



Reach Your Target Audience!

We're excited to offer new and engaging advertising and sponsorship opportunities for organizations with any size marketing budget. Whether you're focused on lead generation or brand awareness, selecting the right marketing channel is a vital first step in any campaign. Our dynamic advertising and sponsorship opportunities can help you effectively reach a global audience of brand owners and intellectual property (IP) professionals, enhance your visibility, tailor your messaging, and maximize ROI.

Fast Facts



We're the largest global association of brand owners and trademark professionals, with membership comprising nearly 6,500 organizations from 185 countries.

What's New?

Brand & New

A PODCAST FROM THE INTERNATIONAL TRADEMARK ASSOCIATION

Podcast Sponsorship

Be the exclusive sponsor of an episode of Brand & New, our forward-thinking podcast for brand owners, lawyers, and marketing and finance professionals looking to stay agile and innovative in the evolving IP environment.

Fast Facts: Brand & New has 700–1,800 downloads per episode, with listeners in 147 countries, and ranks in the top 30 percent of most listened to podcasts across all categories.



Email Blast Banner

Put your banner on select emails to our database of 60,000+ influential brand owners and IP professionals around the world.

Fast Facts: Our email open rate well exceeds the industry average (26% vs. 18%).

INTA TO-GO

Webcast Sponsorship

Promote your organization on our INTA TO-GO webcasts, which draw IP professionals interested in high-quality education and timely information to help support their daily practice.

Fast Facts: 3,000 viewers have watched INTA TO-GO webcasts in the past year.



Website Banner

Make a splash on key areas of our newly designed website, including the Job Bank, Events, Perspectives, and Resources pages.

Website Content

Showcase your expertise by writing a "sponsored" thought leadership article that will be published in a targeted section of our content-rich website.

Fast Facts: Our website had more than 447,000 unique visitors and 3.4 million page views over the past year.



INTA **Bulletin**

INTA Bulletin Sponsored Content

Set your business ahead of the pack by writing a thought leadership article that will be featured in an *INTA Bulletin* email and housed on our website.

Fast Facts: The *INTA Bulletin* is distributed weekly to 60,000+ brand owners, IP professionals, and other stakeholders.

INTA Bulletin Email Advertisement

Advertise in our newly re-designed, weekly *INTA Bulletin* email with need-to-know content, including features, Law & Practice, INTA News, and a "Plus" section with posts from our social media networks. The *INTA Bulletin* is a must-read for any IP professional.

Fast Facts: The *INTA Bulletin* email has a 29 percent open rate, 11 percent more than the industry average.

INTA Bulletin Themed-Issue Sponsorship

Stand out by attaching your organization to our new thematic issues of the *INTA Bulletin*, which include some of the most-read articles of the year.

Fast Facts: We're now publishing four thematic editions of the *INTA Bulletin* annually.



2021 Unreal Campaign

The Unreal Campaign educates young consumers (ages 14-23) to help them make smart purchasing decisions today and in the future.

Support our efforts to spread the word about the value of trademarks and the dangers of counterfeit products.

Fast Facts: 55,000 young consumers reached through in person and virtual presentations.

Learn More!

Please contact sponsorsandexhibitors@inta.org for more information on how your organization can expand your reach with these new sponsorship and advertising opportunities.