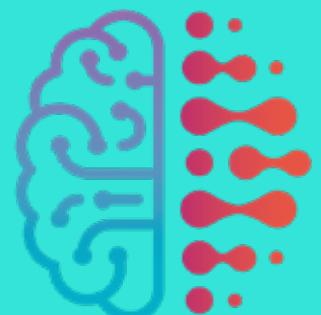


# Marketing Opportunities 2026

The International  
Neuropsychological Society

“Where the World Meets”



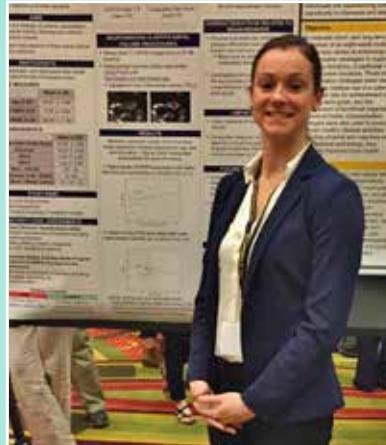
# OUR MISSION

**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.



The International Neuropsychological Society



# 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

## Membership Breakdown

Professional Members	66%
In-Training Members*	31%
Emeritus Members	3%

## Education

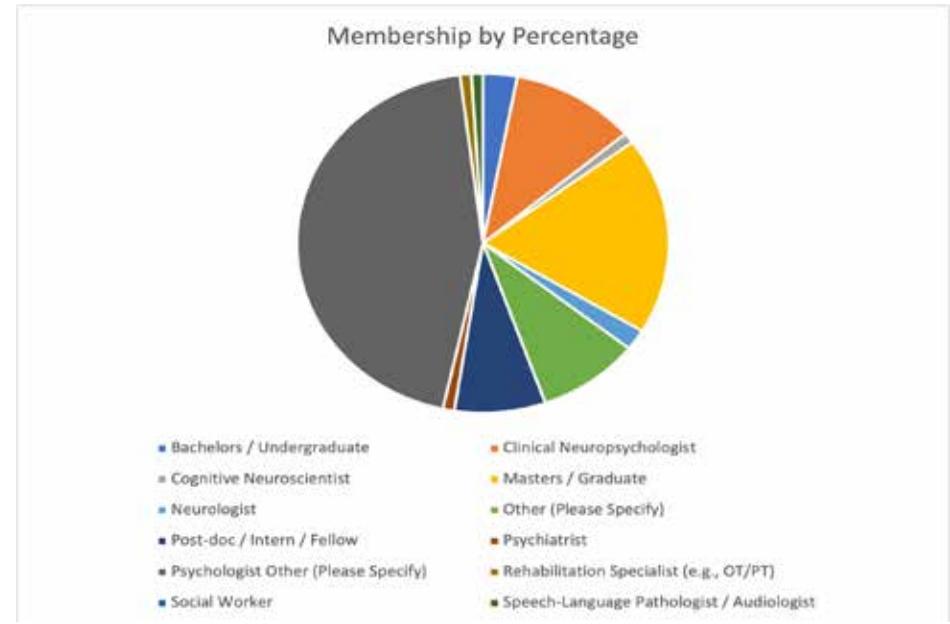
PhD & PsyD 66%

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

The International Neuropsychological Society



# OUR MEETINGS



- 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 Neuropsychological Congress	Porto, Portugal	958
2023 INS 50th Annual North American Meeting	San Diego, CA	2353
2023 INS Mid Year Meeting	Taipei City, Taiwan	294

## Meeting Attendees

Member Professionals	43%
Non-Member	6%
Members in Training	51%
Non-Member Student	1%

