



iapp

# IAPP Advertising & Sponsorship Opportunities





# IAPP MEDIA KIT



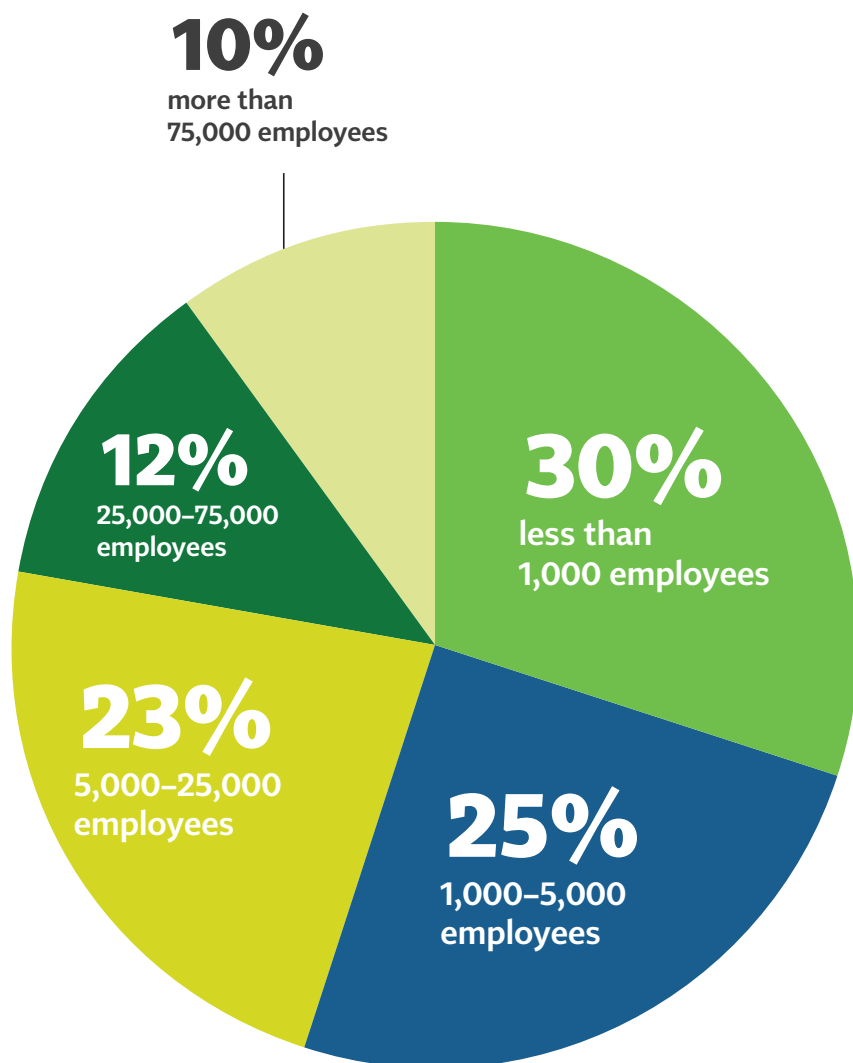
## REACH SOPHISTICATED PRIVACY PROFESSIONALS WITH IAPP PUBLICATIONS

The suite of publications for the International Association of Privacy Professionals gives you the opportunity to reach and connect with a savvy and experienced set of privacy professionals with a wide variety of needs for technology and services.

For pricing, inventory availability, information about sponsoring web conferences and all other advertising information, contact our sales team at: [sales@iapp.org](mailto:sales@iapp.org).

### DEMOGRAPHICS

Our members' organizations are large, with major privacy needs:



**56%**  
purchase privacy  
technology

Get details from:  
[sales@iapp.org](mailto:sales@iapp.org)

# IAPP WEBSITE ADVERTISING

## Promote products and services on our website.

Ads can be placed under the News tab or under the Resources tab so your message can be seen by visitors who are looking to stay up to date on the latest happenings in privacy or actively searching for products or services to enhance their data protection efforts. See an example of the News Leaderboard ad below.

