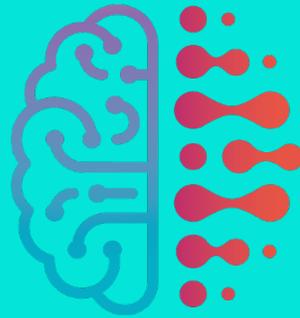


The International Neuropsychological Society



"Where the World Meets"

Marketing Opportunities 2025

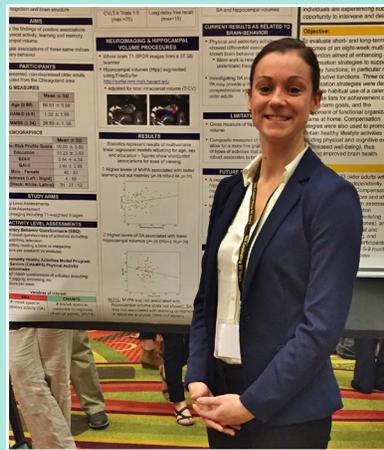
OUR MISSION

To promote the international and interdisciplinary study of brain-behavioral relationships throughout the lifespan.

The Society's emphasis is on science, education, and the applications of scientific knowledge and collaborating with other neuropsychological related colleagues and societies around the globe.

INS acts as a conduit to resources and places an emphasis on supporting educational and scientific events for low and middle income countries.





What do INS members want?
An immersive experience. They want to know what's new in education,
training, assessment tools, cutting edge science, and research.



OUR MEMBERS



Our Membership is Varied and Made Up Of:

- Clinical Neuropsychologists
- Cognitive Neuroscientists
- Psychologists
- Neurologists
- Psychiatrists
- Rehabilitation Specialists (e.g., OT/PT) Social Workers
- Speech-Language Pathologists / Audiologists

Membership Breakdown

Professional Members	60%
In-Training Members*	38%
Emeritus Members	2%

**Student membership has grown 28% over the last 10 years.*

Membership By Continent

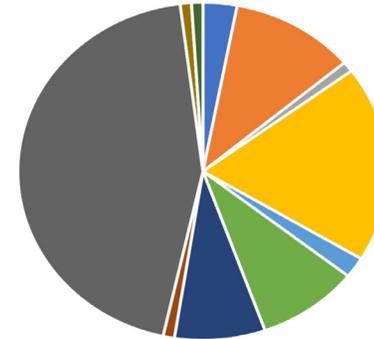
North America	84%
Europe	7%
Asia	4%
Oceania	3%
South America	1%
Asia	1%



OUR MEETINGS



Membership by Percentage



- Bachelors / Undergraduate
- Cognitive Neuroscientist
- Neurologist
- Post-doc / Intern / Fellow
- Psychologist Other (Please Specify)
- Social Worker
- Clinical Neuropsychologist
- Masters / Graduate
- Other (Please Specify)
- Psychiatrist
- Rehabilitation Specialist (e.g., OT/PT)
- Speech-Language Pathologist / Audiologist

Other professions also in attendance: Attorneys, Biostatisticians, Counselors, Educators, Epidemiologists, Journalists, Medical Doctors, Neurosurgeons, Professors, Psychometrists, Researchers

Attendance By Meeting

Meeting	Location	Attendees
2024 INS 51st Annual North American Meeting	New York, NY	2247
2024 Global Neuropsychology Congress	Porto, Portugal	738
2023 INS 50th Annual North American Meeting	San Diego, CA	2701
2023 Mid Year Meeting	Taipei City, Taiwan	294

2024 Annual Meeting Attendees

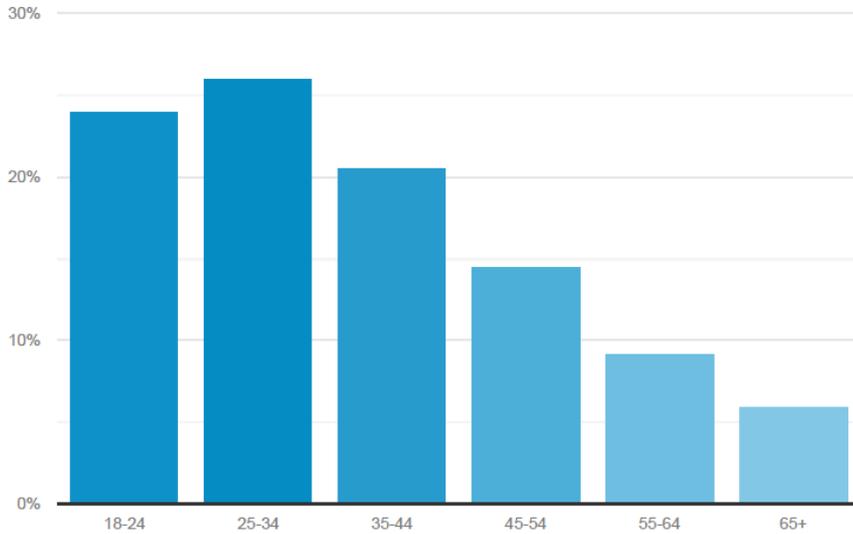
Members	88%
Non-Members	12%
Students	47%



