ACRP

BRINGING QUALITY TO THE BUSINESS
OF CLINICAL RESEARCH

ACRP

EBLAST

Reach a targeted, highly qualified audience with a credible partner. With over 13,000 members and 25,000 qualified non-members, the ACRP contact list is vast and available for limited use by sponsors seeking to deliver a message and call to action to professionals in the industry.

TARGET AUDIENCES	REACH
Clinical Research Coordinators	10,000+
Clinical Research Associates/Monitors	7,200+
Investigators	1,600+

1X PRICING

Full List $3500;
Target List pricing available on request.

Contact:
Tammy B. Myers, CEM
tammy.myers@acrpnet.org
+1.703.254.8112

Please refer to page 19 for content guidelines.

ACRP

WEBINAR EBLAST

Your prominent digital banner will appear twice monthly in ACRP's webinar promotions. Your brand will deliver to more than 40,000 inboxes, associated with valuable webinar training information. An ideal place for your own training message and offerings!

FREQUENCY

ACRP's webinar promotion emails are sent every other Monday.

1X PRICING

468 x 60
$1500 / month

Please refer to page 20 for specifications.

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ACRP

Leverage the credibility and reach of ACRP's thriving social media community to deliver your message to industry professionals seeking products, services, and career opportunities.

SOCIAL MEDIA

AUDIENCE	REACH	1X PRICING
Facebook	19,500+	$2000 Facebook
LinkedIn Page	12,000+	$1000 LinkedIn Page Post
Twitter	5,000+	$1000 Twitter

Inquire about Package Pricing

Please refer to page 18 for specifications.

Contact:
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ACRP

Reach more than 45,000 clinical research professionals who visit ACRP's website every month for ongoing professional development, training, networking, solutions, certification, industry news and FDA updates.

ACRP WEBSITE

AUDIENCE

ACRP Members
Non-Member Professionals

Please refer to page 20 for specifications.

REACH

386,000+ Page Views Per Month
4+ Page Views Per Visit
3+ Minutes Spent Per Visit
97,000+ Visits Per Month
54,000+ Unique Users Month

1X PRICING

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

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

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ACRP

RETARGETING

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

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

AUDIENCE FLEXIBILITY – CHOOSE FROM:

- All ACRP website visitors
- ACRP Career Center visitors
- ACRP Virtual Career Fair Participants
- ACRP 2018 Attendees
- ACRP Members
- Qualified Nonmembers
- A custom list of ACRP contacts sorted by geography or primary job function
- OR your own email list (minimum of 2,500 names)

PRICING

Pay a flat fee of $1800 for a 30-day banner on ACRP's website AND 150,000 targeted impressions.

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Please refer to page 20 for specifications.

ACRP

ACRP's newest tool to enhance your outreach is via a Sponsored Blog.

Leverage our broad audience of clinical research professionals to deliver your brand message in a concise format with your logo and images. Direct traffic to your own website to drive your message home.

SPONORED BLOG – ACRPNET.ORG

BE A THOUGHT LEADER IN 2 EASY STEPS

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

**Text limit: 1,000 words or less. Please refer to page 20 for specifications.*

1x PRICING

$2750

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ACRP

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

CRbeat

Your Weekly Update from Clinical Researcher

AUDIENCE

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

Please refer to page 20 for specifications.

REACH

38,500+
20% Open Rate
10% Clickthrough Rate

BANNER AD 1X PRICING

$1200 (468x60)*

**limited to four banners per weekly eNewsletter*

Contact:
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ACRP

A sponsored article in ACRP's weekly e-newsletter, CRbeat, helps you easily deliver your branded message to an audience of more than 38,000 professionals.

CRBEAT – SPONSORED ARTICLE

CRbeat SPONSORED ARTICLE RATES

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

Please refer to page 20 for specifications.

