

“Where the world meets”

Marketing Opportunities 2024  
The International  
Neuropsychological Society



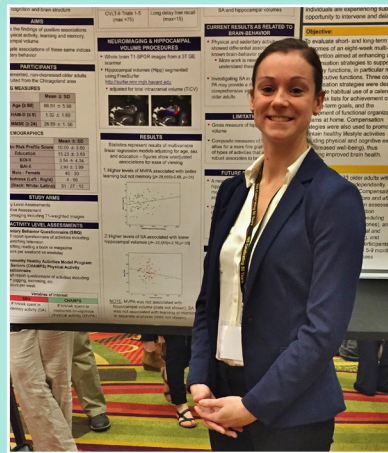
# OUR MISSION

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 By:

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

## Education

PhD & PsyD 66%

## Membership Breakdown

Professional Members	66%
In-Training Members*	31%
Emeritus Members	3%
Female	62%
Male	38%

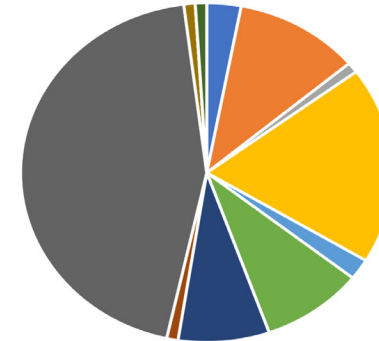
*\*Student membership has grown 23% over the last 10 years.*



# 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
2020 INS 48th Annual North American Meeting	Denver, CO	2271
2020 INS & GNPO Non-North American Meeting	Vienna Virtual	738
2019 INS 47th Annual North American Meeting	New York City, NY	2701
2019 INS & SBNp Non-North American Meeting	Rio de Janeiro, Brazil	1158

## Meeting Attendees

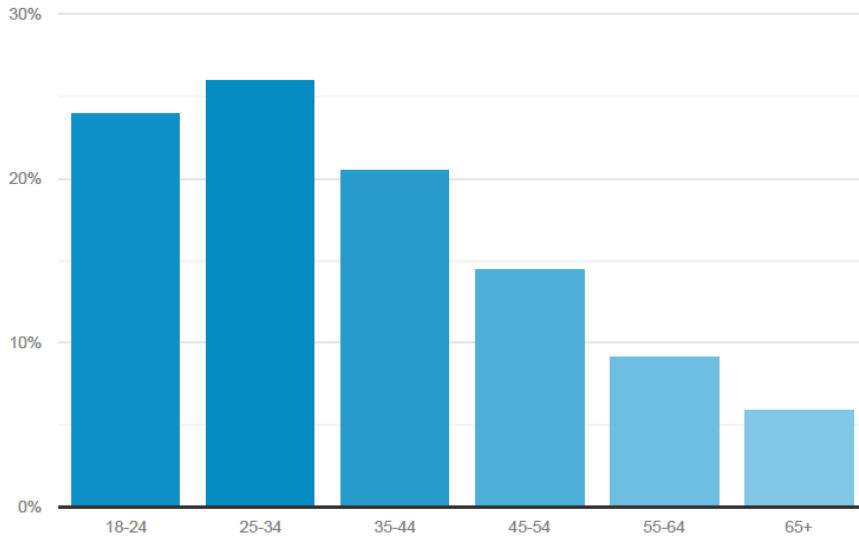
Members	57%
Non-Members	49%
Students	49%
Female	67%
Male	33%



