Website Marketing Opportunities

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
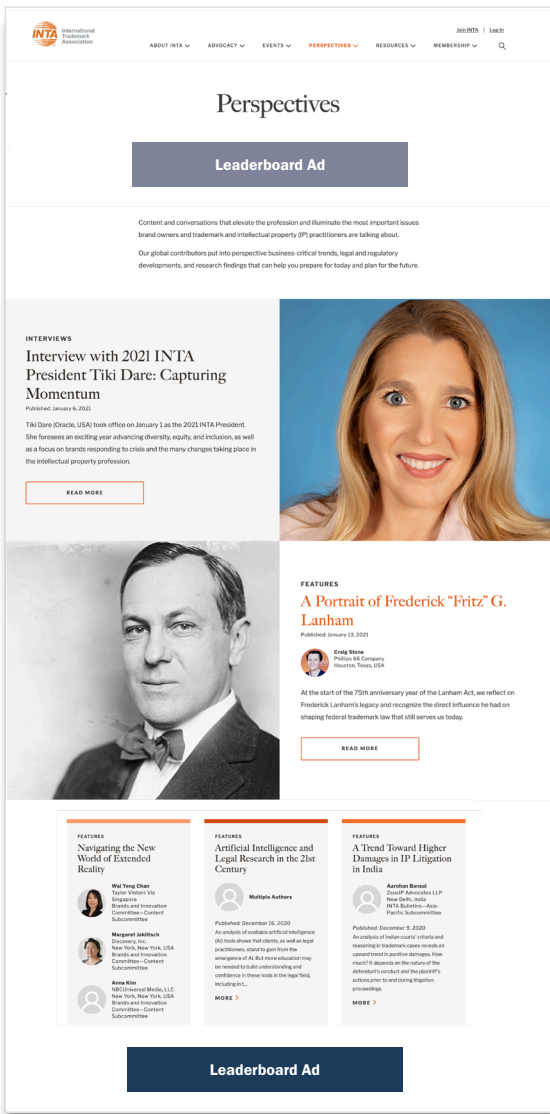
Nearly **3.4 million** page views last year

- 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.

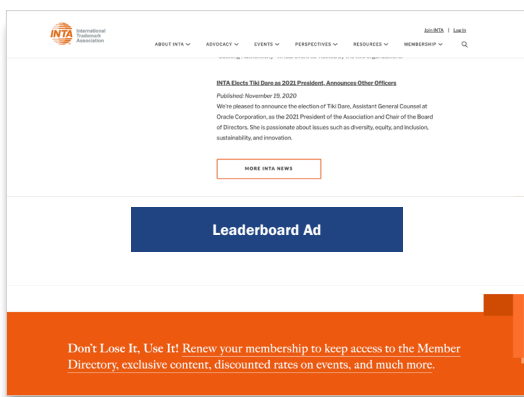**INTA** International Trademark Association

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)
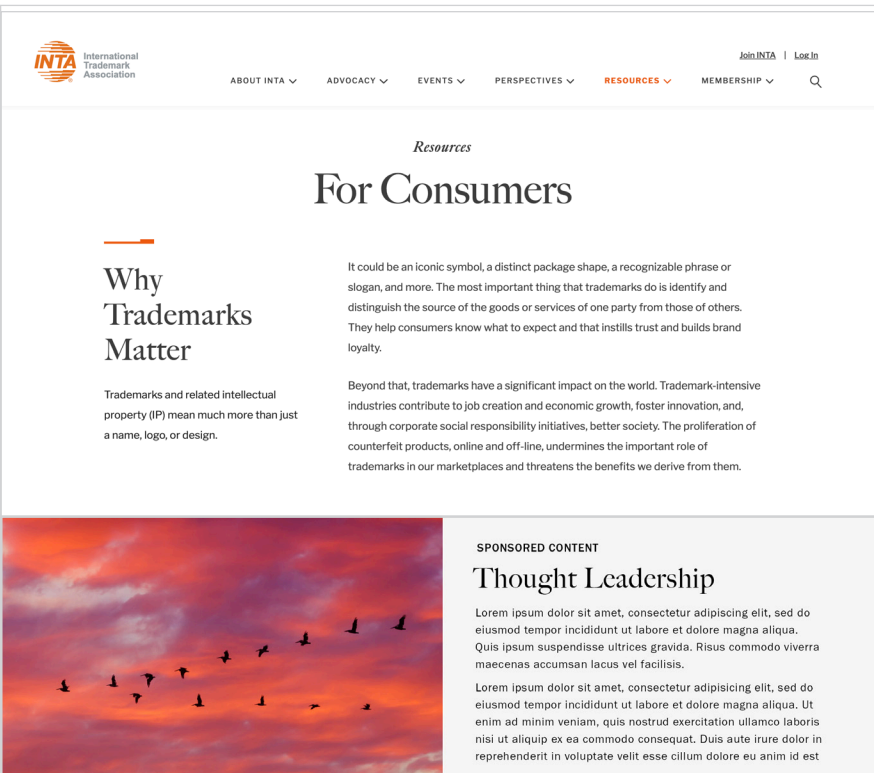- 80 kb max file size
- JPG file format

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

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** for more information on how your organization can reach a global audience!