

BRAND
protection
professionalism

BPP

2021

BPP MEDIA KIT

THE A-CAPP CENTER
AT MSU

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 BPP

EDITOR-IN-CHIEF: LEAH EVERT-BURKS
MANAGING EDITOR: SARA HEEG

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.

THE A-CAPP CENTER

"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.



<http://a-capp.msu.edu/outreach/brand-protection-professional-bpp/>

MARKETING FOR THE 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.

35K

A-CAPP WEBSITE
PAGE VIEWS

11.8K

A-CAPP WEBSITE
USERS

GLOBAL REACH

A-CAPP WEBSITE
GEOGRAPHICAL VISITS
REPRESENTS 143
COUNTRIES

1 ————— 7,527



1,114+
Followers



450+
Followers



5,850+
Subscribers



BPP ENGAGEMENT



Engagement data for the BPP journal for the past year.

9.3K

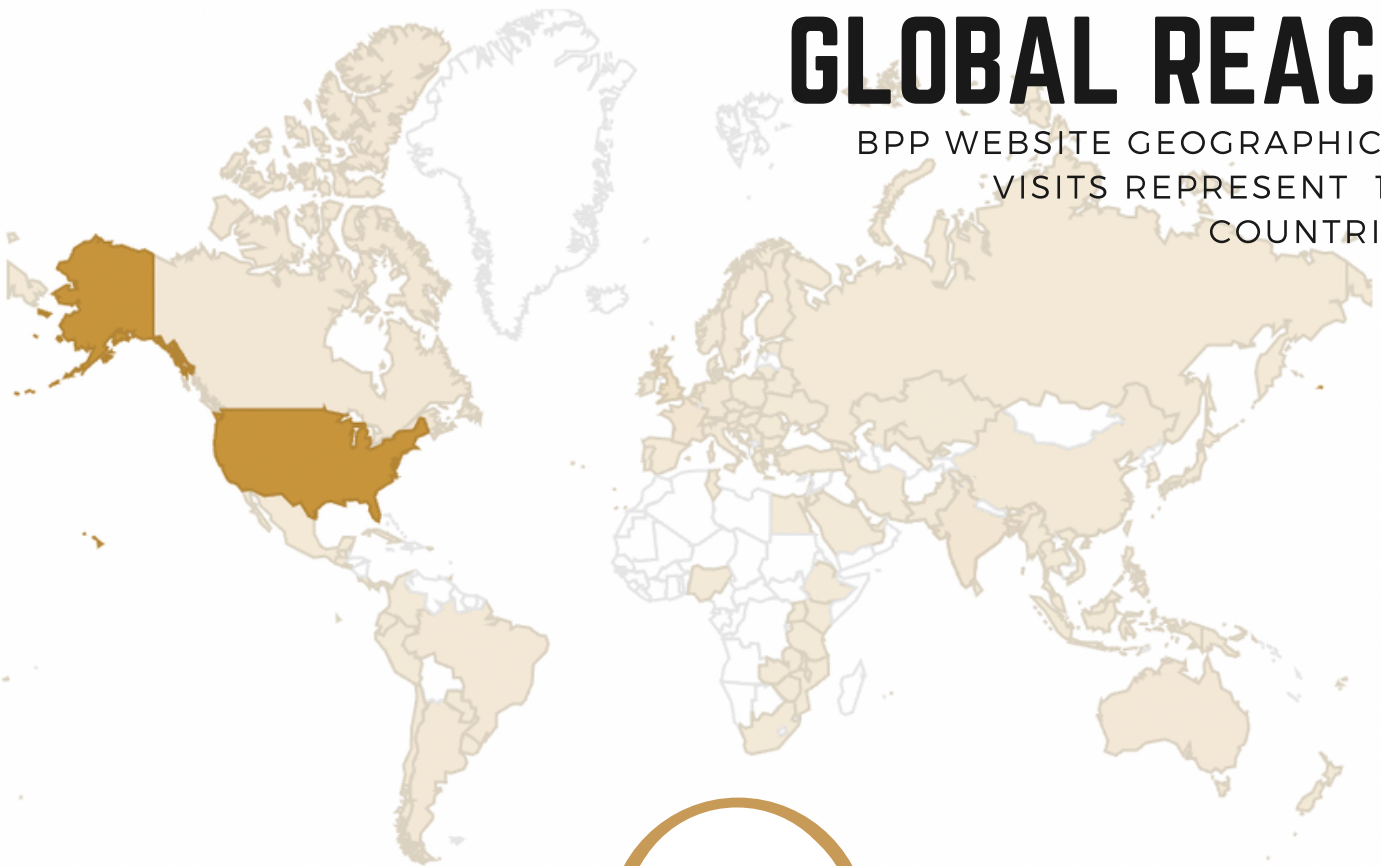
BPP WEBSITE
VIEWS

3.8K

BPP WEBSITE
USERS

GLOBAL REACH

BPP WEBSITE GEOGRAPHICAL
VISITS REPRESENT 101
COUNTRIES



1,656+

Notification Subscribers

1  3,620



<http://a-capp.msu.edu/outreach/brand-protection-professional-bpp/>

BPP FUNDING OPPORTUNITIES

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

TIER	AMOUNT	SPONSORSHIP RECOGNITION
BRAND PROTECTION PROFESSIONAL CHAMPION	\$50K AND UP	CHOOSE UP TO 4 ADS PER YEAR RECOGNITION IN EDITION HOMEPAGE, AND ARTICLE PAGES
BRAND PROTECTION PROFESSIONAL ADVOCATE	\$25K-\$49,999	CHOOSE UP TO 3 ADS PER YEAR RECOGNITION IN EDITION HOMEPAGE, ARTICLE PAGES
