Partner Prospectus
2018

partner

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OUR MEMBERSHIP

UXPA International supports professionals who research, design, and evaluate the user experience (UX) of products and services. Founded in 1991 with a core membership of 1,500 professionals and an affiliated chapter membership of more than 25,000 UX professionals across 56 chapters in 30 countries. UXPA promotes user experience concepts and techniques through its publications, webinars, courses, and conference.

OUR REACH

While our members are provided with special partnership benefits we have a larger impact than just our member base. As of Q1 2018 our reach is as follows:

20,688 Followers

18,458 Group Members, 137 Company Followers

23,157 Group Members, 2,532 Page Followers

12,333 UXPA Newsletter Subscribers

NEWSLETTER SCHEDULE

We are currently on a monthly schedule sending content around the 15th of each month.

CONFERENCE SPONSORSHIP OPPORTUNITIES

For information on sponsorship packages at our UXPA International Conference please contact sponsorship2018@uxpa.org or see our 2018 prospectus at http://uxpa2018.org/sponsors/.

NEWSLETTER SPONSORSHIP

Pricing: $1,500 for one newsletter, $2,750 for two newsletters.

Sponsorship ads will appear twice in the newsletter they sponsor and where possible are placed within the content. Text is also provided at the top and bottom of the newsletter indicating the name of the sponsoring company and their sponsorship of the newsletter. This text guarantees that your name will appear in the preview line of the newsletter when viewed in in-boxes with preview mode turned on. Your sponsorship is exclusive and no other sponsors will be allowed in the same newsletter, however partner blurbs may appear.

Additional Details: Please include the formal name for your company that you would like us to include with regard to sponsorship of the newsletter as well as a URL for the banner.

Formats Accepted: Transparent PNG, EPS, AI

Size: Banners are Full Banner style and we will accept up to 600x75

To Get Started: Contact sponsorship@uxpa.org

Sample:

Sponsorship Text

Ad 1

NEWSLETTERS CROSS PROMOTIONS BLURB

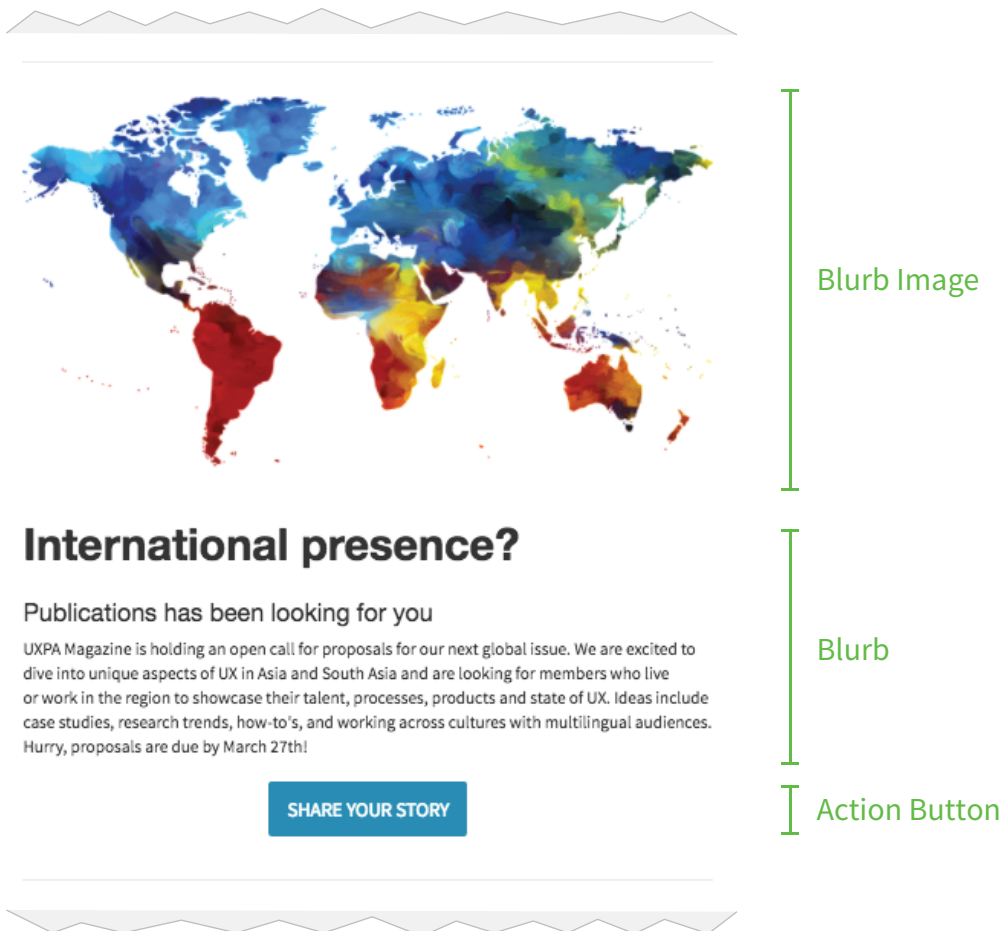**Pricing**: Provided in exchange for partner marketing of equal or greater value.