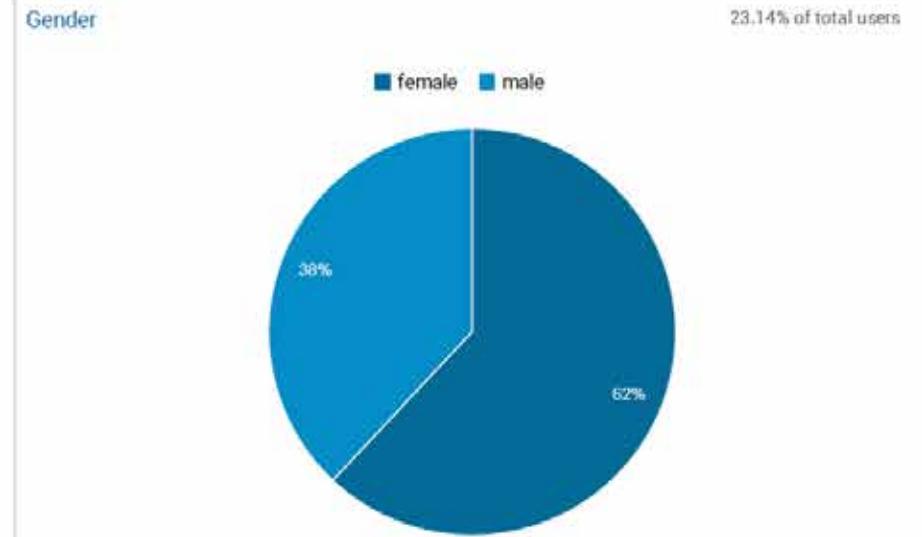
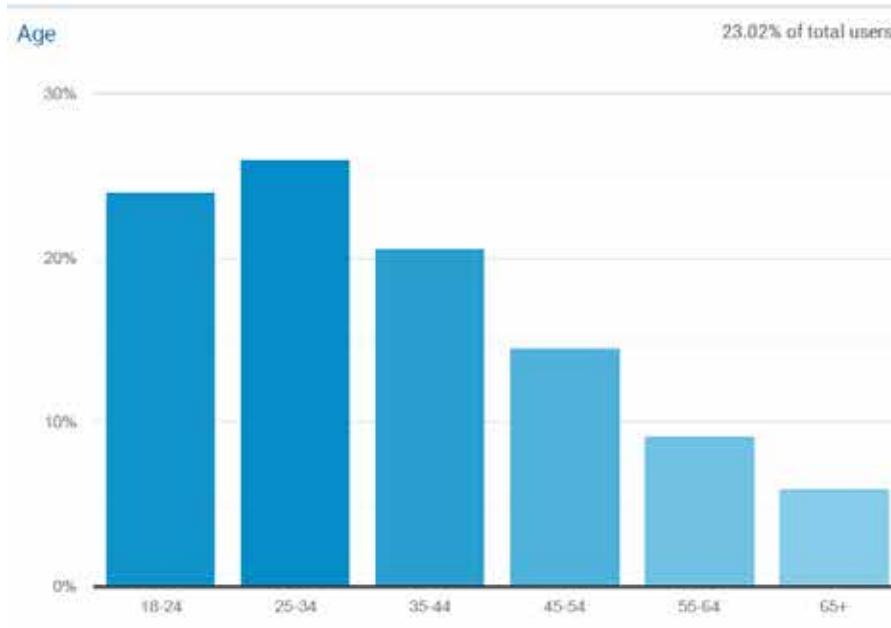
*Representation from over 45 countries*

The International Neuropsychological Society



# INS WEBSITE STATS

## Engage Around the Globe



## Average Website Traffic

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



## CONTENTS

## PAGE

<a href="#"><u>JINS – Journal of the International Neuropsychological Society</u></a>	8
<a href="#"><u>Email Advertising</u></a>	9
<a href="#"><u>Post a Job</u></a>	10
<a href="#"><u>Newsletter Advertising</u></a>	10
<a href="#"><u>Website Advertising</u></a>	11 - 12
<a href="#"><u>Exhibitor Event Partnerships</u></a>	13 - 20