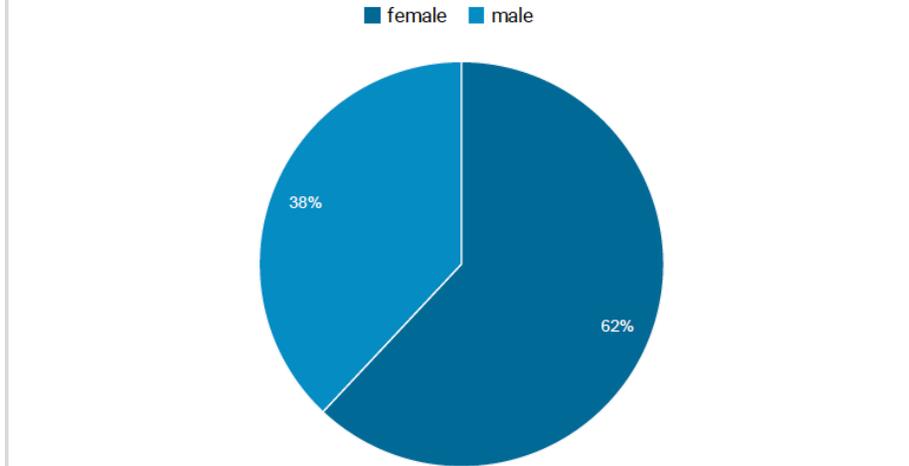
INS WEBSITE STATS

Engage Around the Globe

Age 23.02% of total users



Gender 23.14% of total users



Website Traffic - 10/2021-10/2022

Page & Visitor Type	Count
Event Pages	263,322
Unique Site Visitors	136,467
Home Page	66,620
Peak Monthly Traffic	67,767
Job Seekers Page	15,733
Unique Countries Visiting Site	177

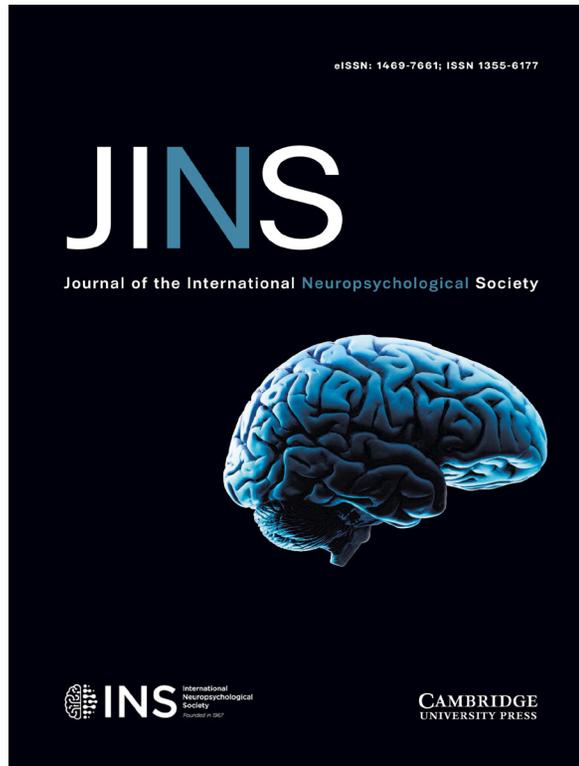


JINS - Our INS Journal

The Journal Reaches Over 9,000 Subscribers Worldwide

In proud partnership with Cambridge University Press

10 issues per year



For Advertising Opportunities

Contact: Jessica Bradley

Publishing Editor, STM Journals

jbradley@cambridge.org

The International Neuropsychological Society



YEAR-ROUND MARKETING

Email Open Rates and Devices- Past 90 Days

Email Open Rate	60%
On Desktop	92%
On Mobile Devices	8%
Sends	87,199
Opens	49,533
Clicks	7,230

Email Banner *(excludes election emails)*

Term Period	Price
INS Member email blasts for 3 months	\$1,250
Banner in all 4 INS Newsletter Email Announcements for 2020	\$1,250
INS Member & Meeting Attendee email blasts for 3 peak months <i>(November - February)</i>	\$2,500
Banner All Meeting related emails for 1 year	\$5,000

