



# Partner Prospectus

## 2018



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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](mailto: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](mailto:sponsorship@uxpa.org)

**Sample:**



┌ Sponsorship Text

┌ Ad 1

## NEWSLETTERS CROSS PROMOTIONS BLURB

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

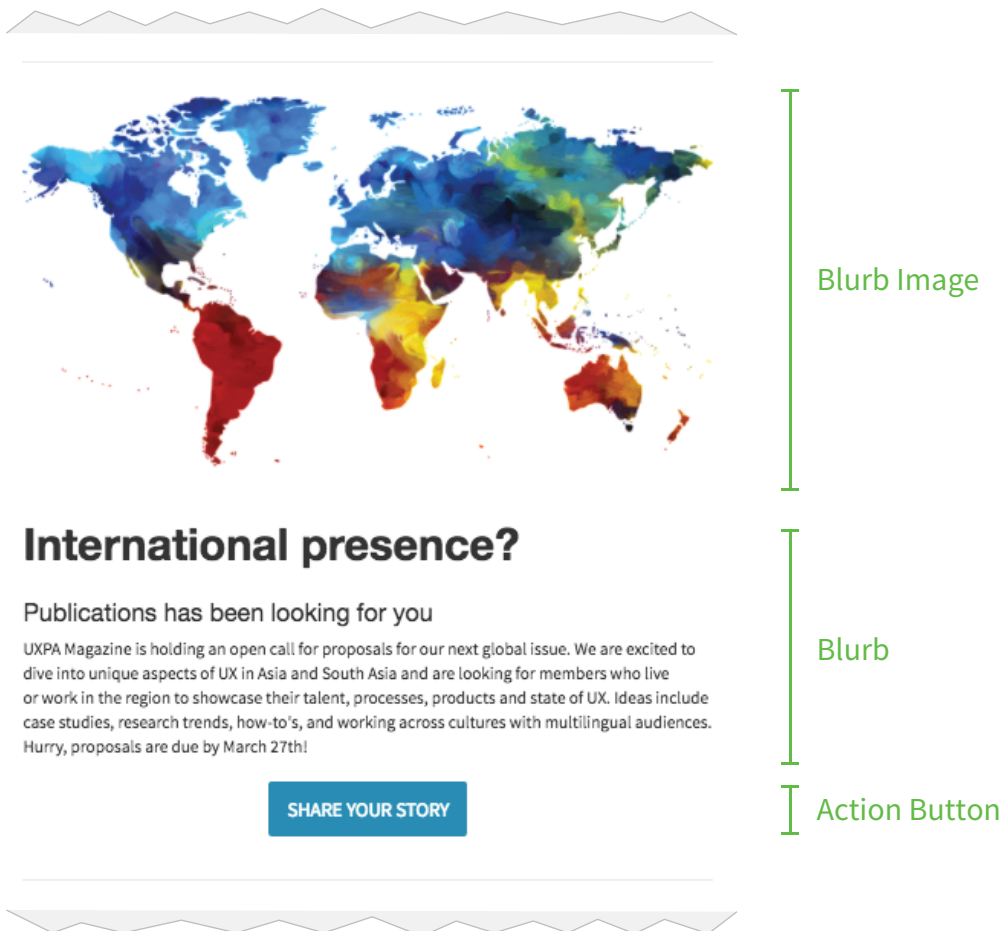
Blurbs can be up to 500 characters with an optional image up to 600x250 depending on the exchange of marketing. More than one partner may have blurbs in a single newsletter.

**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](mailto:marketing@uxpa.org)

**Sample:**



The sample blurb is contained within a grey-bordered box with a wavy top and bottom edge. It features a world map image with a color gradient from blue to red. Below the map is the heading "International presence?", followed by a sub-heading "Publications has been looking for you" and a paragraph of text. At the bottom is a blue button with the text "SHARE YOUR STORY". To the right of the blurb, three green vertical brackets indicate the dimensions of the "Blurb Image", "Blurb", and "Action Button".

