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

The *INTA Bulletin* is distributed weekly to 60,000+ 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!

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Placement</th>
<th>Specs</th>
<th>Available Slots</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Banner</td>
<td>EXCLUSIVE PLACEMENT above “Perspectives”</td>
<td>597 x 160</td>
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<td>$1500</td>
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<td>Half Banner</td>
<td>FIRST PLACEMENT below &quot;Law &amp; Practice&quot;</td>
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<td>SECOND PLACEMENT below &quot;INTA News or Community News&quot;</td>
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<td>Third Banner</td>
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<td>185 x 150</td>
<td>3</td>
<td>$500</td>
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**Issue Date:** Every Wednesday

**Theme Issues:**
- January 31 (Emerging Issues on AI)
- February 28 (Enforcement)
- March 27 (Geographical Indications)
- April 24 (Harmonization of Trademark Law and Practice)
- June 26 (Most Read Daily News Articles)
- July 31 (International Amicus)
- August 28 (Legislation and Regulation)
- September 25 (Parallel Imports)
- October 30 (Trademark Office Practices)
- November 27 (Trade Secrets)
- December 18 (Most Read Daily News Articles of 2024)
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 thematic 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.

**More than 10 issues a year!**
- Recognition as the official sponsor of the themed issue
- Includes Thought Leadership article

**Pricing:** $5,000 per themed issue
INTA Bulletin Order Form

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__________________________________________________________________________________________

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Organization                                         International Trademark Association

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Terms: INTA Bulletin space is not considered secured until INTA has received full payment. All INTA Bulletin ads are subject to INTA approval. Please direct all communications regarding advertising with INTA to sponsorsandexhibitors@inta.org.