Contact:
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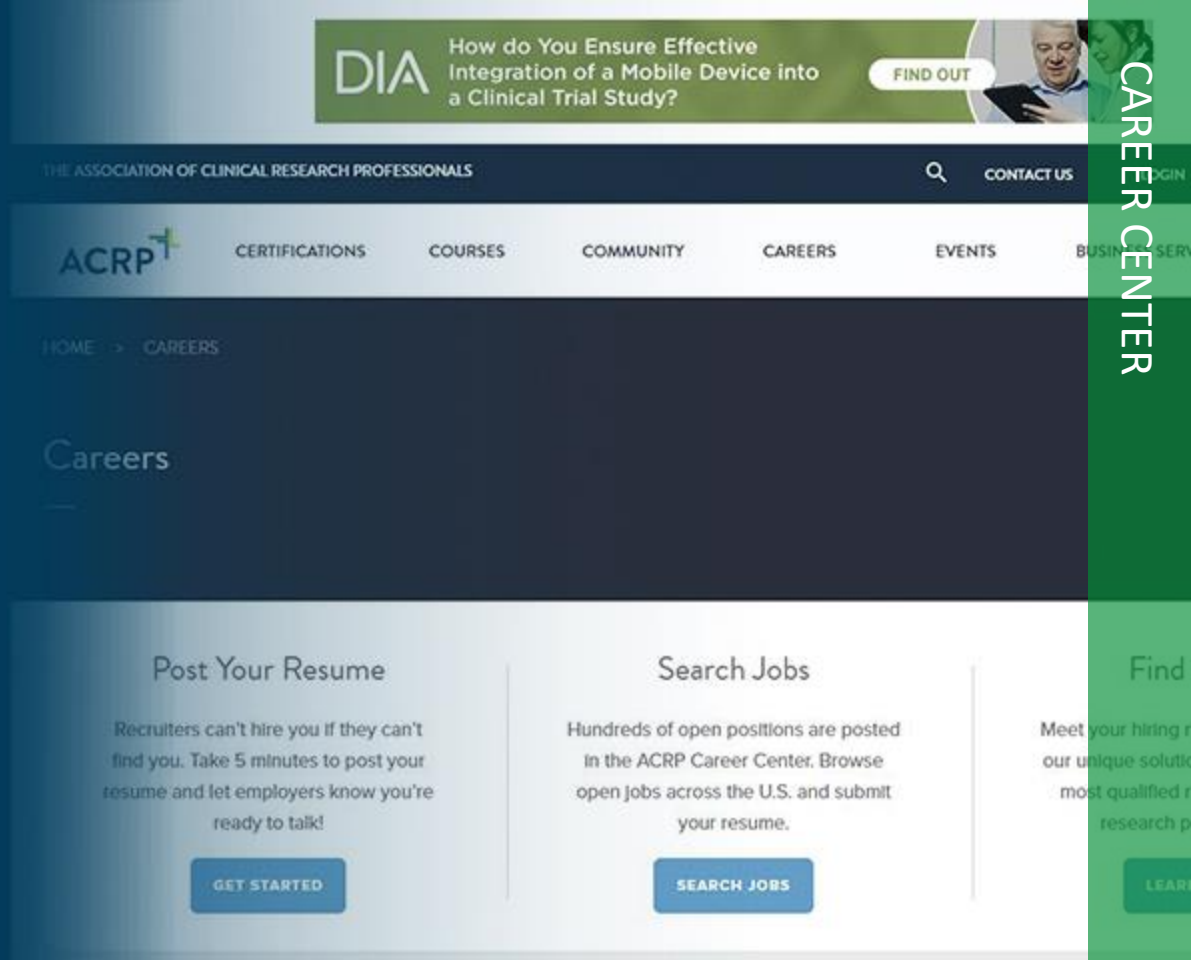
ACRP

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



CAREER CENTER

REACH

17,000+ Page Views Per Month
4+ Page Views Per Visit
3+ Minutes Spent Per Visit
3,600+ Visits Per Month
2,100+ Unique Users Month

1X PRICING

$1200 Career Center Home Page Leaderboard (728x90)

Please refer to page 20 for specifications.

**Contact us for custom quotes on bulk job listings.*

Contact:
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+1.703.254.8112

ACRP

Deliver a strong, sustainable message throughout the year with an annual sponsorship.

A 12-month sponsorship of ACRP's array of high quality webinars* puts you in touch directly with thousands of clinical research professionals each month.

