page
- Listing and URL link on official online program book

Sponsor Invited Symposium

Additional verbal acknowledgment & logo placement

Each package includes:
- MiniMercial Prior to Presentation
- Banner AD on Presentation Page While on Platform
- Verbal Acknowledgment in Live Welcome Speech
- Logo Placement directly prior to event
- Sponsor Social Lounge (16 ppl) Logo on Tile

The International Neuropsychological Society
PARTNER WITH US

$10,000

Interact with Leading Scientists and Influencers

Sponsor Keynote
Additional verbal acknowledgment & logo placement

Sponsor Invited Symposium
Additional verbal acknowledgment & logo placement

Each package includes:

- Logo on Meeting Lobby Page
- 30 second MiniMercials for all 3 Coffee Breaks on 1st Day
- MiniMercial prior to sponsored presentation
- Large Banner on Discussion Board
- Banner AD on Presentation Page While on Platform
- Verbal Acknowledgment in Live Welcome Speech
- Sponsor Social Lounge (16 ppl) Logo on Tile

Also Includes Virtual Booth:
- Advertised on Exhibit Hall Landing Page
- Can Upload:
  - Company Information
  - Product Information
  - Social Media Links
  - Promo Videos
  - Staff Information
- Raffle Prizes
- Video Chat Rooms
- Lead Retrieval
- Analytics
- Listing and URL link on INS Website Meeting page
- Listing and URL link on official online program book