Blurbs can be up to 500 characters with an optional image up to 600x250 depending on the exchange of marketing. More then one partner may have blurbs in a single newsletter.

Additional Details: Please include all text for the blurb including headings and call to action URL where applicable

Formats Accepted: Transparent PNG, EPS, AI

To Get Started: Contact marketing@uxpa.org

Sample:

Blurb Image

International presence?

Publications has been looking for you

UXPA Magazine is holding an open call for proposals for our next global issue. We are excited to dive into unique aspects of UX in Asia and South Asia and are looking for members who live or work in the region to showcase their talent, processes, products and state of UX. Ideas include case studies, research trends, how-to's, and working across cultures with multilingual audiences. Hurry, proposals are due by March 27th!

SHARE YOUR STORY

Blurb

Action Button

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UXPA MAGAZINE ADS

Pricing: 3 months for $400, 1 year for $1200 (25% off)

All ads are rotated into the placement locations on an equal basis:
• Magazine home page (up to 5 ads)
• Issue home pages (up to 5 ads)
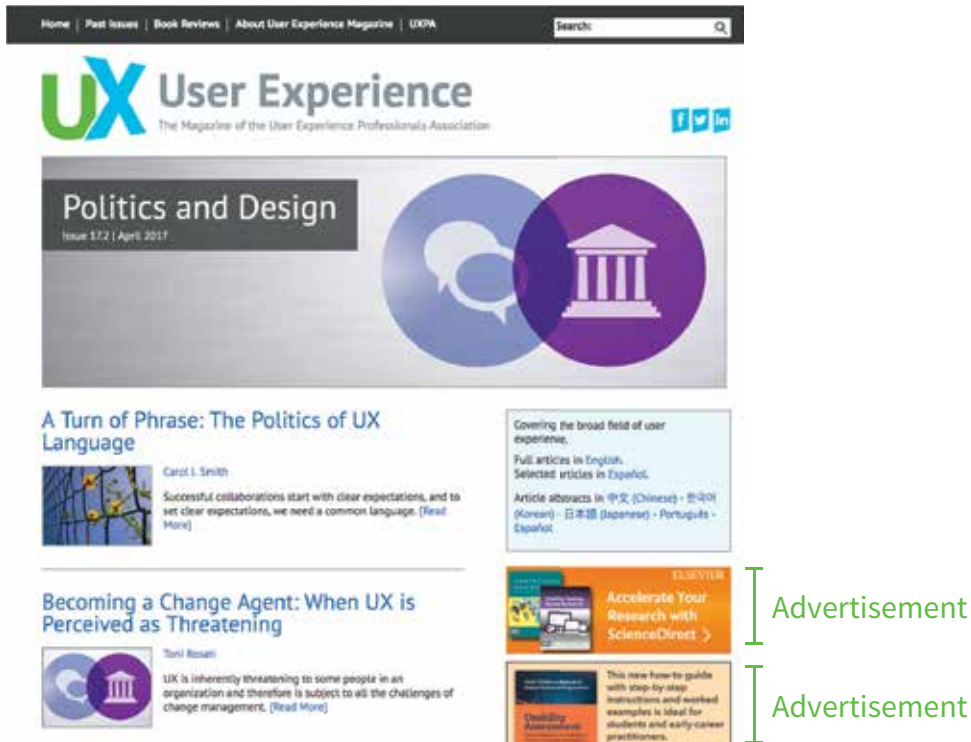• Search and category pages (up to 4 ads)
• Article pages (up to 2 ads)

Additional Details: Please include web address for the ad to link to.

