

# Website Marketing Opportunities

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Make a splash in key areas of our newly designed website. INTA can help your organization reach brand owners and intellectual property professionals worldwide and gain widespread exposure.

Our website had

**447,000**

unique views  
last year

Nearly

**3.4  
million**

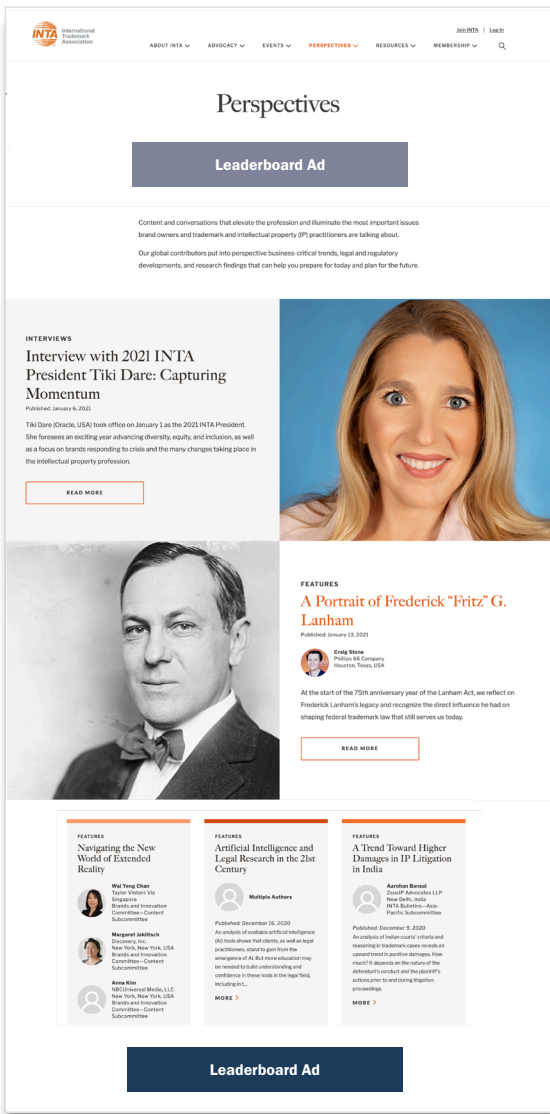
page views  
last year

- Build brand awareness
- Generate sales and leads
- Banner ads on landing pages and top-viewed pages
- Banner ads run on a weekly or monthly basis
- Limited availability

## WHO WILL YOU REACH?

INTA.org is the go-to website for brand owners and intellectual property professionals worldwide, including INTA's membership, policy makers, and other stakeholders. The Association's membership comprises nearly 6,500 organizations from 185 countries, representing more than 34,350 professionals, including brand owners from major corporations, small- and medium-sized enterprises, law firms, nonprofits, government agency members, professors, and law students.





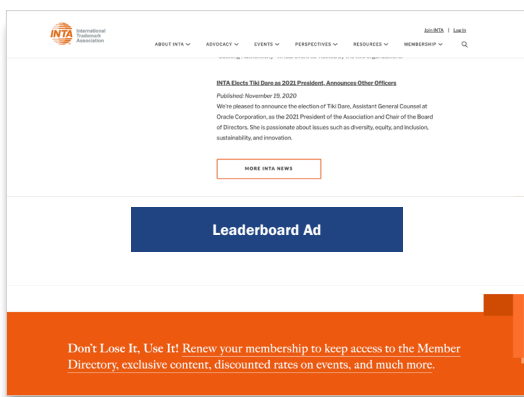
## Banner Advertisements—Landing Pages: Events, Perspectives, or Resources

### Top Leadership board ad— Top of Events, Perspectives, or Resources landing page

- 830 x 130 pixels dimension
- 385px by 490px (mobile)
- 80 kb max file size
- JPG file format

### Bottom Leadership board ad —Bottom of Events, Perspectives, or Resources landing page

- 830 x 130 pixels dimension
- 385px by 490px (mobile)
- 80 kb max file size
- JPG file format



## Banner Advertisements—Homepage

### Bottom Leadership board ad —Bottom of Homepage

- 830 x 130 pixels dimension
- 385px by 490px (mobile)
- 80 kb max file size
- JPG file format

