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!

- **Full Banner**
  - 597 x 160
  - Exclusive Placement above “Perspectives”

- **Half Banner**
  - 285 x 160
  - First Placement (specs: 285 x 160)
    - 2 available slots
    - $1000
  - Second Placement (specs: 285 x 160)
    - 2 available slots
    - $800

- **Third Banner**
  - 185 x 150
  - Third Placement (specs: 185 x 150)
    - 3 available slots
    - $500

- **ISSUE DATE:** Every Wednesday

**THEME ISSUES:**

- **May 5, 2021:** Leadership
- **Aug 18, 2021:** Brand Resilience
- **Nov 2, 2021:** Community
  (We’re back together again)
- **Dec 29, 2021:** Most read content from the year

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*INTA Bulletin* (Standards) International Trademark Association
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.

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

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

Organization: __________________________________________________________

Contact Person: _________________________________________________________

Mailing Address: _________________________________________________________

City: __________________________ State: _______ ZIP Code: ____________

Phone: ___________________ Fax: ________________ Email Address: ______________

Company Website/URL: ________________________________________________

Payment:  

AMEX DISCOVER MASTERCARD VISA

Total Amount: ________________________

INTRA Bulletin Advertisement _________________________ Insertion Dates __________

INTRA Bulletin Sponsored Content _________________________ Insertion Dates __________

INTRA Bulletin Themed Issue Sponsorship _________________________ Insertion Dates __________

Card Number: _________________ Exp. Date: ______ CVV #: ______

Name of Card Holder: _______________________________________________

Organization: International Trademark Association

Authorized Signature: __________________________

Print Name: __________________________
Title: ________________________________
Email: ______________________________

Paula Lee
Sr. Manager, Exhibits & Sponsorship
plee@inta.org

Terms: INTRA Bulletin space is not considered secured until INTRA has received full payment. All INTRA Bulletin ads are subject to INTRA approval. Please direct all communications regarding advertising with INTRA to Paula Lee: plee@inta.org Direct Phone: +1-212-642-1721