ANNUAL SPONSORSHIPS - WEBINARS

WEBINARS

Audience: ACRP Members and Non-Member Professionals
Frequency: ACRP produces at least one webinar per month

SPONSORSHIP INCLUDES:

Company logo featured in bi-weekly webinar promotions and included at beginning and end of webinar slide presentation; Option to have company representative introduce webinar topic and speakers.

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**Schedule of webinar topics available upon request (subject to change)*

ACRP

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

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

ANNUAL SPONSORSHIPS – CLINICAL TRIALS DAY

CLINICAL TRIALS DAY

17,000+ Page Views Per Month
4+ Page Views Per Visit
3+ Minutes Spent Per Visit
3,600+ Visits Per Month
2,100+ Unique Users Month

SPONSORSHIP LEVELS

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

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ACRP

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

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

VIRTUAL CAREER FAIRS

AUDIENCE

ACRP Members
Non-Member Professionals

1X VCF PRICING

Bronze Employer	$1750
Silver Employer	$1950
Gold Employer	$2150

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Contact us for the 2019 Virtual Career Fair schedule.

ACRP

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

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

CLINICAL RESEARCHER

READERSHIP

Chief Executives
Clinical Directors
Clinical Investigators
CRAs/Monitors
CRCs/Coordinators
Data Managers
Inspectors
Medical Monitors
Medical Writers
Pharmacists
Pharmaceutical Physicians
Principal & Sub-Investigators
Project Managers
Quality Managers/Auditors
Regulatory Affairs Managers
Site Managers
Trainers
And More

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ACRP

Your brand message will deliver to 13,000+ clinical research professionals who continually rank *Clinical Researcher* as their number one ACRP Member Benefit.

> *I learn from the articles every time I read Clinical Researcher. Sometimes I read them two or three times.*
>
> SUSAN, CLINICAL RESEARCHER READER

CLINICAL RESEARCHER

BY THE NUMBERS

87% of Readers Say *Clinical Researcher* Relevant to Professional Needs
75% of Readers Read at Least Half of the Year's Issues
97% of Readers Say *Clinical Researcher* is Primary Source of Information
81% of Readers Discuss Articles or Ads with Colleagues

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ACRP

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

> *"I greatly enjoy reading my issues when they come out. I often share them with my employees so they can benefit as well."*

MICHAEL, CLINICAL RESEARCHER READER

Research as Care

Clinical Researcher - August 14, 2018

SPECIAL ADVERTISING SUPPLEMENT

Kurt Mussina, MBA, vice president and general

Frenova Renal Research

Frenova Renal Research

Three Ways to Blast Through the Patient

Speed is key in bringing new drugs to patients

regulatory hurdles, gearing up to product launch,

share—a setback at any point in a drug's journey

of novel treatment, inflates costs and truncates patent protection. In short,

revenue: A 2017 report by Nature Reviews Drug Discovery indicated that each

in a typical Phase III trial added a median expense of $671,000 to develop

Eliminating traditional clinical trial bottlenecks can dramatically accelerate the

and preclude undesirable inefficiencies.

FIGURE 1 | Achievement rates for a typical multicenter clinical trial

Under Enroll

Meet Enrollment Targets

CLINICAL RESEARCHER - SPONSORED ARTICLE

SPONSORED CONTENT RATES

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

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

Please refer to page 20 for specifications.