We also offer two types of news article landing page ads:

1. **Standard tile** – Our lowest cost website ad, it rotates within the article text as seen below.
2. **Premium sidebar** – Make your ad stand out more by moving it out of the body copy and into the sidebar.

In addition to our Daily Dashboard media monitoring service and the regional newsfeeds we have the following original publications:

**THE PRIVACY ADVISOR** A focus on the “how-to” of privacy, with original reporting and articles by IAPP members.

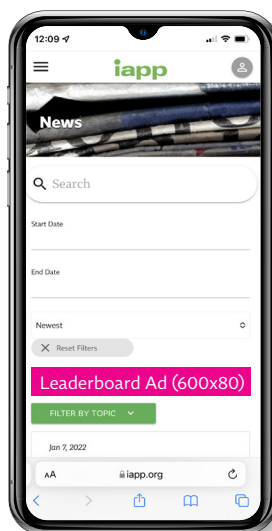
**PRIVACY PERSPECTIVES** Our “op-ed page,” focused on privacy opinion from thought leaders throughout the industry.

**PRIVACY TECH** From code to engineering to implementation, a forum for exploring the technology of privacy.

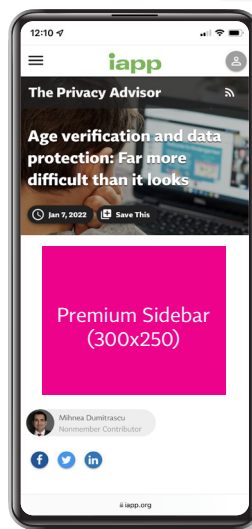
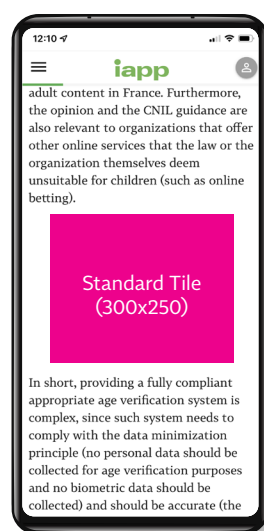
**PRIVACY TRACKER** The best place for following legislative changes and new interpretations of law around the world.

**DPO CONFESSIONAL** A monthly column from the IAPP’s own data protection officer about the day-to-day grind.

Leaderboard Ad



Standard tile



Premium sidebar



Brand Building



Product Launch/  
Update



Lead Generation  
Opportunities



Thought  
Leadership

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# DIGITAL ADS

Advertise in IAPP's newsletters  
and targeted audience communications

## NEWSLETTERS

**ASIA-PACIFIC DASHBOARD DIGEST:** A weekly roundup of privacy news from the Asia-Pacific region. Emailed to over 6,500 privacy pros each week.

**CANADA DASHBOARD DIGEST:** A weekly roundup of Canadian privacy news. Emailed to more than 30,000 privacy pros each week.

**DAILY DASHBOARD:** The world's premier daily privacy media monitoring service, keeping readers up to date with all the latest news in data protection. Emailed to over 66,000 privacy pros each day.

**EUROPEAN DASHBOARD DIGEST:** A weekly roundup of European privacy news. Emailed to 28,000+ privacy pros each week.

**LATIN AMERICA DASHBOARD DIGEST:** A monthly roundup of privacy news from Latin America, delivered in Spanish. Emailed to more than 4,000 privacy pros each month.