Formats Accepted: JPEG, PNG or GIF. No animation or other moving elements

Size: 291px wide by 113px high

To Get Started: Follow instructions at http://uxpamagazine.org/advertise-in-ux-magazine/

Sample:

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UXPA MAGAZINE TRANSLATION SPONSORSHIP

Pricing: $2000 per year per language.

We welcome ads to support translations of all article titles and abstracts in Spanish, Portuguese, Korean, Japanese or Chinese. All prices are in US dollars. Language sponsorship ads appear in an exclusive position above our ads list on the homepage of the sponsored language as well as the English home page.

Formats Accepted: JPEG, PNG or GIF. No animation or other moving elements

Size: 291px wide by 113px high

To Get Started: Please contact the Advertisements Manager at adsmanager@uxpa.org

WEBINAR SPONSORSHIP

Pricing: $1200 per webinar.

Exclusive sponsorship for one of our educational webinars. We will assign you to the next available webinar, or you can work with us to help select a speaker. We will promote you in a speaking mention at the beginning of the event as well as includes your logo on our introduction slide. You will also be alloted 2 minutes at the beginning of the webinar to speak about your organization to our attendees. Your sponsorship will be noted on our newsletter and website where the associated webinar is promoted.

Webinar sponsors will receive a contact list for all event registrants that opted in to sharing information for the event.

Formats Accepted: JPEG, PNG or GIF. No animation or other moving elements

Size: Logo will be scaled to fit on slide. Please provide a minimum of 300px wide or high depending on logo design.

To Get Started: Contact sponsorship@uxpa.org

Sample:

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ORGANIZATIONAL SPONSOR

Pricing: $2500 per year

Show your dedication to the industry by becoming an organizational sponsor. We will highlight your sponsorship with prime visibility by showing your logo on our homepage as well as our sponsorship page. Your sponsorship tells the world that you are committed to creating and evaluating usable products. It also communicates to your industry, your customers, and potential employees your support of usability and user-centered design.

By becoming a UXPA sponsor, you will more easily recruit top usability professionals and further develop your employees through their involvement in the UXPA.

Formats Accepted: Transparent PNG, EPS, AI

To Get Started: Contact sponsorship@uxpa.org

Sample:

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MEMBER DISCOUNT PROVIDER

Pricing: Free benefit for partners.

Long term partnership through UXPA with member discounts provides you with a dedicated area on our Membership Discount page at http://uxpa.org/membership-discounts. This includes a link to your website and offering. Members are required to login for the details to redeem your discount or offering.

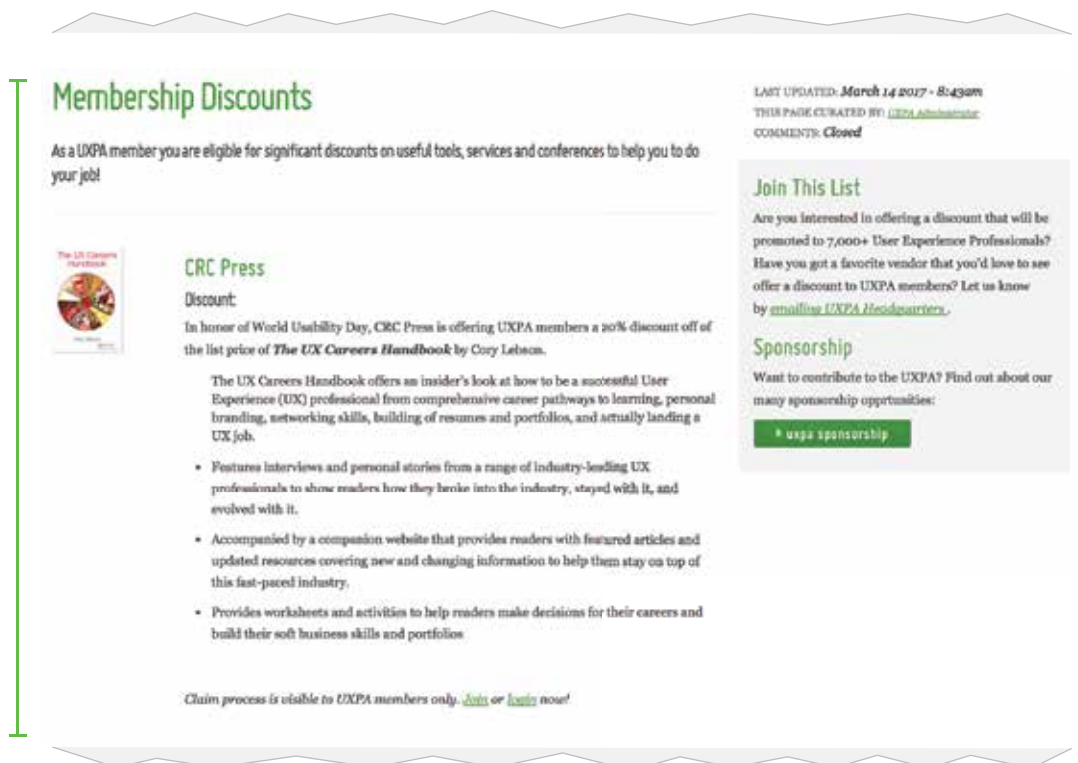**Additional Details**: Please include your company logo and details of the discount.

