EXPLORE THE A-CAPP CENTER'S SPONSORSHIP AND ADVERTISING OPPORTUNITIES IN THE BRAND PROTECTION PROFESSIONAL.

Reach a distinct audience of high-level professionals in the brand protection industry through the A-CAPP Center's online practitioner based journal — an accessible, comprehensive forum containing essential information for the brand protection community.
The Brand Protection Professional: A Practitioner's Journal is a no-cost resource dedicated to reporting on brand protection issues, research and professional information for in-house brand protection practitioners. It was launched in 2016 and aims to advance brand protection through the establishment of an accessible, comprehensive forum containing essential information for the brand protection community. The BPP is released quarterly in March, June, September and December.

"Independent, interdisciplinary evidence-based hub, whose activities focus on RESEARCH, EDUCATION and OUTREACH designed to assist in protecting brands and products of all industries worldwide."

The A-CAPP Center is a non-profit organization founded in 2009 as the first and only academic body focusing upon the complex global issues of anti-counterfeiting and product protection of all products, across all industries, in all markets.

http://a-capp.msu.edu/outreach/brand-protection-professional-bpp/
The A-CAPP Center partners and supporters rely on the A-CAPP website, the BPP website, A-CAPP social media (LinkedIn and Twitter), and A-CAPP E-Newsletters to keep them up-to-date on our new editions of the BPP.

**A-CAPP ENGAGEMENT**

Engagement data for website visits for the past year.

- **26.6K** A-CAPP WEBSITE VISITS
- **20.7K** A-CAPP WEBSITE UNIQUE VIEWS

**GLOBAL REACH**

A-CAPP WEBSITE GEOGRAPHICAL VISITS

[Map showing global reach]

http://a-capp.msu.edu/outreach/brand-protection-professional-bpp/
The BPP is a non-profit journal published by the A-CAPP Center that is made available to readers at no charge. To help with the cost of production, the BPP offers funding opportunities in the form of annual sponsorship and paid advertisement.

**Note:** The A-CAPP Center reserves the right to decline any sponsorship or advertisements not aligned with the Center’s guidelines and mission at its sole and absolute discretion. Acceptance of sponsorship or advertisement of the BPP does not indicate any endorsement of contributing companies or products, nor does it guarantee any acceptance of articles for the BPP.

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**ANNUAL SPONSORSHIP**

**SPONSORSHIP TIERS**

<table>
<thead>
<tr>
<th>TIER</th>
<th>AMOUNT</th>
<th>SPONSORSHIP RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND PROTECTION PROFESSIONAL CHAMPION</td>
<td>$50K AND UP</td>
<td>CHOOSE UP TO 4 ADS PER YEAR RECOGNITION ON BPP SPONSOR PAGE</td>
</tr>
<tr>
<td>BRAND PROTECTION PROFESSIONAL ADVOCATE</td>
<td>$25K-$49,999</td>
<td>CHOOSE UP TO 3 ADS PER YEAR RECOGNITION ON BPP SPONSOR PAGE</td>
</tr>
<tr>
<td>BRAND PROTECTION PROFESSIONAL SUPPORTER</td>
<td>$15K-$24,999</td>
<td>CHOOSE UP TO 2 ADS PER YEAR RECOGNITION ON BPP SPONSOR PAGE</td>
</tr>
</tbody>
</table>

**Note:** Each ad will be a right side banner ad on the BPP tab of A-CAPP website and BPP edition for 3 months.
WEBSITE ADVERTISEMENT

ADVERTISING PRICING

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>1 EDITION (3 months exposure)</th>
<th>2 EDITIONS (6 months exposure)</th>
<th>3 EDITIONS (9 months exposure)</th>
<th>4 EDITIONS (12 months exposure)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIGHT SIDE BANNER</td>
<td>$5,000</td>
<td>$8,000</td>
<td>$11,500</td>
<td>$15,000</td>
</tr>
<tr>
<td>BOTTOM BANNER</td>
<td>$750</td>
<td>$1,200</td>
<td>$1,750</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Note: Right side banner is a sticky banner. One ad will be displayed at a time, multiple ads will rotate. Submission requirements: 394 px X 750 px, high resolution JPEG or PNG. Bottom banner will display three ads at a time, multiple ads will rotate. Submission requirements: 294px X 330px, high resolution JPEG or PNG.

VIEW OF EDITION PAGE

Note: Ad placement may vary from above example for tablet or mobile devices based on standard website responsiveness.

VIEW OF BPP TAB

Note: Ad placement may vary from above example for tablet or mobile devices based on standard website responsiveness.

Digital Advertising Sales: Kari Kammel, kkammel@msu.edu or Jocelyn Tucker, tucker90@msu.edu
# BP HUB ADVERTISEMENT

## CLASSIFIED ADVERTISEMENT PRICING

<table>
<thead>
<tr>
<th>AD DETAILS</th>
<th>1 EDITION (3 months exposure)</th>
<th>2 EDITIONS (6 months exposure)</th>
<th>3 EDITIONS (9 months exposure)</th>
<th>4 EDITIONS (12 months exposure)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEXT ONLY NAME, LOCATION, TELEPHONE, EMAIL, WEBSITE (WORD LIMIT 250 CHARACTER DESCRIPTION)</td>
<td>$250</td>
<td>$400</td>
<td>$550</td>
<td>$700</td>
</tr>
</tbody>
</table>

## EXAMPLE AD

**Company Name**

Location

Telephone

Email

website

(250 word description)