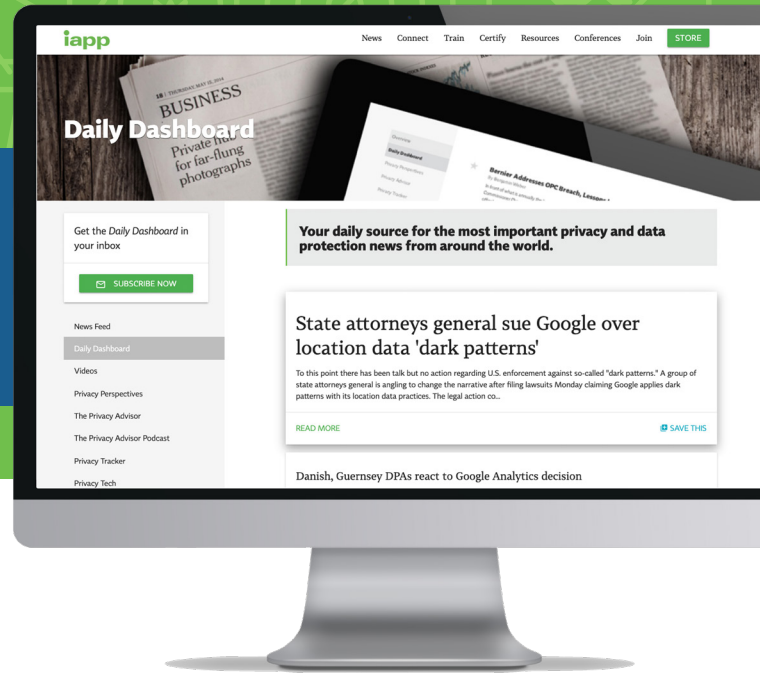
**THE PRIVACY ADVISOR:** Original in-depth reporting on privacy issues, emailed to 60,000+ privacy professionals.

**UNITED STATES DASHBOARD DIGEST:** A weekly roundup of privacy news from the United States. Emailed to over 19,500 privacy pros each week.

## TARGETED AUDIENCE

**SHOW DAILY EMAILS:** Summaries of the day's events that reach the engaged audiences at the IAPP's Global Privacy Summit and Privacy. Security. Risk. events.

**SPONSORED EVENT PUSH NOTIFICATIONS:** Daily and hourly reminders distributed to IAPP event audiences through our app.



REACH THE INBOX OF  
PRIVACY PROS AROUND  
THE WORLD.



OPEN RATES  
RANGE BETWEEN  
**25 AND 38%**  
ALL OPT-IN.

Get details from:  
**sales@iapp.org**



**Brand Building**



**Lead Generation  
Opportunities**



**Product Launch/  
Update**

# Advertising placement

## DASHBOARD DIGESTS

### Leaderboard Ad (728x90)



Daily Dashboard



Training yes, traveling no  
**LEARN US PRIVACY AT  
YOUR HOME OR  
OFFICE**

Stay ahead of the constant developments in U.S. privacy law and practice with IAPP U.S. Private-Sector Privacy live online training. Live online combines the real-time interaction of a classroom with the convenience of remote learning. The curriculum includes instruction in federal and state privacy laws, sectoral regulations and much more. Reserve your spot today.  
IAPP U.S. Private-Sector Privacy Training Live Online | March, April, May, June dates

[Register Today](#)

#### THE PRIVACY ADVISOR—U.S.

Children's privacy in focus with Biden's State of the Union address  
U.S. President Joe Biden covered a lot of ground in his State of the Union address, including a call to action on children's privacy and online safety. Biden urged Congress to enhance children's privacy protections and regulate against Big Tech's perceived harms against minors. IAPP Staff Writer Joe Duball reports on Biden's remarks with a collection of reactions to his words and what lawmakers could do to respond.  
[Full Story](#)

#### THE PRIVACY ADVISOR—U.S.

US House subcommittee gains insight on legislation aiming to protect online users  
From the harms caused by targeted advertising to the need for a comprehensive federal privacy law, a wide-ranging U.S. House committee hearing March 1 explored legislative ways to protect online users. The House Committee on Energy & Commerce's Subcommittee on Consumer Protection and Commerce discussed five pieces of proposed legislation, including the Banning Surveillance Advertising Act, with DuckDuckGo U.S. Senior Public Policy Manager Katie McInnis, CIPP/US, among those weighing in on how the proposals would create a safer, more private online environment. IAPP Staff Writer Jennifer Bryant has the details.  
[Full Story](#)