Formats Accepted: Transparent PNG, EPS, AI

Size: Logos will be sized accordingly to fit within the website content.

To Get Started: Contact sponsorship@uxpa.org

Sample:

Logo
Company Link
Discount Details

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JOB POSTINGS

Pricing: $100 for a 3 month website posting at http://uxpa.org/job-bank.

Jobs are not only posted on our job board, but are also shared via our social marketing and occasionally appear amongst other job opportunities in our newsletter.
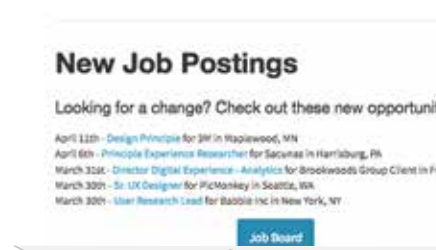
Additional Details: Please include the Job Title, Hiring Company, and Job Description.

To Get Started: Follow instructions on http://uxpa.org/job-bank.

Sample:
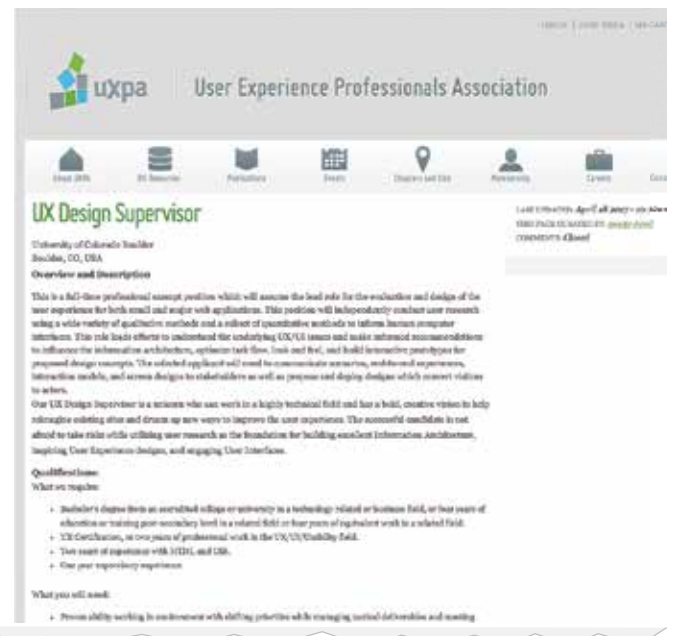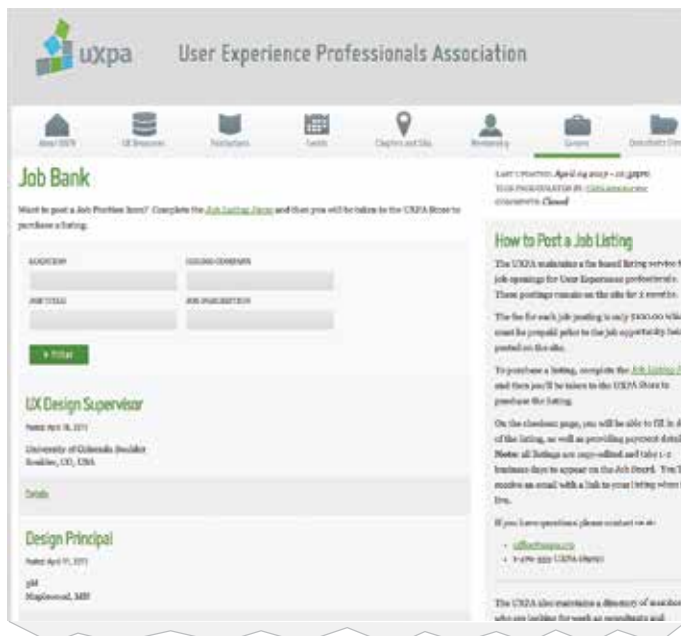
Twitter

Newsletter Blurb

CONSULTANTS DIRECTORY

Pricing: $100 per year, available only for active members.

