The INTA Bulletin is a must-read for any IP professional.

The INTA Bulletin is distributed weekly to 80,000+ brand owners, IP professionals, and other stakeholders. The INTA Bulletin email has a 26 percent open rate, 11 percent more than the industry average.

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.

Three great opportunities in the INTA Bulletin:

• INTA Bulletin Advertisement
• INTA Bulletin Sponsored Content
• INTA Bulletin Themed Issue Sponsorship
INTA Bulletin Advertisement

Banner advertisement opportunities in the INTA Bulletin email blast!

**EXCLUSIVE PLACEMENT**
above “Perspectives”

**FIRST PLACEMENT**
below "Law & Practice"

**SECOND PLACEMENT**
below "INTA News or Community News"

**THIRD PLACEMENT**
below “INTA News”

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**FULL BANNER**
[Specs: 597 x 160]
1 available slot
$1500

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First placement
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**HALF BANNER**
Second placement
[Specs: 285 x 160]
2 available slots
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**THIRD BANNER**
Third placement
[Specs: 185 x 150]
3 available slots
$500

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**ISSUE DATE:** Every Wednesday

**THEME ISSUES:**
Jan 25 (Designs) • Feb 22 (Data Protection) • March 29 (Copyright) • April 26 (Famous & Well-Known Marks) • May 31 (Geographical Indications) • June 28 (Anticounterfeiting) • July 26 (Indigenous Rights) • August 30 (Internet) • September 27 (Non-Traditional Marks) • October 25 (Right of Publicity) • November 29 (Unfair Competition) • December 27 (Most-Read Articles from the Year)
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.

**Thought Leadership article written by organization**
- Featured in weekly INTA Bulletin email, and on website
- Posted prominently on website for two weeks from publication
- Up to 750 words (maximum)
- Highlighted as sponsored content
- Article should be purely thought-leadership and / or informational nature, and is subject to INTA approval
- INTA editorial team will assist with editing and adapt article to house style

**Pricing:** $4,000 per article

INTA Bulletin Themed Issue Sponsorship

*INTA Bulletin Themed Issue Sponsorship*

Stand out by attaching your organization to our new themed issues of the *INTA Bulletin*, which includes some of the most read articles of the year. We’re now publishing four thematic editions of the *INTA Bulletin* each year.

**4 issues a year**
- Recognition as the official sponsor of the themed issue
- Includes Thought Leadership article

**Pricing:** $5,000 per themed issue
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