#### INFOSECURITY—U.S.

US Senate passes omnibus cybersecurity bill  
The U.S. Senate passed the Strengthening American Cybersecurity Act, a package of bills presented by Sen. Gary Peters, D-Mich., to enhance U.S. cybersecurity. The legislation would require companies involved in critical infrastructure, including energy and health care, to report cyberattacks and ransomware payments. A 72-hour breach reporting requirement is also included. The bill moved to the U.S. House for further consideration.  
[Full Story](#)

Sponsored Content  
Advertorial

#### PRIVACY LAW—INDIA

Trade groups share 'strong concern' over India's draft DPB  
The Economic Times reports a coalition of international trade groups sent a letter to India's Minister of Electronics & Information Technology Ashwini Vaishnaw regarding recommendations made by a Joint Parliamentary Committee to amend the draft Data Protection Bill. "Our companies rely on this data to reach consumers, drive business efficiencies, and continue to innovate," the groups wrote, noting the JPC's recommended changes would bring "powerful disincentives for India's innovation ecosystem." The groups also asked for further consultations on the bill before it is [tabled](#) in Parliament.

March 2, 2022

#### QUICK LINKS

[IAPP Calendar](#)  
[Career Central](#)  
[Upcoming IAPP KnowledgeNets](#)  
[IAPP Data Protection Intensive: UK 2022](#)  
[Find Us on Twitter](#)  
[Resource Center](#)

PREMIUM  
Rectangle Ad  
(300x250)

PREMIUM  
Rectangle Ad  
(300x250)

PREMIUM  
Rectangle Ad  
(300x250)

ROTATING  
Rectangle Ad  
(300x250)

ROTATING  
Rectangle Ad  
(300x250)

### Leaderboard Ad (728x90)



25 February 2022

#### QUICK LINKS

[IAPP Events Calendar](#) • [Career Central](#) • [Online Networking Opportunities](#) • [IAPP Certified Information Privacy Professional/Europe](#) • [Resource Center](#) • [Find Us on Twitter](#)

#### UPCOMING EVENTS

Ongoing  
[IAPP Live Online Training](#)

[IAPP Events Calendar](#)

Next Week:  
3 March, KnowledgeNet  
[Hungary – Virtual](#)

2 March, Web Conference  
[Zero Day Exploits for Privacy Professionals: Risks, Mitigation and Due Diligence](#)

IAPP Conferences:  
17-18 March, Paris  
[IAPP Data Protection Intensive: France 2022](#)

21-24 March, London  
[IAPP Data Protection Intensive: UK 2022](#)

10-13 April, Washington, DC, U.S.  
[IAPP Global Privacy Summit 2022](#)



Join us in London

**ONE MONTH UNTIL DPI:  
UK 2022 RETURNS LIVE**

There is still plenty of time to join your peers in U.K. data protection at DPI: UK 2022. Returning as an in-person event, DPI: UK features a full program of speakers, networking activities and breakout sessions. Topics include trends in artificial intelligence, ransomware attacks, the global impact of the Children's Code and more.  
**IAPP Data Protection Intensive: UK 2022**  
21-24 March | London

[Register Today](#)

#### PRIVACY PERSPECTIVES

##### Thoughts on Ukraine

We here at the IAPP are shocked and saddened by the news coming out of Ukraine. Like everyone, we are sobered by the developments as we continue to do our daily jobs. The IAPP is a big tent with members around the world. We have many members from Ukraine and wish everyone safety during this time. The nation has a history with data protection law, an involvement with the Council of Europe and ratified the European Convention on Human Rights and Convention 108. IAPP Editorial Director Jedidiah Bracy, CIPP, has more details.  
[Full Story](#)