Email banner artwork: 600px x 250px (RGB)

Overall Email Reach
Access to over 10,000
users

International Neuropsychological Society
Founded in 1967

Where the World Meets

San Diego, California

Serendipity and Science International Neurological Society
San Diego | February 1-4, 2023

Call for Abstracts **Now Open**

Program Co-Chair
Julie Bobholz, PhD

Program Co-Chair
Sakina Butt, PsvD

Approximately 36 emails per year



YEAR-ROUND MARKETING

Job Postings

	Term	Price
Standard	1 month	\$ 130
Standard	2 months	\$ 260
Standard	3 months	\$ 325

Job Postings artwork:

- (1) 200px x 200px company logo
- (1) 300px x 100px company banner

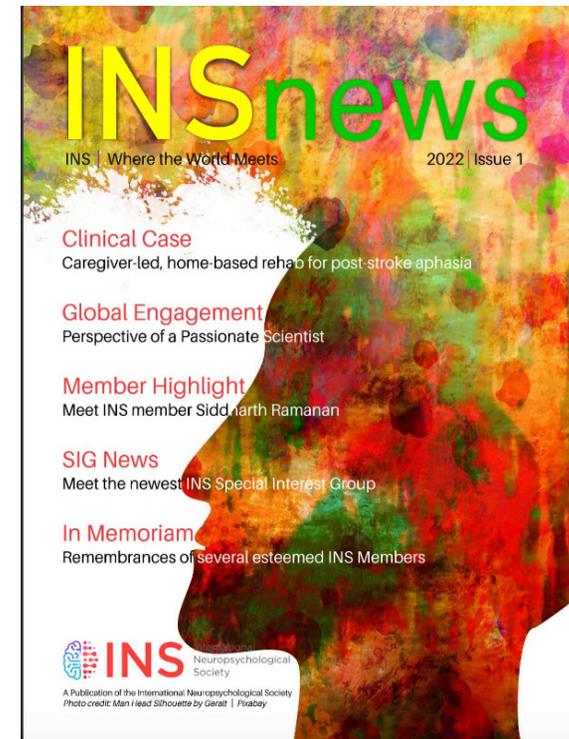
Newsletter *(per issue)*

Type	Price
Banner 7.5in x 2in	\$ 350
Half-page 7.5in x 5.75in	\$ 500
Full-page 7.5in x 10.5in	\$ 750

Newsletter art dimensions are all width x height (finished size)

Our Newsletter

New Interactive Layout



4 issues per year



YEAR-ROUND MARKETING

Banner on Job Posting Page

Term Period	Term	Price
Discounted (March - October)	1 months	\$ 125
Discounted (March - October)	3 months	\$ 300
Discounted (March - October)	6 months	\$ 450
Standard (November - February)	1 months	\$ 250
Standard (November - February)	3 months	\$ 600
Standard (November - February)	6 months	\$ 825
Standard (November - February)	12 months	\$ 1,050

Company info/Logo on Homepage

Term Period	Term	Price
Discounted (March - October)	1 months	\$ 400
Discounted (March - October)	3 months	\$ 900
Discounted (March - October)	6 months	\$ 1,500
Standard (November - February)	1 months	\$ 650
Standard (November - February)	3 months	\$ 1,500
Standard (November - February)	6 months	\$ 2,250
Standard (November - February)	12 months	\$ 3,300

Banner ad on Job Posting page: 920px x 190px (RGB)

Homepage ad dimensions: 2" x 2" (144px x 144px)



YEAR-ROUND MARKETING



Full Slider on Homepage

Term Period	Term	Price
Discounted (March - October)	1 months	\$ 1,250
Discounted (March - October)	3 months	\$ 3,000
Discounted (March - October)	6 months	\$ 4,500
Standard (November - February)	1 months	\$ 1,750
Standard (November - February)	3 months	\$ 4,500
Standard (November - February)	6 months	\$ 6,750
Standard (November - February)	12 months	\$ 9,000

Slider image dimensions: 1200px x 500px

All artwork should be in one of the following formats: AI, EPS, PNG/JPEG (300dpi)