**Blurb Image**

**Blurb**

**Action Button**

## 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)

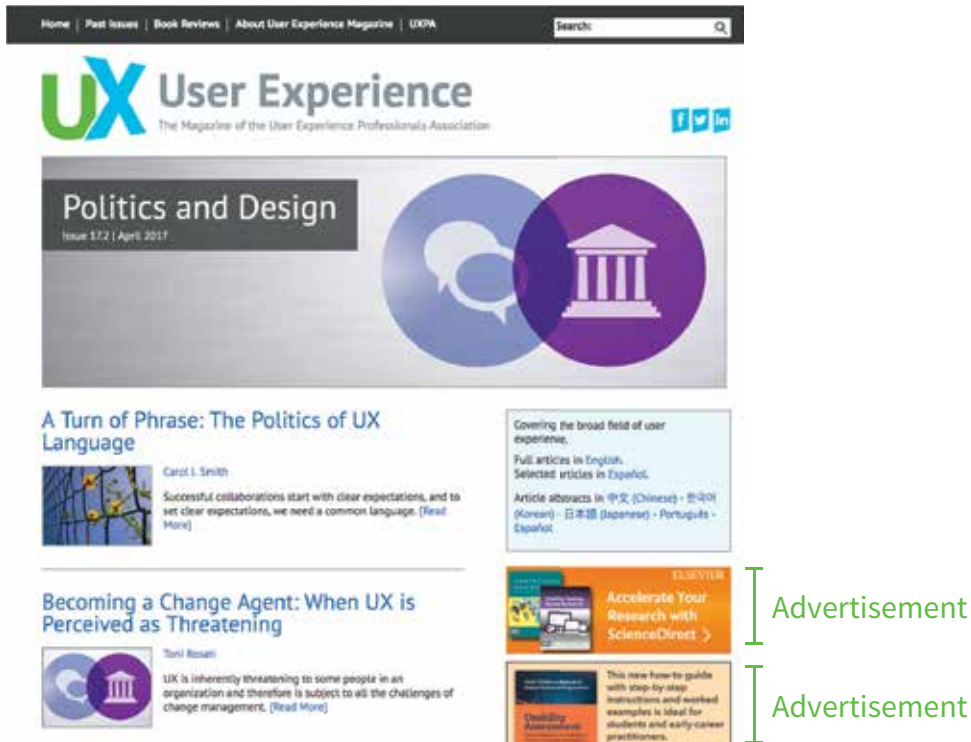
**Additional Details:** Please include web address for the ad to link to.

**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:**



The screenshot shows the UXPA Magazine website interface. At the top, there is a navigation bar with links for Home, Past Issues, Book Reviews, About User Experience Magazine, and UXPA, along with a search bar. The main content area features a large header for "Politics and Design" (Issue 1.12 | April 2017) with a graphic of two overlapping circles, one blue and one purple, containing icons of a speech bubble and a classical building. Below this, there are several article listings. The first article is "A Turn of Phrase: The Politics of UX Language" by Carol L. Smith, with a small image of yellow flowers. The second article is "Becoming a Change Agent: When UX is Perceived as Threatening" by Terri Rosati, with a small image of a classical building. To the right of these articles are two advertisements. The top advertisement is for ScienceDirect, titled "Accelerate Your Research with ScienceDirect", and the bottom advertisement is for "Building Awareness", titled "This new how-to guide with step-by-step instructions and worked examples is ideal for students and early-career practitioners." Green brackets on the right side of the page group these two advertisements together.

## 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](mailto:adsmanager@uxpa.org)

# partner



## 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 allotted 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](mailto:sponsorship@uxpa.org)

**Sample:**

A sample webinar slide design with a blue background. On the left, there is a circular profile picture of a woman. To the right of the photo, the text reads 'TODAY:' followed by '[title of webinar]' and '[name of presenter]'. Below this, there is a section titled 'UXPA 2017 GOALS' with a numbered list: 1. Provide more UX resources to UX Professionals, 2. Improve brand consistency, 3. Improve our "International" UXPA. On the far left, there is a vertical sidebar containing the UXPA International logo, the text 'User Experience Professionals Association International', a link to 'uxpa.org/shortcourses', and the 'userzoom' logo with the tagline 'zooming in on the user experience'.