#### THE PRIVACY ADVISOR

##### A look at the newly released EU Data Act

The European Commission published its proposal for a Data Act, the second building block of its data strategy. The first step was the Data Governance Act, legislation [adopted](#) at the end of last year that provides a legal framework for sharing non-personal data. The Data Act is meant to go one step further, introducing binding requirements for the manufacturer of connected devices and related services to provide access to the data that users create. "We want to give consumers and companies even more control over what can be done with their data, clarifying who can access data and on what terms," said Margrethe Vestager, the Commission's executive vice president responsible for the digital portfolio. Journalist Luca Bertuzzi has the latest.  
[Full Story](#)

Rectangle Ad  
(300x250)

#### ENFORCEMENT—IRELAND

Irish DPC releases annual report



# Newsletter advertising placement

## THE PRIVACY ADVISOR

### Leaderboard Ad (728x90)



#### 'Dynamic,' 'cross-functional' privacy field in high demand

With a growing presence before company leaders and the public, particularly amid the COVID-19 pandemic, and with data protection legislation in place and emerging around the world, the privacy field is maturing to new heights and facing new and expanding challenges. It created the "highest demand for privacy professionals" TRU Staffing Partners Founder and CEO Jared Coseglia said he has ever seen. IAPP Staff Writer Jennifer Bryant speaks with Coseglia and others about the demand for privacy professionals, how to meet it and how to embrace it, and explores efforts of the U.S. National Institute of Standards and Technology's Privacy Workforce Public Working Group in developing a workforce capable of managing privacy risk.



Photo by Eric Prout on Unsplash

[Keep Reading](#)



#### 'Cybersecurity Law Fundamentals' — A chat with Jim Dempsey

Stanford Cyber Policy Center Senior Policy Advisor Jim Dempsey has been teaching cybersecurity law since 2015 and worked in the area for decades. He has long thought about the cybersecurity space and how it matches up to privacy and data protection. In fact, he has thought so hard on this subject he published a new book with the IAPP called "Cybersecurity Law Fundamentals." IAPP Editorial Director Jedidiah Bracy recently caught up with Dempsey to discuss the biggest issues companies face from a world burgeoning with adversaries and what to look for in his new book. "Cybersecurity Law Fundamentals" is now available in [print](#) and [digital](#) formats.

[Keep Reading](#)

#### Brazilian ordinance restricting employer vaccination mandates faces legal challenges

As companies in Brazil grapple with the impact of the COVID-19 pandemic and work to return to the office, a new ordinance issued Nov. 1 by the Ministry of Labor and Welfare, and subsequent legal challenges, are causing uncertainty. Under the ordinance, terminating an employee for failure to provide proof of vaccination is equal to discrimination and is forbidden in Brazil's Constitution. Four cases before Brazil's Supreme Court are challenging the ordinance's constitutionality and the court has suspended provisions that prohibit employers from requiring proof of vaccination. IAPP Staff Writer Jennifer Bryant has the details.

[Keep Reading](#)

Rectangle Ad  
(300x250)

Rectangle Ad  
(300x250)

## THE "HOW TO" GUIDE TO PRIVACY

The Privacy Advisor is where privacy professionals around the world get in-depth information about how to create privacy programs, comply with regulations, and do the hard work of privacy on the ground. Get your solutions in front of these decision makers right as they are building out plans.

