

# Tech Transfer Central >>>>

The world's leading content provider in tech transfer and research commercialization

## MEDIA KIT



**Market Your Products and Services to 94,000 Technology Transfer, IP, Licensing and Research Professionals**

- ▶ Email blasts
- ▶ E-Zine ads
- ▶ Job openings

For more information contact:  
**Sara Norris**  
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(877) 729-0959, extension 105

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### Why advertise with Tech Transfer Central?

**Tech Transfer Central** is the industry's go-to resource for information, news, products, and services for technology transfer and intellectual property professionals. The company's publications -- including [Tech Transfer eNews](#), [Technology Transfer Tactics](#), [University-Industry Engagement Week](#), and [University-Industry Engagement Advisor](#) and -- reach over 94,000 tech transfer professionals every week, making **Tech Transfer Central** the world's leading content provider in this evolving marketplace.

In addition to its news publications, **Tech Transfer Central** also produces timely webinars, books, reports, data, software, and other resources that offer unique, practical, and advanced strategies, case studies, best practices, and expert guidance on a broad range of challenges and opportunities for technology transfer offices and professionals.

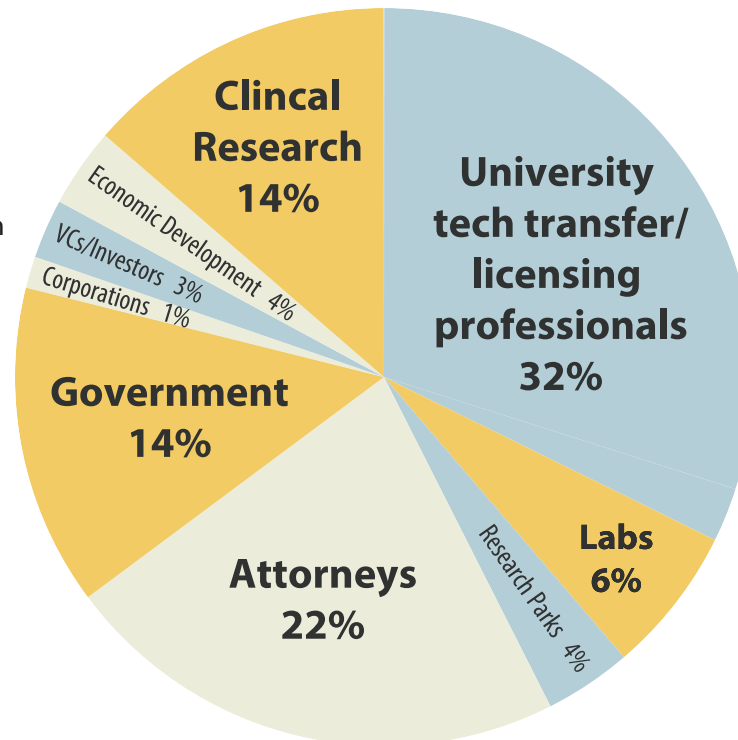
### Who should advertise with us?

Our audience is comprised of key stakeholders and high level decision-makers in the tech transfer and research commercialization marketplace, and are an ideal target for companies serving this industry.

Advertisers include:

- ▶ Technology transfer/IP conferences
- ▶ Intellectual asset management software companies
- ▶ IP-related legal services
- ▶ Patent and trademark database and service companies
- ▶ IP/patent search firms
- ▶ Industry technology scouts
- ▶ Law firms
- ▶ VC and investment companies
- ▶ Contract research organizations

### Tech Transfer Central Demographics



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## Email Marketing Packages

Over time we have learned that repetition is key to getting a message across. When you schedule a series of email blasts, you will be the only advertiser using our list for that week. This ensures that your message will not have to compete with other advertising clients on our schedule.

Email marketing packages allow you to reach more than 94,000 tech transfer and research commercialization professionals every week. Send us your message, specify a date and time to send it, and we do the rest!

### LEVEL 1 EMAIL MARKETING PACKAGE

- ▶ Minimum 4 email blasts (once a week) for 4 consecutive weeks
- ▶ Sent to 94,000 tech transfer and research commercialization professionals every week
- ▶ \$2,500

### LEVEL 2 EMAIL MARKETING PACKAGE

- ▶ Minimum 8 email blasts (once a week) for 8 consecutive weeks
- ▶ Sent to 94,000 tech transfer and research commercialization professionals every week
- ▶ \$4,000



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## eNews Banner Ads

**Tech Transfer eNews** and **University-Industry Engagement Week** are the world's largest-circulation e-zines in the tech transfer and sponsored research fields respectively. Each e-zine reaches more than 94,000 professionals every week.

### LEVEL 1 E-ZINE HEADER BANNER

- ▶ Inclusion in 8 issues (once a week) for 8 consecutive weeks
- ▶ Top position, "above the fold"
- ▶ Dimensions: 560 x 250
- ▶ \$1,600

### LEVEL 2 E-ZINE HEADER BANNER

- ▶ Inclusion in 16 issues (once a week) for 16 consecutive weeks
- ▶ Top position, "above the fold"
- ▶ Dimensions: 560 x 250
- ▶ \$3,000



## Market Your Products and Services to 94,000 Technology Transfer, IP, Licensing and Research Professionals

- ▶ Email blasts
- ▶ **E-Zine ads**
- ▶ Job openings

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## Advertise Your Job Openings

The **TechTransferCentral.com** Job Listings page ([click here](#)) is consistently at the top of search engine results for "tech transfer jobs," and one of our most visited pages every week.

Simply send us a description of your open position, and include an email address for direct response from job seekers. Featured listings occupy the top three positions and appear with a bright yellow background.

To ensure maximum exposure, your job listing will also appear as an item in *Tech Transfer eNews*, our weekly news brief that reaches more than 94,000 professionals.

- ▶ **Featured listing** (maximum 3): \$250 per month
- ▶ **Standard listing**: \$150 per month

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- ▶ E-Zine ads
- ▶ **Job openings**

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