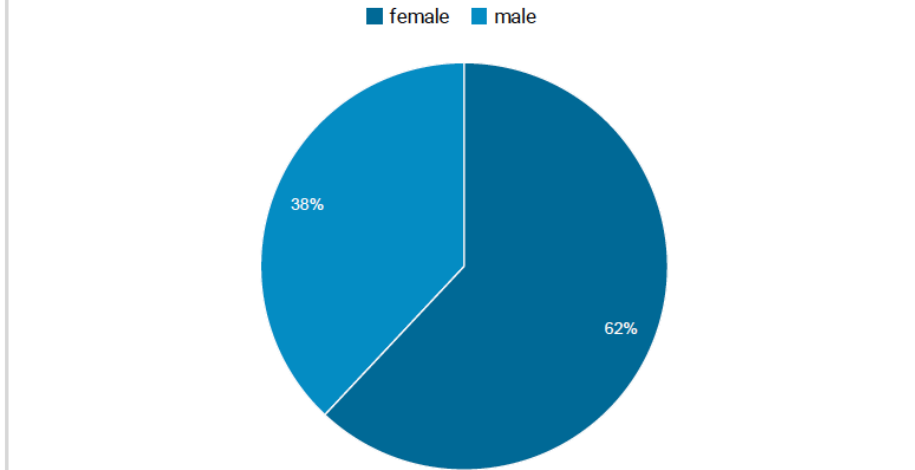
# INS WEBSITE STATS

## 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

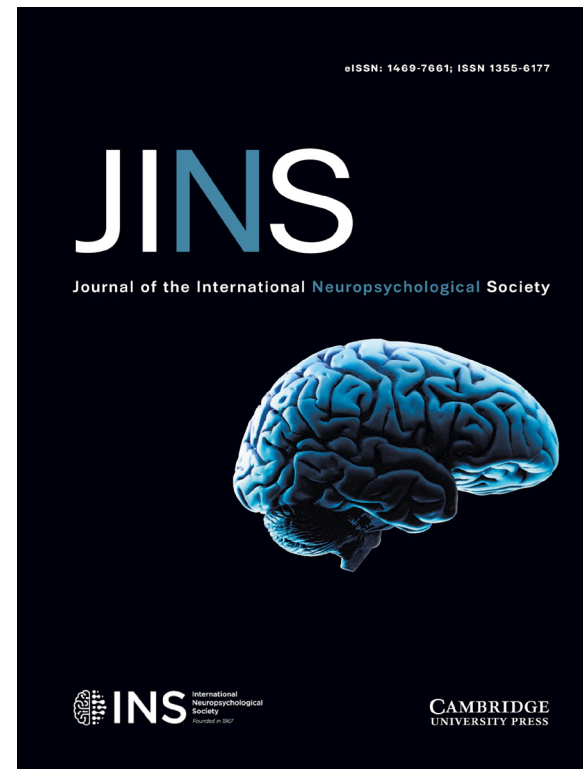
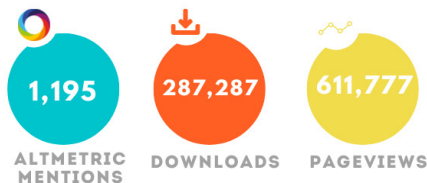


# JINS - Our INS Journal

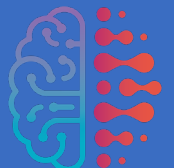
The Journal Reaches Over 9,000 Subscribers Worldwide

*In proud partnership with Cambridge University Press*

*10 issues per year*



**For Advertising Opportunities**  
**Contact: Jessica Bradley**  
Publishing Editor, STM Journals  
[jbradley@cambridge.org](mailto:jbradley@cambridge.org)



# YEAR-ROUND MARKETING

Overall Email Reach  
Access to over 9,000 users

## Email Open Rates and Devices

Page Type	Page Views
Email Open Rate	54%
On Desktop	89%
On Mobile Devices	11%
Sends	178,257
Opens	92,462
Clicks	14,399

## 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 (November - February)	\$2,500
Banner All Meeting related emails for 1 year	\$5,000

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

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, Psyd

Approximately 30 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

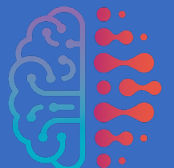
*Newsletter art dimensions are all width x height (finished size)*

## Our Newsletter

### *New Interactive Layout*



*4 issues per year*



# YEAR-ROUND MARKETING

## Banner on Job Posting Page

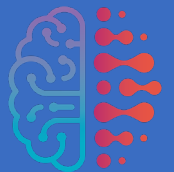
Term Period	Term	Price
<b>Discounted</b> (March - October)	1 months	\$ 125
<b>Discounted</b> (March - October)	3 months	\$ 300
<b>Discounted</b> (March - October)	6 months	\$ 450
Standard (November - February)	1 months	\$ 250
Standard (November - February)	3 months	\$ 600
Standard (November - February)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