Get details from:  
[sales@iapp.org](mailto:sales@iapp.org)



Brand Building



Product Launch/  
Update

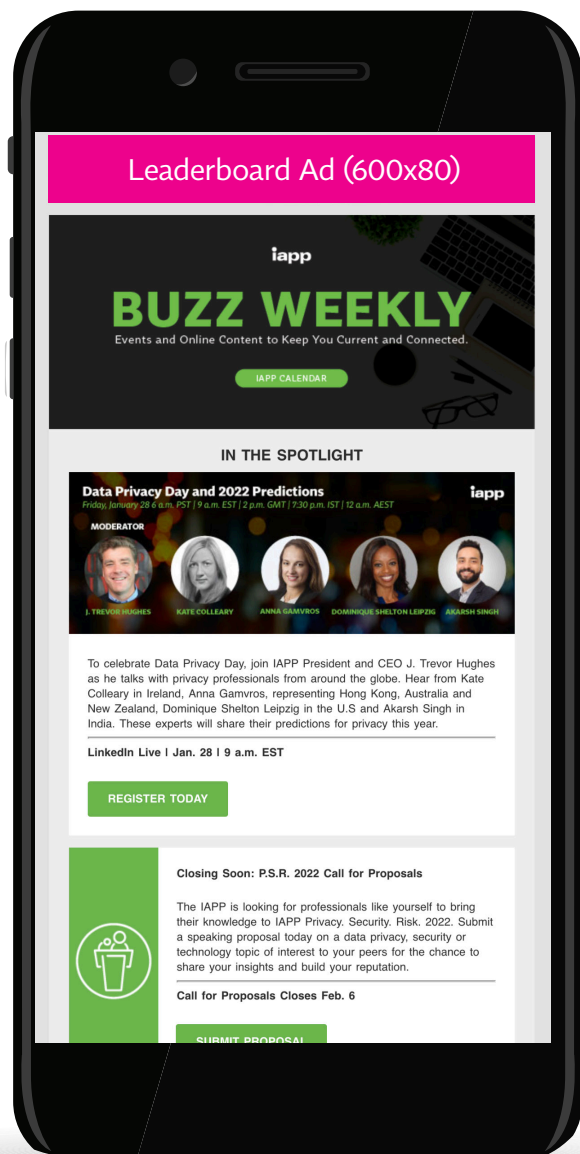
# The Buzz Weekly Newsletter

Leverage the Largest Subscriber Base of any IAPP Publication

The Buzz Weekly newsletter sends via email each week to over 165,000 subscribers. Recipients include privacy leaders, decision makers and champions at every operational level and functional area who want to stay current and connected to the hottest events, experts and thought-provoking content in data protection.

With an open rate consistently at 29%, that nets you more than 32,000 weekly impressions, making it an ideal forum to remind this influential audience of your products, services, events, new offerings and updates.

Speak to an [IAPP sales representative](#) to review rates, get answers to your questions and for help determining how to best use these three options in your media buy.



## AD TYPES:

### LEADERBOARD AD (600 x 80 px, placed at top of email)

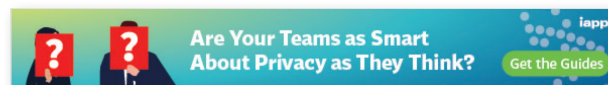
One ad placement available each week for 13 weeks. The quarterly buy can be split between two advertisers with one receiving seven placements and the other six. Bundle discounts available.

#### EXAMPLE:



### MID BANNER AD (600 x 80 px, placed midway through email)

One ad placement available each week for 13 weeks. The quarterly buy can be split between two advertisers with one receiving seven placements and the other six. Bundle discounts available. Headline: 25 characters per line, 2 lines max (50 characters)



### SPONSORED LISTING (placed at end of email)

Four units available each week with two-week minimum buy. Headline: 25 characters per line, 2 lines max (50 characters), Listing description: 250 character limit

#### EXAMPLE:

#### Map Privacy Skills for Tech Infrastructure Pros

[VIEW ONLINE](#)

Understand and anticipate pitfalls that can knock projects off track and cause post-implementation problems with the free IAPP white paper "The Technology Infrastructure Professional's Guide to Essential Privacy Knowledge" which includes a detailed knowledge map prepared with guidance from tech infrastructure experts.