A dedicated block on our Consultants Directory https://uxpa.org/consultants-directory showcasing your logo and contact information which links to a dedicated page with your consultancy details.

Additional Details: Please include company name, logo, a brief description (300 characters or less), URL and contact details including mailing address if applicable, phone number, email address, and name.

Formats Accepted: Transparent PNG, EPS, AI

Size: Logos will be sized accordingly to fit within the website content.

To Get Started: Follow instructions at http://uxpa.org/consultants-directory.

Sample:
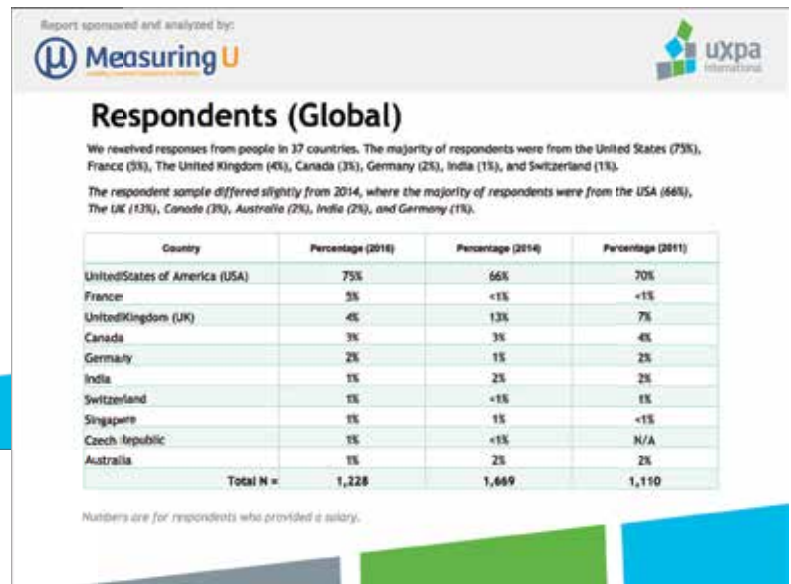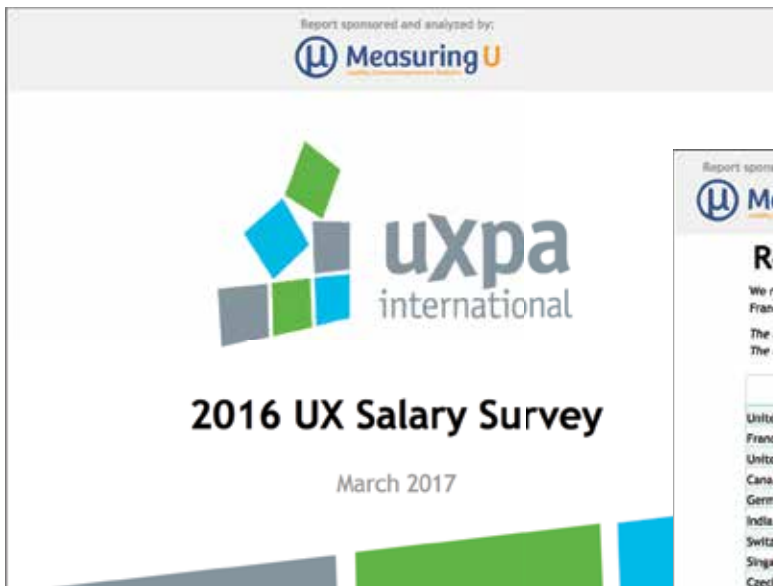

Logo

Link and Contact Info

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SPONSORED INDUSTRY SURVEY

Pricing: Partner survey with UXPA guidance and marketing.

Launch a industry survey and get the attention of thousands of top professionals by working with UXPA to help promote your insights. Our board will provide guidance on the design, launch and analysis and UXPA will market the results in our newsletter and on our website. Surveys will be co-sponsored with your logo and UXPA branding.

To Get Started: Contact sponsorship@uxpa.org

Sample: