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 EDUCATION, OUTREACH and RESEARCH 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.
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.

31.6K A-CAPP WEBSITE PAGE VIEWS

9.3K A-CAPP WEBSITE USERS

**GLOBAL REACH**

A-CAPP WEBSITE GEOGRAPHICAL VISITS REPRESENTS 134 COUNTRIES

980+ Followers

410+ Followers

4,000+ Subscribers

http://a-capp.msu.edu/outreach/brand-protection-professional-bpp/
Engagement data for the BPP journal for the past year.

**BPP ENGAGEMENT**

- **2.6K** BPP WEBSITE VIEWS
- **2.4K** BPP WEBSITE USERS

**GLOBAL REACH**

BPP WEBSITE GEOGRAPHICAL VISITS REPRESENT 75 COUNTRIES

1,630+ Notification Subscribers

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 sponsorships 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.

### SPONSORSHIP

#### ANNUAL 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 IN EDITION HOMEPAGE, AND ARTICLE PAGES</td>
</tr>
<tr>
<td>BRAND PROTECTION PROFESSIONAL ADVOCATE</td>
<td>$25K-$49,999</td>
<td>CHOOSE UP TO 3 ADS PER YEAR RECOGNITION IN EDITION HOMEPAGE, ARTICLE PAGES</td>
</tr>
<tr>
<td>BRAND PROTECTION PROFESSIONAL SUPPORTER</td>
<td>$15K-$24,999</td>
<td>CHOOSE UP TO 2 ADS PER YEAR RECOGNITION IN EDITION HOMEPAGE, ARTICLE PAGES</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.

#### EDITION SPONSOR

<table>
<thead>
<tr>
<th>EDITION SPONSOR</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5K</td>
</tr>
</tbody>
</table>

ONE BOTTOM AD AND RECOGNITION AS EDITION SPONSOR ON HOMEPAGE/COVER IMAGE, ARTICLE PAGES
# 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><strong>Right Side Banner</strong></td>
<td>$4,000</td>
<td>$7,000</td>
<td>$10,000</td>
<td>$13,000</td>
</tr>
<tr>
<td><strong>Bottom Banner</strong></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.*

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### View of Edition Page

![View of Edition Page](image1)

- **Right side banner**
- **Bottom banner**

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

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### View of BPP Tab

![View of BPP Tab](image2)

- **Right side banner**
- **Bottom banner**

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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>JOB POSTING (TEXT ONLY) COMPANY NAME, (WORD LIMIT 250 CHARACTER DESCRIPTION OF POSITION DETAILS) LINK TO A-CAPP WEBSITE JOB BOARD</td>
<td>$300</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>REGULAR CLASSIFIED (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)

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