Get details from: [sales@iapp.org](mailto:sales@iapp.org)

  
Brand Building

  
Competitive Differentiation



# Training Post Bi-Weekly Newsletter

Reach Privacy Pros Focused on Improving Themselves and Their Operations

The Training Post newsletter lands in the inboxes of more than 189,000 subscribers bi-weekly, so you can reach contacts worth leveraging. Recipients are not only privacy pros who plan to pursue certification, they are professionals from all corners of the industry who are looking for ways to upgrade their skills and knowledge. With an open rate consistently at 30%, the Training Post nets you more than 28,000 bi-weekly impressions and connects you with an influential audience to spotlight your products, services, events, new offerings and updates. Contact an IAPP sales representative to review rates, get answers to your questions, and learn how the Training Post's leaderboard ad, mid-banner ad, or sponsored listing can support your brand.

## AD TYPES:

### LEADERBOARD AD (600 x 80 px, placed at top of email)

One ad placement available bi-weekly for 13 weeks. The quarterly buy can be split between two advertisers with one receiving four placements and the other three. Bundle discounts available.

#### EXAMPLE:



### MID BANNER AD (600 x 80 px, placed midway through email)

One ad placement available bi-weekly for 13 weeks. The quarterly buy can be split between two advertisers with one receiving four placements and the other three. Bundle discounts available.

#### EXAMPLE:



### SPONSORED LISTING (placed at end of email)

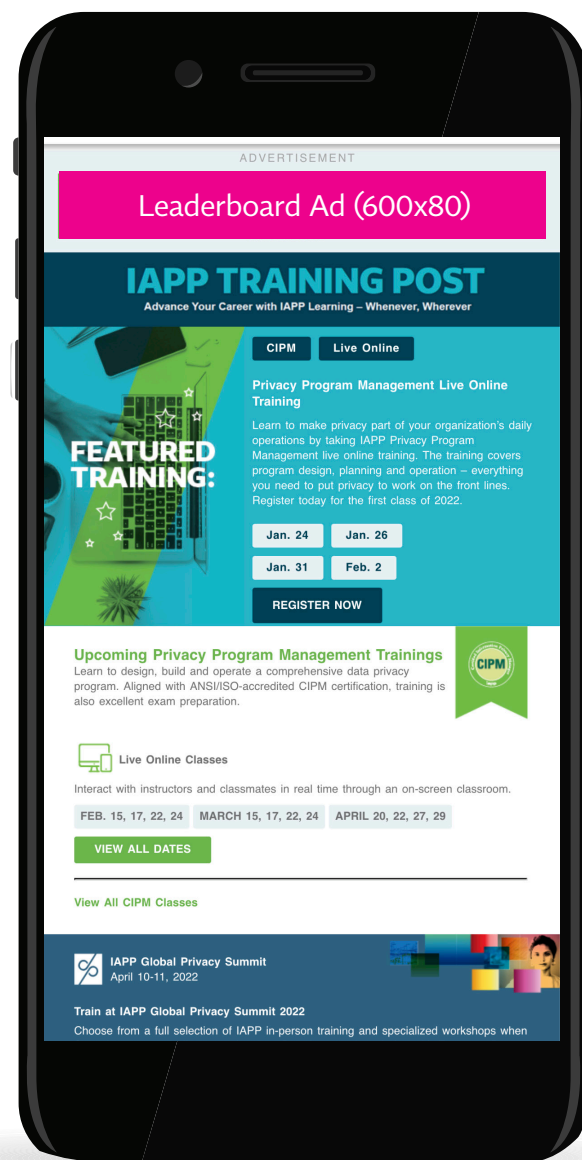
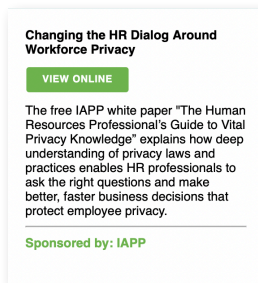
Four units available bi-weekly with two insertion minimum buy. Bundle discounts available.