2019 EDITORIAL CALENDAR

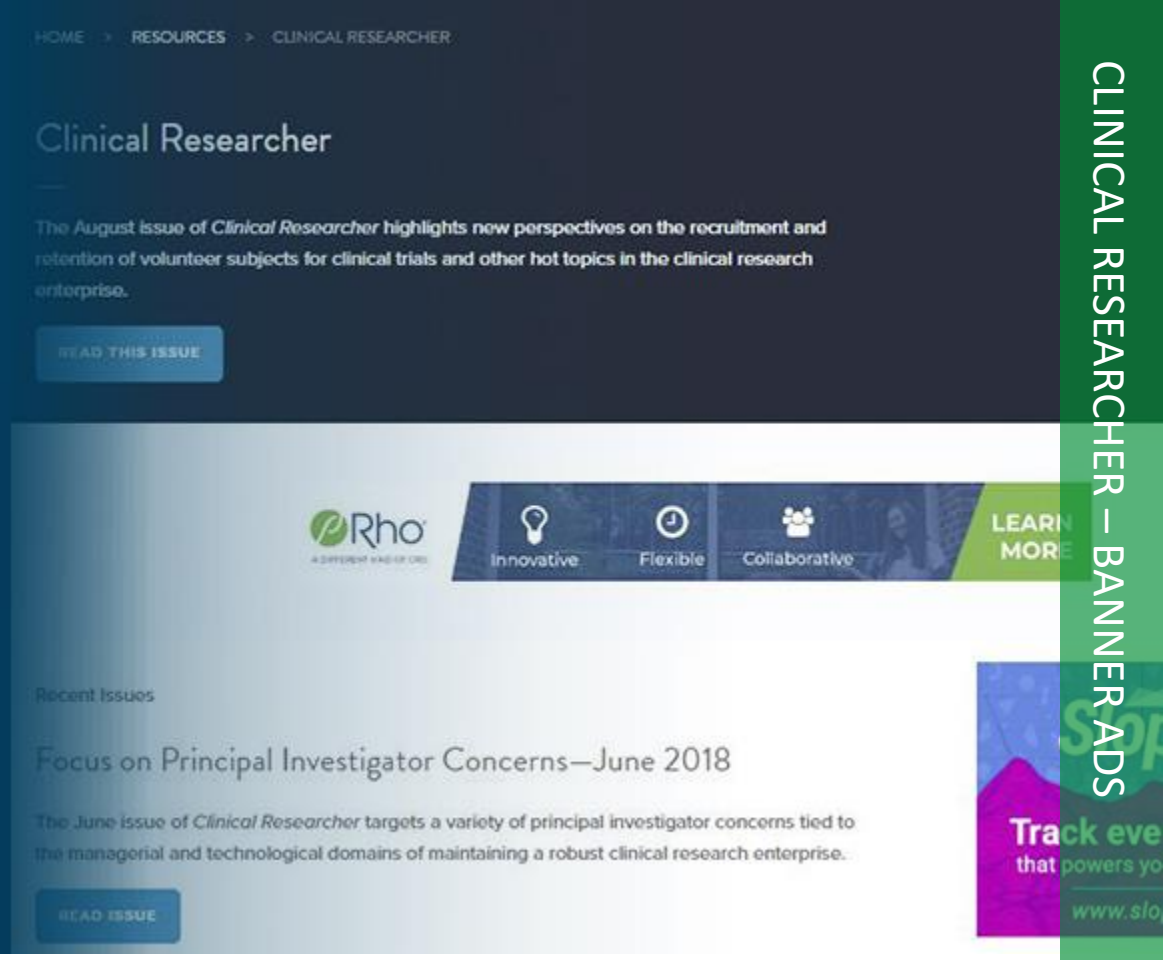
Issue Month	Online Date	Materials Due
January	Jan. 15, 2019	Jan. 4, 2019
February	Feb. 12, 2019	Feb. 1, 2019
March	March 12, 2019	March 1, 2019
April	April 16, 2019	April 5, 2019
May	May 14, 2019	May 3, 2019

Issue Month	Online Date	Materials Due
June	June 11, 2019	May 31, 2019
August	Aug. 13, 2019	Aug. 2, 2019
September	Sept. 17, 2019	Sept. 6, 2019
November	Nov. 12, 2019	Nov. 1, 2019
December	Dec. 17, 2019	Dec. 6, 2019

ACRP

Advertise on the home of *Clinical Researcher* and connect your company with the people, news and feature articles that make this publication so popular with clinical research professionals.

Three advertisement positions and two sizes offer flexibility for your marketing dollars.



CLINICAL RESEARCHER – BANNER ADS

RATES

Clinical Researcher Home Page Banner Ads	1x	3x	6x	12x
728 x 90 OR 300 x 250	$1200	$1000 per month	$917 per month	$667 per month

Please refer to page 20 for specifications.

Contact:
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FACEBOOK

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

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

TWITTER

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

Character limit is 269.

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

LINKEDIN POST

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

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

FILE TYPE REQUIREMENTS

Digital ads must be provided to scale (30KB max) and submitted in one of the following types:

- JPEG
- GIF (animated versions allowed)
- PNG

LINKS

Please provide URL for click-thru.

Please submit all materials to: tammy.myers@acrpnet.org.