PARTNER WITH US AS AN

EXHIBITOR

Showcase Your Organization's Products, Services and Knowledge

A

1 Exhibit Booth

\$1,450

*One- use mailing list post meeting
One flyer or small brochure bag insert*



B

Video

\$1,500

Minimerical played each day during 5 minute breaks in general session

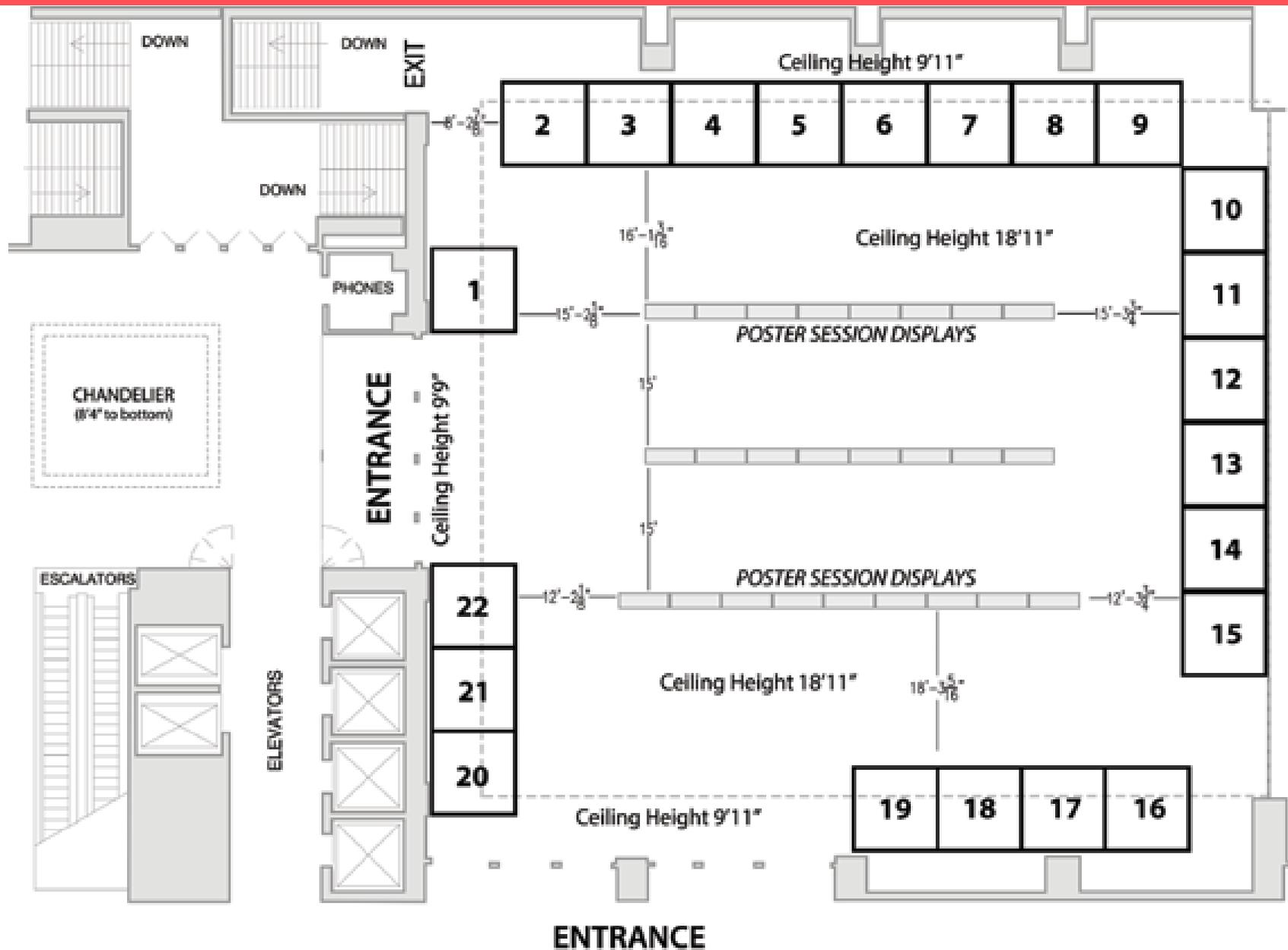


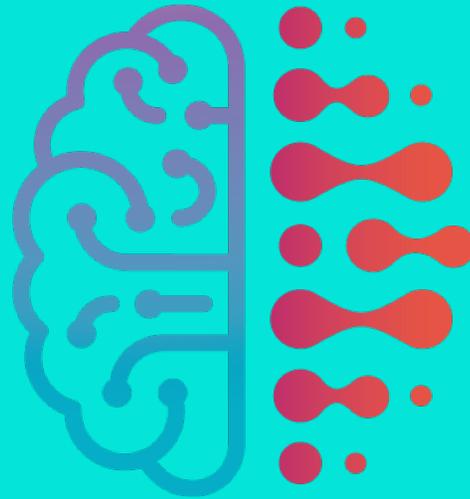
Each package includes:

- 2 registration waivers (a value up to \$1150 and does not include CE)
- Listing on banner outside exhibit area
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in mass email to approx 8,000



NEW ORLEANS 2025 EXHIBIT HALL LAYOUT





The International Neuropsychological Society

The International Neuropsychological Society (INS)
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