Safely 25 characters per line  
2 lines max (50 Characters)

250 character limit for listing description.

Roughly 30 characters per line depend on letters/words used.

#### EXAMPLE:



Get details from: [sales@iapp.org](mailto:sales@iapp.org)



Brand Building



Competitive Differentiation



# Co-Sponsored Web Conferences

Co-sponsored web conferences offer the opportunity to present yourself as a thought leader and generate qualified leads. Sponsorships build brand awareness with a knowledgeable audience of privacy professionals, many with buying authority.

## PRE-CONFERENCE

- Topic is chosen by sponsor.
- Sponsor's employees may serve as panelists for the program.
- IAPP can offer recommendations of panelists, moderators and editorial assistance for event production.
- IAPP will promote the web conference through our media channels.
- Sponsor's name and logo will be featured prominently in the presentation and promotion for the program.

## CONFERENCE

- The web conference will be a 60-minute live event which will be recorded.
- Introduction by IAPP host.
- Sponsor callouts at beginning and end of conference.
- Up to four templated advertising pages which can include the sponsor name, logo, graphic and a link.
- Sponsors can receive a dedicated 60-second audio or video spot between the content presentation and the Q&A session.

## POST-CONFERENCE

- Confirmation and post-event emails and conference recordings contain lead generation links.
- Sponsor gets a recording to repurpose which is streamed on the IAPP website.
- The web conference can be approved for member CPE credits and is free for IAPP members.



**Competitive  
Differentiation**



**Lead Generation  
Opportunities**



**Thought  
Leadership**





# Sponsored White Papers

The sponsored white paper is a great tool for demonstrating thought leadership and making sure IAPP members know you are at the forefront of the industry.

Sponsor submits a white paper — or any other piece of original content — to be displayed on the [iapp.org](http://iapp.org) homepage and the IAPP Resource Center with link.

- Sponsor can share white paper as they wish.
- The IAPP will advertise the white paper to our membership for one month.

THE IAPP.ORG HOME PAGE  
AND RESOURCE CENTER  
GET A COMBINATION OF  
**330,000+**  
PAGEVIEWS EACH MONTH.



Get details from:  
**[sales@iapp.org](mailto:sales@iapp.org)**



**Thought  
Leadership**

# The Privacy Advisor Podcast

The Privacy Advisory Podcast is the preeminent podcast in the privacy industry, with thousands of subscribers and listeners each month.

It has become the industry's must-listen, bi-monthly download featuring leading industry voices from all over the world.

As a sponsor of the podcast, you have the opportunity to create a bespoke 30-second advertisement to be inserted in the podcast, or have the host read or create a thank-you or testimonial piece.

Podcast advertising has become the hottest way to make a personal connection and build trusted brand recognition with potential customers. With downloads in 102 countries around the world and 600,000+ all-time listens, The Privacy Advisor Podcast gives you valuable exposure to an engaged audience of professionals.



EACH PODCAST EPISODE IS  
DOWNLOADED AND LISTENED  
TO AN AVERAGE OF  
**4,000 TIMES**

Get details from:  
[sales@iapp.org](mailto:sales@iapp.org)



Thought  
Leadership





# IAPP Career Central

## PRIVACY IS NOT DEAD. IT'S HIRING.

Where can you find the best and most-qualified candidates for your latest privacy job opening? With the International Association of Privacy Professionals, of course. Our Career Central job listing and newsletter get your open positions in front of our 78,000+ members and many more.

Whether you are looking for a new chief privacy officer or an entry-level privacy coordinator, the IAPP's membership is a great place to start. Companies regularly find candidates from around the world, with deep experience in privacy, business, government, and more via Career Central.

EACH MONTH,  
THE CAREER CENTRAL LANDING PAGE  
RECEIVES MORE THAN  
**12,000 PAGEVIEWS.**



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