MATERIALS REQUIREMENTS & MECHANICALS

Sponsor to deliver content to ACRP at least 72 hours in advance of determined distribution date:

- Content Should Include:
  - Subject Line (Limited to 65 Characters)
  - Headline Text (Limited to 65 Characters)
  - Introduction (Limited to 250 Words)
  - Call to Action
  - Informational Message (Limited to 750 Words)
  - Image, example: sponsor logo (150 pixels x 150 pixels maximum in .png or .jpeg format)
  - Hyperlinks Embedded in Introduction, Call to Action, and Informational Message, as applicable
  - Materials must be provided in .doc and .jpg/.png format
  - See ACRP-preferred format, at right. (Other formats subject to review by ACRP).

- Note: Subject Line will be appended with the following text:
  - ", via ACRP Sponsor" SPONSOR_NAME
    (*Example: Register for Our Course, via ACRP Sponsor ABC Company)*
- Email Sender/From is always 'ACRP' news@acrpnet.org

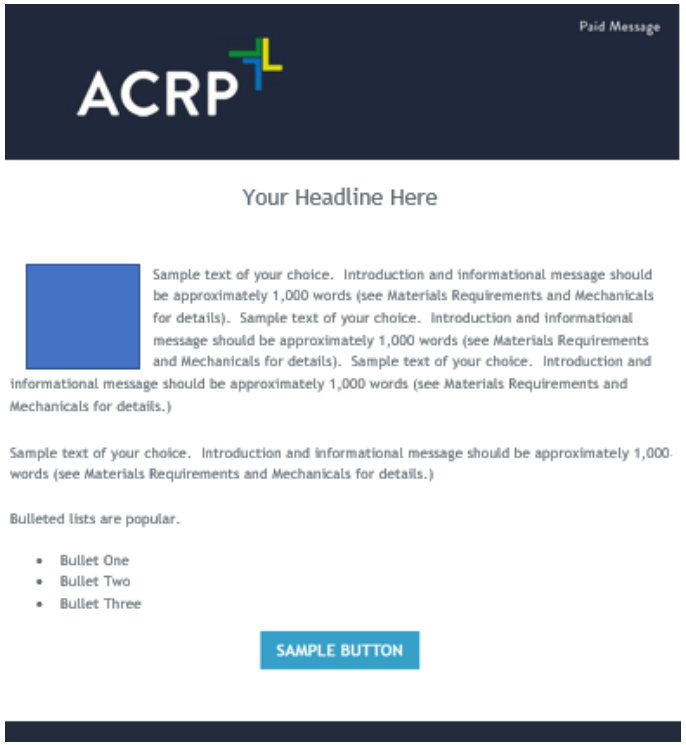
Please submit materials to: tammy.myers@acrpnet.org.

TIMELINES & DELIVERY

By the close of business on the day preceding delivery, ACRP will provide a test email for sponsor review and approval. Sponsor is permitted only one round of edits/changes to the test email before distribution.

After sponsor approval is communicated, final email will be scheduled for delivery at agreed-upon date during normal business hours (8:30am-5:00pm, EST).

SAMPLE PREFERRED EMAIL FORMAT



SPECIFICATIONS

ACRPNet.org

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

RETARGETING

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

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

BLOGS

Sponsored blogs appear in the Blogs Section and are archived on the website.

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

CAREER CENTER HOME PAGE on ACRPNET.ORG

- 728 x 90 pixels

WEBINAR EBLAST and CRbeat BANNER

- 468 x 60

CLINICAL RESEARCHER BANNER

- 728 x 90
- 300 x 250

SPONSORED ARTICLES
(CLINICAL RESEARCHER & CRbeat)

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

- Text limit: 1,000 words
- Required image: 250 x 250 pixels (company logo)
- Optional image: 300 x 250 pixels (image of your choice, ie. author headshot. Note: Image may be resized based on text length)
- Please see page 16 for publication and materials due dates

FILE TYPE REQUIREMENTS

Digital ads must be provided to scale (30KB max) and submitted in one of the following types:

- JPEG
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- PNG

LINKS

Please provide URL for click-thru.

Please submit all materials to: tammy.myers@acrpnet.org.

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www.acrpnet.org