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.

DEMOGRAPHICS

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

- 56% purchase privacy technology
- 30% less than 1,000 employees
- 25% 1,000–5,000 employees
- 23% 5,000–25,000 employees
- 12% 25,000–75,000 employees
- 10% more than 75,000 employees

Get details from: 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.

Get details from:
sales@iapp.org
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 6,000 privacy pros each week.

CANADA DASHBOARD DIGEST: A weekly roundup of Canadian privacy news. Emailed to more than 26,000 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 60,000 privacy pros each day.

EUROPEAN DASHBOARD DIGEST: A weekly roundup of European privacy news. Emailed to 26,000+ privacy pros each week.

LATIN AMERICA DASHBOARD DIGEST: A monthly roundup of privacy news from Latin America, delivered in Spanish. Emailed to more than 3,000 privacy pros each month.

THE PRIVACY ADVISOR: Original in-depth reporting on privacy issues, emailed to 44,000+ privacy professionals.

UNITED STATES DASHBOARD DIGEST: A weekly roundup of privacy news from the United States. Emailed to over 19,000 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 21 AND 28% ALL OPT-IN.

Get details from: sales@iapp.org
Leaderboard Ad (728x90)

PREMIUM Rectangle Ad (300x250)

ROTATING Rectangle Ad (300x250)

Sponsored Content Advertorial

PREMIUM Rectangle Ad (300x250)

Sponsored Content Advertorial
THE PRIVACY ADVISOR

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
The Buzz Weekly Newsletter
Leverage the Largest Subscriber Base of any IAPP Publication

The Buzz Weekly newsletter sends via email each week to over 161,000 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 20%, 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)

EXAMPLE:

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:

Get details from: sales@iapp.org
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 153,000 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 18.8%, 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
The Privacy Tech Vendor Report

*Listings are **FREE** to submit for vendors. If you wish, you may highlight your listing with paid advertising.

The IAPP Privacy Tech Vendor Report is one of the industry’s most widely read guides to privacy-related technology products. Appearing in the vendor listings and as an advertiser positions you among the leaders in privacy tech. Any vendor can submit to be in the report, which evaluates over 350 vendors in more than 10 categories. You do not have to be an IAPP member to be considered for inclusion in the report.

There are two issues per year – spring and fall – which enable vendors and advertisers to update their content. Vendors and advertisers are included in both issues. Vendors are free to download and promote their presence in the report however they would like, including highlighting your listing with advertising (full-page, half-page or quarter-page ads are available to help your listing stand out). The IAPP promotes the Privacy Tech Vendor Report through its Daily Dashboard, regional digests, social media and website advertising. The report is available as a free download to anyone who visits the IAPP site.
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.

Get details from: sales@iapp.org
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 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 413,000+ PAGEVIEWS EACH MONTH.

Get details from: sales@iapp.org
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 500,000+ 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
In the Vendor Demo Center, vendors can list privacy products and services by category and customers can easily demo them with just a couple quick clicks. Your listing is on display 24/7 for over 70,000+ IAPP members worldwide and thousands more nonmembers. This is the best way to clearly differentiate your products and services from your competitors’. Visitors to the center represent strong leads because they are likely in the market right now for a product or service in any of 20 unique privacy and data protection categories. That gives you the perfect opportunity to show them what you have to offer with a direct link to your compelling demo.

The **Vendor Demo Center** is part of the Privacy Vendor Marketplace on the IAPP website, along with the popular Privacy Tech Vendor Report and Privacy Vendor List. It is regularly promoted in daily and weekly IAPP publications and across IAPP social media channels.

Speak with an IAPP sales representative today or contact [sales@iapp.org](mailto:sales@iapp.org) to review the rate card. They can answer your questions and help you decide how many of the 20 Demo Center categories you want to be represented in. Then you can fill out the simple online form and start increasing visibility and leads for your products and services.
HOW TO GENERATE LEADS THROUGH THE VENDOR DEMO CENTER

This checklist will help you maximize lead generation from your Demo Center placement.

- **Know your audience.**
  What are their roles and responsibilities, needs and pain points? Where are they in the sales funnel?

- **Communicate effectively.**
  Make your offer stand out. Use attention-getting creative, persuasive copy and high-resolution images to convey how your product/service benefits your audience.

- **Set up a detailed, dedicated landing page.**
  Use a memorable URL and include a preview of content you are offering.

- **Highlight your demo video or presentation.**
  Mention your demo in a strong call to action to entice prospects to your landing page. Offer options for a more in-depth personal demo after they view the video.

- **Capture contact information.**
  Use a lead generation form on your landing page for visitors to fill out. Only request minimal info, such as name, email address, country, and business/title/industry.

- **Get consent.**
  You will need it for marketing email follow up to build trust and confidence with your audience. Be sure to comply with jurisdictional regulations.

- **Monitor your efforts.**
  See how effective your promotions are by tracking their performance through your landing page. You can also segment your audience and trigger appropriate follow up.

- **Measure messaging.**
  If you are not meeting your benchmarks, try adjusting your messaging/creative and test, test, test.

Get details from: sales@iapp.org
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 70,000-plus 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.