## Company info/Logo on Homepage

Term Period	Term	Price
<b>Discounted</b> (March - October)	1 months	\$ 400
<b>Discounted</b> (March - October)	3 months	\$ 900
<b>Discounted</b> (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
<b>Discounted</b> (March - October)	1 months	\$ 1,250
<b>Discounted</b> (March - October)	3 months	\$ 3,000
<b>Discounted</b> (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*

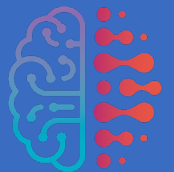
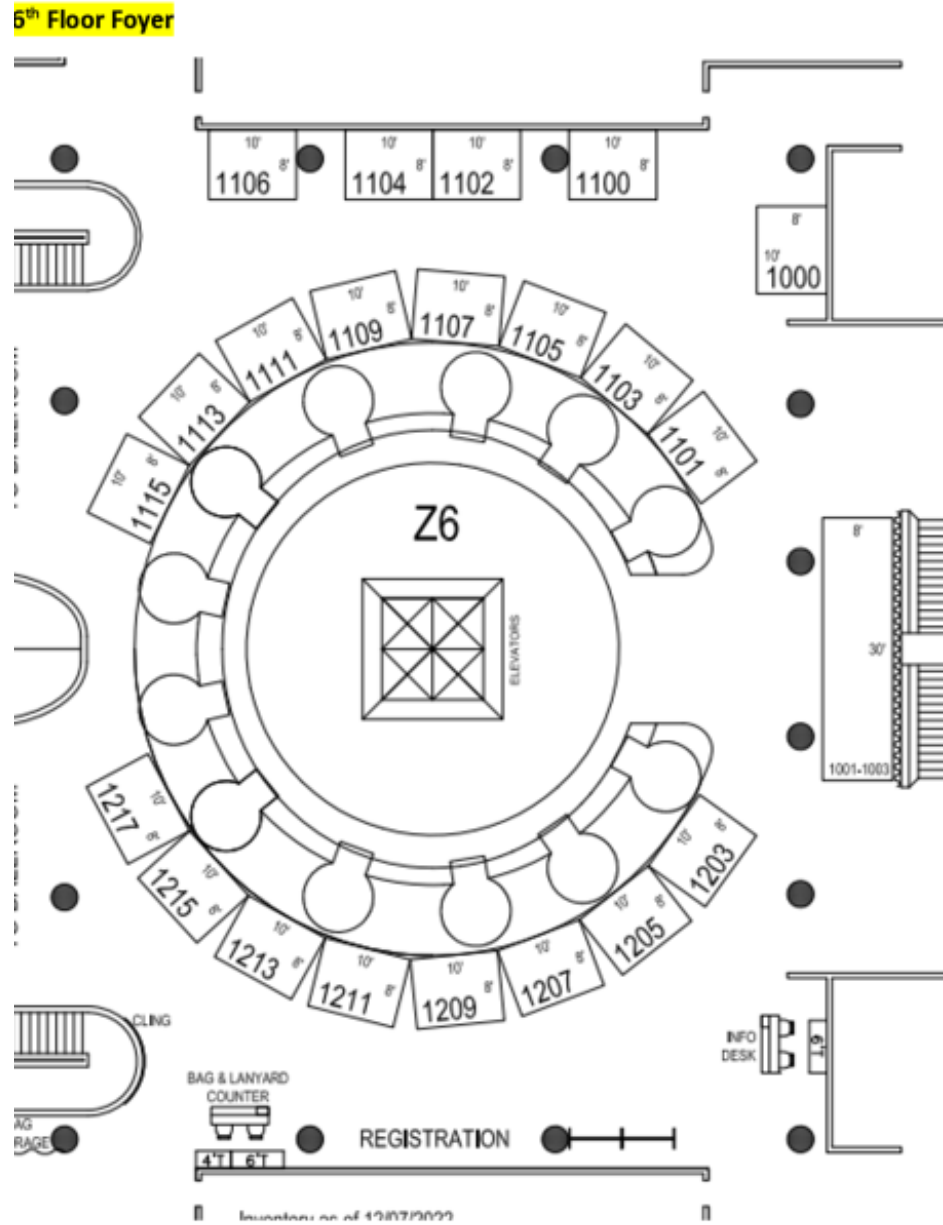