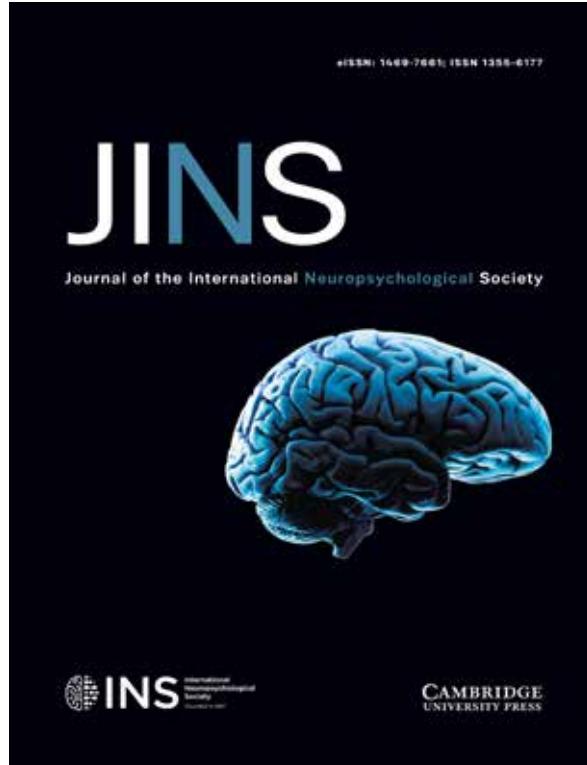


# JINS - Our INS Journal

**The Journal Reaches Over 9,000 Subscribers Worldwide**

*In proud partnership with Cambridge University Press*

*10 issues per year*



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

The International Neuropsychological Society



# YEAR-ROUND MARKETING

Approximately 52+ emails per year

## Email Open Rates and Devices

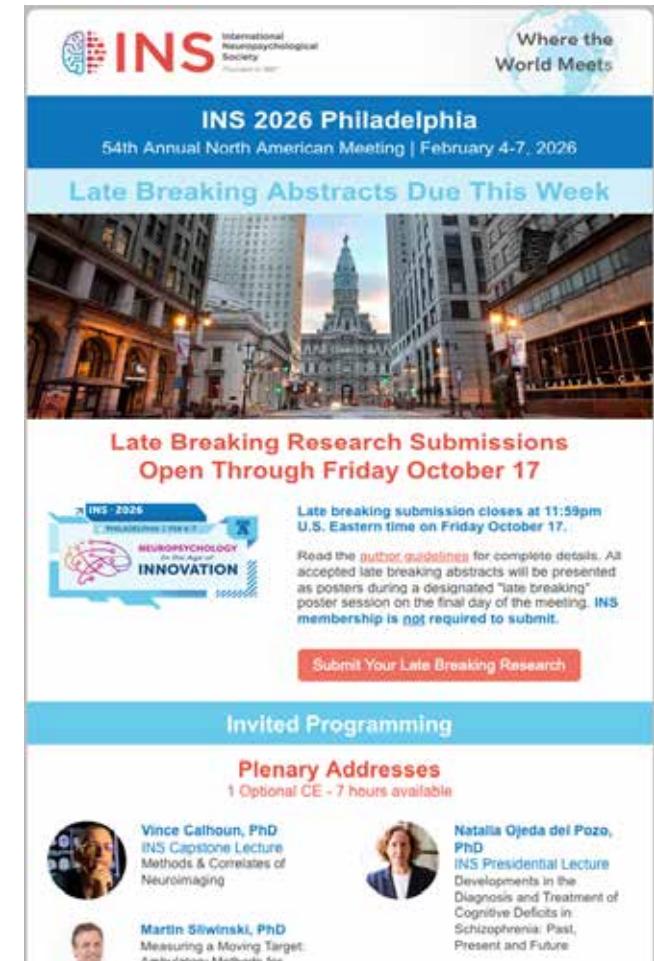
Page Type	Page Views
Email Open Rate	66%
On Desktop	62%
On Mobile Devices	38%
Sends	217,736
Opens	139,045
Clicks	15,811

## Email Banner (excludes election emails)

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

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

Overall Email Reach  
Access to over 11,000 users



The screenshot shows the homepage of the INS 2026 Philadelphia meeting website. The top features the INS logo and the tagline "Where the World Meets". Below this is a banner for "INS 2026 Philadelphia" with the text "54th Annual North American Meeting | February 4-7, 2026". A large image of a city street at dusk is displayed. A call-to-action button says "Submit Your Late Breaking Research". Below the banner, there's a section for "Late Breaking Research Submissions Open Through Friday October 17". A small image of a brain is shown with the text "INS 2026 LATE BREAKING RESEARCH INNOVATION". To the right, there's a section for "Invited Programming" featuring "Plenary Addresses" with three speakers listed: Vince Calhoun, PhD; Natalia Ojeda del Pozo, PhD; and Martin Sliwinski, PhD.



# YEAR-ROUND MARKETING

## Job Postings

Term Period	Term	Price
	1 month	\$ 150
	2 months	\$ 280
	3 months	\$ 375

*Job Postings artwork: 200 x 200 pixels company logo*

## 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*



*3 issues per year*



# YEAR-ROUND MARKETING

## Banner on Job Posting Page

Term Period	Term	Price
Per year, more than 200 jobs posted, over 8,000 page clicks, and the average time spent on each page is 60 minutes.	1 month	\$ 250
	3 months	\$ 600
	6 months	\$ 825
	12 months	\$1,050

## Advertisement Tile on Homepage

Term Period	Term	Price
	1 month	\$ 650
	3 months	\$ 1,500
	6 months	\$ 2,250
	12 months	\$ 3,300