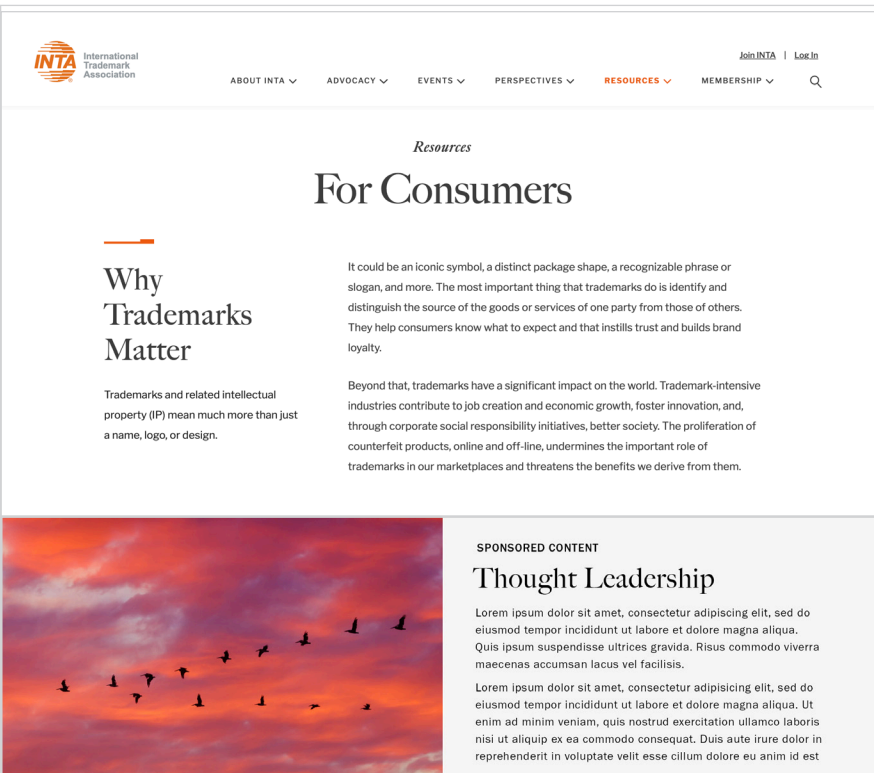
**SELECT PAGES**

- About INTA ▸
  - INTA News
  - Awards & Competitions
- Events ▸
  - Become a Sponsor
  - Become an Exhibitor
- Perspectives ▸
  - Brand & New
- Resources ▸
  - INTA Practice Guides
  - Job Bank
  - Practice Tools
  - Fact Sheets
  - Quick-Start Trademark Chart
  - For Consumers

## Banner Advertisements—Select Pages

### Top Leadership board ad—Top of Select Pages

- 830 x 130 pixels dimension
- 385px by 490px (mobile)
- 80 kb max file size
- JPG file format



Resources

## For Consumers

### Why Trademarks Matter

Trademarks and related intellectual property (IP) mean much more than just a name, logo, or design.

It could be an iconic symbol, a distinct package shape, a recognizable phrase or slogan, and more. The most important thing that trademarks do is identify and distinguish the source of the goods or services of one party from those of others. They help consumers know what to expect and that instills trust and builds brand loyalty.

Beyond that, trademarks have a significant impact on the world. Trademark-intensive industries contribute to job creation and economic growth, foster innovation, and, through corporate social responsibility initiatives, better society. The proliferation of counterfeit products, online and off-line, undermines the important role of trademarks in our marketplaces and threatens the benefits we derive from them.

**SPONSORED CONTENT**

### Thought Leadership

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## Sponsored Content

Set your business ahead of the pack by writing a Thought Leadership article that will be featured on INTA's website.

- Thought Leadership article written by organization
- Available in select sections (e.g., For Consumers, SMEs)
- Posted on website
- Subject: thought leadership or informational
- Length: maximum 1,000 words
- Article subject to INTA approval/editing
- Noted as sponsored content

Please contact [sponsorsandexhibitors@inta.org](mailto:sponsorsandexhibitors@inta.org) for more information on how your organization can reach a global audience!