### Each package includes:

- 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 York City Floorplan



# PARTNER WITH US

\$1,250

Choose a marketing opportunity that fits your needs



## Demo

- D** 50 minute product demo  
(Choice of 8 am, over lunch break, or after the final program for the day)

## Registration Banner

- E** Your logo on registration banner  
24"w x 24"h

## Energy Bar

- F** Give us 2000 Logo Stickers to place on bars

## Each package includes:

- 1 conference bag insert with flyer or small brochure OR 1-use mailing post meeting
- 2 registration waivers (a value up to \$790 and does not include CE)
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if one is used

**Add an exhibit booth to any package: \$750 for 1 booth and \$1400 for 2 booths.**



# PARTNER WITH US

\$2,500

## Showcase Your Brand

G

### Coffee Break

Your 1-color logo on napkins

H

### Lanyards

With your 1-color logo

I

### Pens

With your 1-color logo

J

### Student Mentoring Event

Nearby Signage

K

### Sponsor SIG Meeting or Webinar

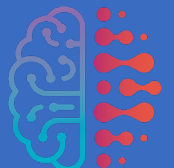
INS Special Interest Groups: Brain Injury, Cultural, Dementia, Epilepsy, Worldwide Initiative for Data Sharing, NeuroCOVID-19, Neuropsychological Intervention, Oncology, Social Cognition, Emotion & Communication, Sports Neuropsychology, TeleNeuropsychology



### Each package includes:

- 1 x use mail list post meeting or conference bag insert with flyer or small brochure
- Nearby signage for J & K
- 2 registration waivers (a value up to \$790 and does not include CE)
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used

**Add an exhibit booth to any package: \$750 for 1 booth and \$1400 for 2 booths.**



## Build Relationships and Brand Awareness

L

### CE Presentation

*Additional verbal acknowledgment & logo placement*

M

### Student Programming

*Additional verbal acknowledgment & logo placement*

N

### General Session Banner

*Your exclusive logo on Banner of Denver and meeting logo 12'x24'*

O

### A Day of Coffee Breaks

*Your logo on napkins*

P

### INS Daycare Program

*Additional logo placement*

Q

### 10 Innovative Dispenser Displays

*Featuring your logo all over the venue (See photo top right) 58"H*



### Each package includes:

- 1 x use mail list post meeting or conference bag insert with flyer or small brochure
- Verbal Acknowledgment during Welcome Speech
- Nearby signage to highlight your organization
- 2 registration waivers (a value up to \$790 and does not include CE)
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app

**Add an exhibit booth to any package: \$750 for 1 booth and \$1400 for 2 booths.**





# PARTNER WITH US

\$7,500

## Increase Your Engagement and Contribute to the INS Mission

R

### Keynote

*Additional verbal acknowledgment & logo placement*

S

### Invited Symposium or Special Talk

*Additional verbal acknowledgment & logo placement*

T

### Matthews Fund for International Neuropsychological Development

*Additional verbal acknowledgment and website announcement*

U

### INS Student Travel Grants

*Additional verbal acknowledgment and website announcement*

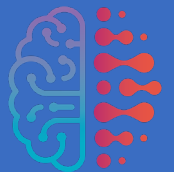
V

### 2 Days of Coffee Breaks

*Your logo on napkins*

Each package includes:

- Rotating banner on Lobby Monitor
- A ½ page in online program book
- 6 registration waivers (a value up to \$2,370 and does not include CE)
- Large Logo on main slide projection or banner in Plenary
- 1 additional booth
- 1 x use mail list post meeting
- 1 conference bag insert with flyer or small brochure
- Verbal Acknowledgment during Welcome Speech
- Nearby signage to highlight your organization
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used