BRAND PROTECTION PROFESSIONAL SUPPORTER	\$15K-\$24,999	CHOOSE UP TO 2 ADS PER YEAR RECOGNITION IN EDITION HOMEPAGE, ARTICLE PAGES

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

EDITION SPONSOR	\$5K	ONE BOTTOM AD AND RECOGNITION AS EDITION SPONSOR ON HOMEPAGE/ COVER IMAGE, ARTICLE PAGES
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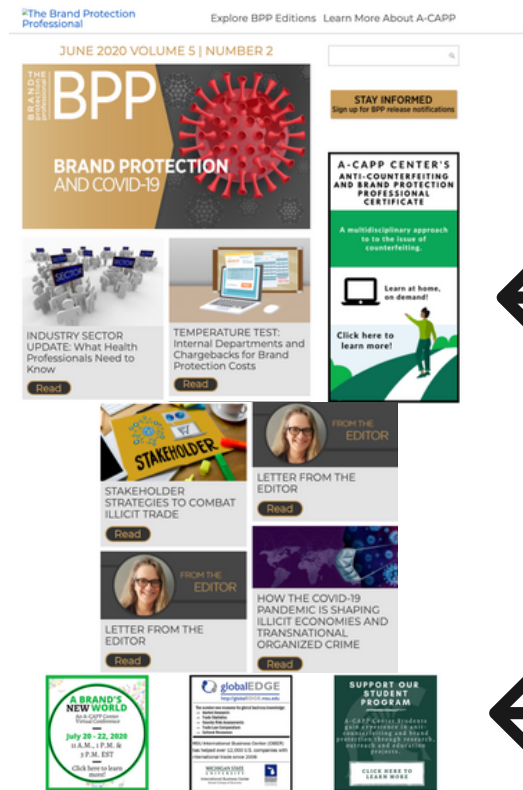
WEBSITE ADVERTISEMENT

ADVERTISING PRICING

AD TYPE	1 EDITION (3 months exposure)	2 EDITIONS (6 months exposure)	3 EDITIONS (9 months exposure)	4 EDITIONS (12 months exposure)
RIGHT SIDE BANNER	\$4,000	\$7,000	\$10,000	\$13,000
BOTTOM BANNER	\$750	\$1,200	\$1,750	\$2,500

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



← Right side banner

← Bottom banner

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

BP HUB ADVERTISEMENT

CLASSIFIED ADVERTISEMENT PRICING

AD DETAILS	1 EDITION (3 months exposure)	2 EDITIONS (6 months exposure)	3 EDITIONS (9 months exposure)	4 EDITIONS (12 months exposure)
JOB POSTING (TEXT ONLY) COMPANY NAME, (WORD LIMIT 250 CHARACTER DESCRIPTION OF POSITION DETAILS) LINK TO A-CAPP WEBSITE JOB BOARD	\$300	N/A	N/A	N/A
REGULAR CLASSIFIED (TEXT ONLY) NAME, LOCATION, TELEPHONE, EMAIL, WEBSITE (WORD LIMIT 250 CHARACTER DESCRIPTION)	\$250	\$400	\$550	\$700

EXAMPLE AD

Company Name
Location
Telephone
Email
website

(250 word description)

↑ Tile on edition home page directing readers to Brand Protection Hub