*Banner ad on Job Posting page: 920 x 190 pixels (200 ppi)*

*Homepage ad dimensions: 2 x 2 inches (200 ppi)*



# YEAR-ROUND MARKETING



## Full Slider on Homepage

### Term Period

The click rate on the INS homepage is 67k

### Term

1 month  
3 months  
6 months  
12 months

### Price

\$ 650  
\$ 1,750  
\$ 4,500  
\$ 6,750

*Slider image dimensions: 1000 x 400px*

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

The International Neuropsychological Society



# PARTNER WITH US AS AN EXHIBITOR

Showcase Your Organization's Products, Services and Knowledge

## A 1 Exhibit Booth

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

\$1,450



## B 2 Exhibit Booths

*Mini-mercial (30-90 second spots) played on conference loop television and during general session breaks  
One use mailing list post meeting **and** One flyer or small brochure  
2 additional registration waivers (total value up to \$1,580 or more and does not include CE)*

\$2,500



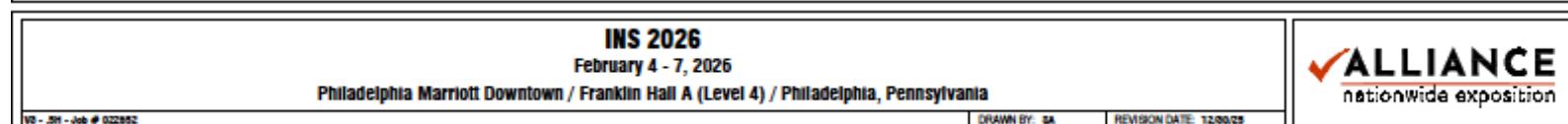
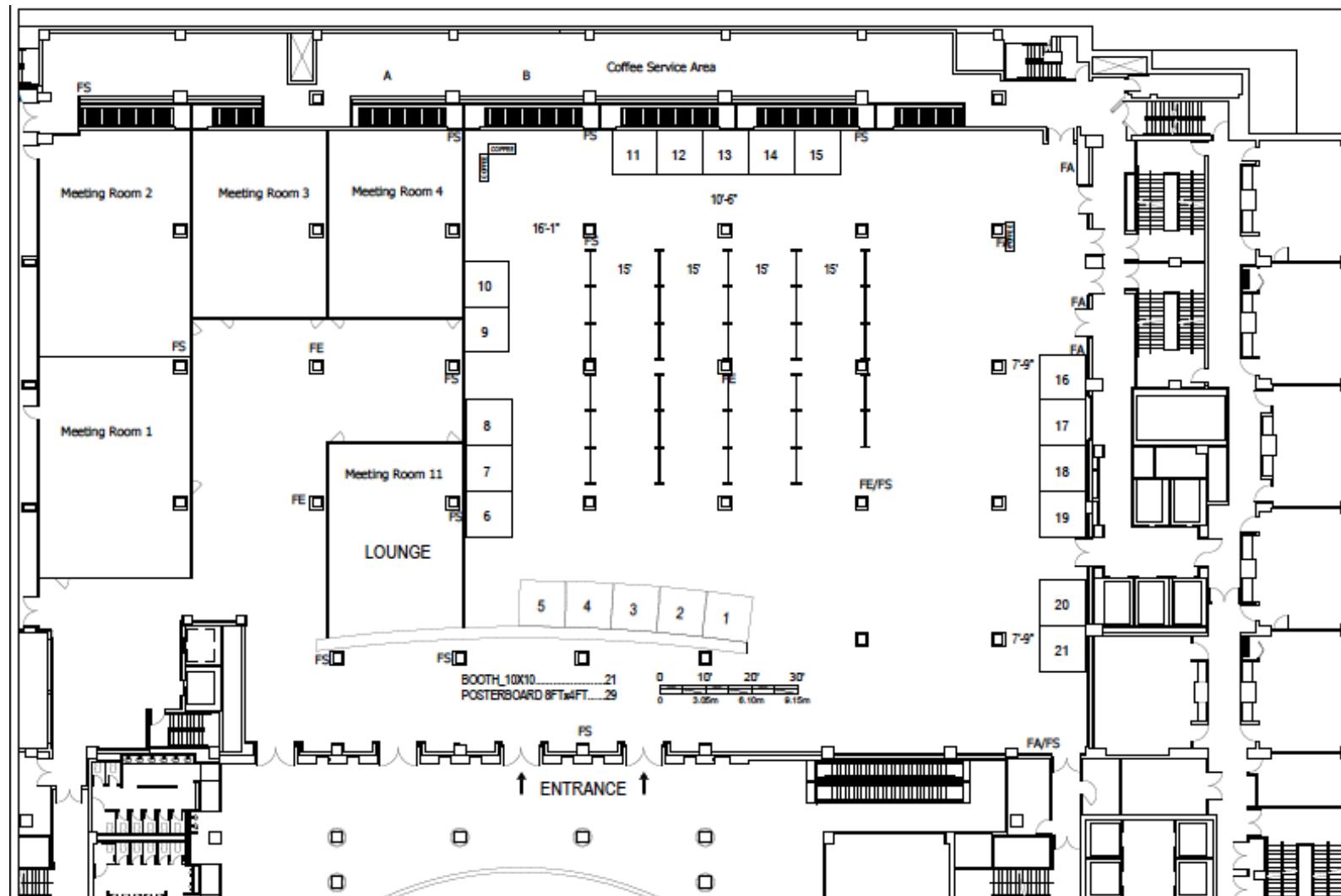
Each package includes:

- 2 registration waivers (a value up to \$790 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 the official INS virtual program app if one is used

The International Neuropsychological Society



# Philadelphia Marriott Downtown Floorplan



# PARTNER WITH US

\$1,250

Choose a marketing opportunity that fits your needs



D

## Demo

50 minute product demo

(Choice of 8 am, over lunch break, or after the final program for the day)

E

## Registration Banner

Your logo on registration banner

24" w x 24" h

F

## Energy Bar

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

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



#### 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

The International Neuropsychological Society



# PARTNER WITH US

\$5,000

## 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*

U

## INS Student Travel Grants

*Additional verbal acknowledgment and website announcement*

S

## Invited Symposium or Special Talk

*Additional verbal acknowledgment & logo placement*

V

## 2 Days of Coffee Breaks

*Your logo on napkins*

T

## Matthews Fund for International Neuropsychological Development

*Additional verbal acknowledgment and website announcement*



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



# PARTNER WITH US

\$10,000

## 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

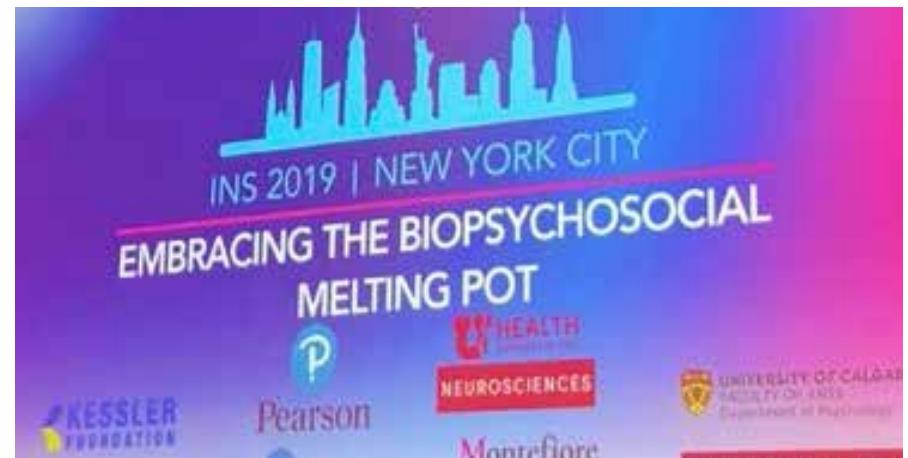
### Meeting E-Posters

*Additional signage and logo placements*

Z

### On-Demand CE & Lecture Series

*Additional signage and logo placements*



# PARTNER WITH US

\$25,000

## 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\*\**

VM

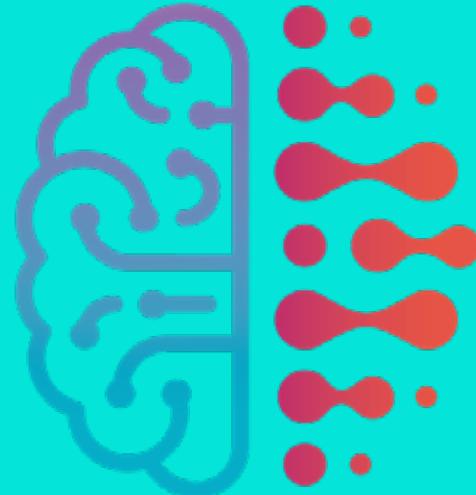
### Virtual Meeting

- *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*

### 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*





# The International Neuropsychological Society

The International Neuropsychological Society (INS)  
175 N. Medical Drive., 5th Floor, Salt Lake City, Utah 84112, USA  
ins@the-ins.org • [www.the-ins.org](http://www.the-ins.org) • (O) 801.487.0475 • (F) 801.487.6270