## Interact with Leading Scientists and Influencers

Each package includes:

- 10 registration waivers (a value up to \$3,950 and does not include CE)
- Logo featured on INS Website Homepage for 6 months including peak months November 1, 2019 – April 30, 2020
- A Full page color in online printed program book
- Large Logo on main slide projection or banner in Plenary
- 1 x use mail list post meeting
- 1 conference bag insert with flyer or small brochure
- 2 additional booths
- Verbal Acknowledgment during Welcome Speech
- Nearby signage to highlight your organization
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used

W

### Welcome Reception

*Additional signage and logo placements*

X

### All meeting Coffee Breaks

*Additional signage and logo on napkins*

Y

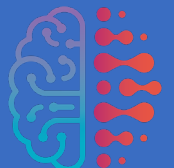
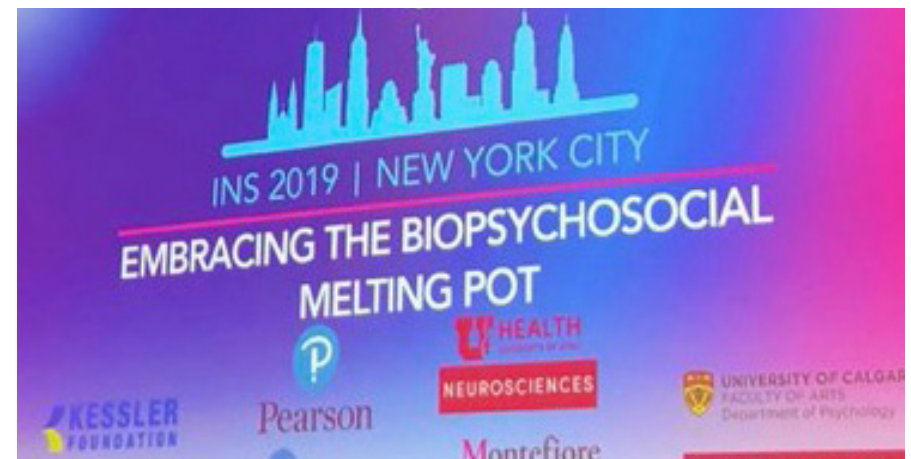
### Meeting E-Posters

*Additional signage and logo placements*

Z

### On-Demand CE & Lecture Series

*Additional signage and logo placements*



## Executive Functioning Partnership

GL

### Global Recognition

- Recognition at both the Denver and Vienna Conferences for 2020
- Sponsorship of 1 keynote at each meeting
- 10 registration waivers at each meeting (value of \$7,000 or more and does not include CE)
- Back cover advertisement on both Annual and Mid Year online and/or printed program books
- 2 large banners at both events recognizing sponsorship and information on sponsor
- Exclusive! 5"x 5" or larger depending on bag size 1-color logo on 2000 attendee conference bags\*\*

### Each package includes:

- Logo, listing and URL on INS website meeting page
- Logo featured on INS Website Homepage for 1 year (200px x 200px)
- A full page color in online program book
- 2 additional booths
- Large Logo on main slide projection or banner in Plenary
- 10 registration waivers (a value of \$2,950 or more and does not include CE)
- Nearby signage to highlight your organization as a sponsor
- Verbal Acknowledgment during Welcome Speech
- 1 x use mail list post meeting
- 1 conference bag insert with flyer or small brochure
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used

VM

### Virtual Meeting

- Recognition on all emails and materials and INS website page announcing and featuring the Virtual Denver meeting sometime post meeting circa April or May 2020
- Slider on home page of INS website for 1 year with logo and organization information & link to website
- 10 registration waivers at each meeting (value of \$7,000 or more and does not include CE)
- Inclusion of Logo on all meeting materials for annual north American meeting





# The International Neuropsychological Society

The International Neuropsychological Society (INS)

2319 South Foothill Drive #260, Salt Lake City, Utah 84109, USA

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