## 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](mailto:sponsorship@uxpa.org)

**Sample:**



## 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.

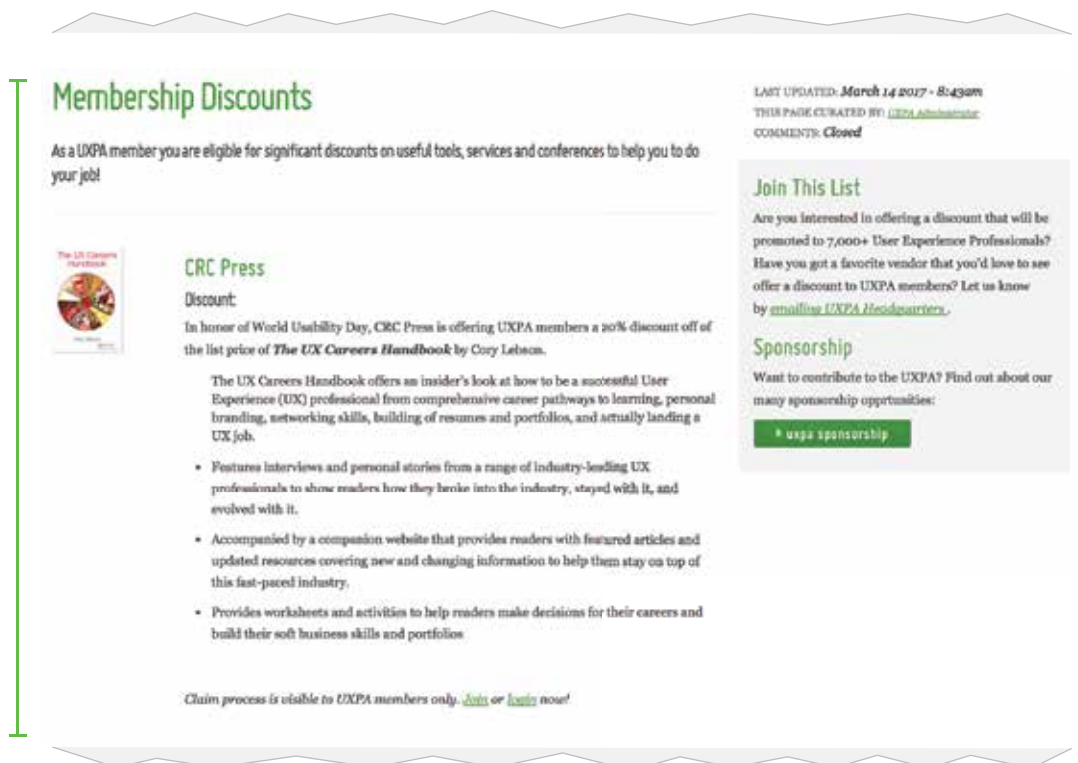
**Formats Accepted:** Transparent PNG, EPS, AI

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

**To Get Started:** Contact [sponsorship@uxpa.org](mailto:sponsorship@uxpa.org)

**Sample:**

Logo  
Company Link  
Discount Details



The screenshot shows a webpage titled "Membership Discounts" with a green header. Below the title, it states: "As a UXPA member you are eligible for significant discounts on useful tools, services and conferences to help you to do your job!". A vertical green line on the left side of the page indicates the placement of a logo, company link, and discount details. The main content area features a "CRC Press" discount offer. To the left of the text is a small image of the book cover for "The UX Careers Handbook". The text describes a 20% discount on the book, which offers an insider's look at the UX industry. A list of features includes interviews with industry professionals, a companion website with articles and resources, and worksheets for career decisions. At the bottom, it notes that the claim process is visible to UXPA members only. On the right side of the page, there is a "Join This List" section with a "Sponsorship" button.

# partner



## JOB POSTINGS

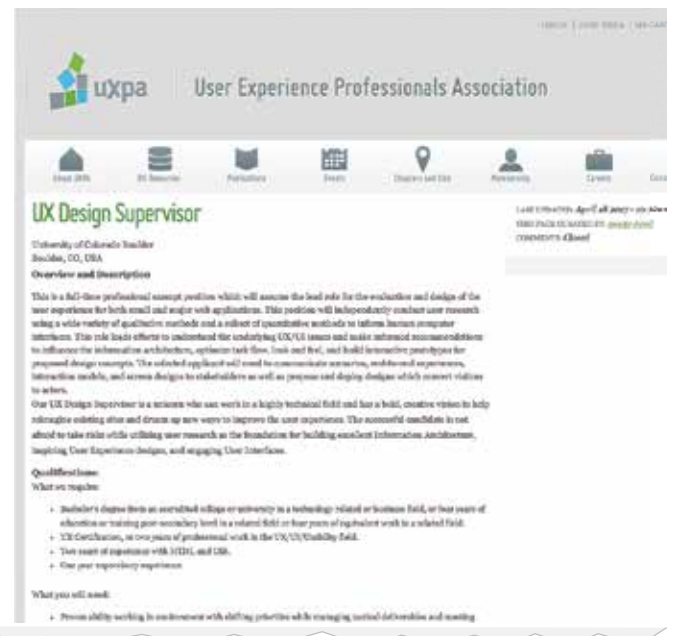
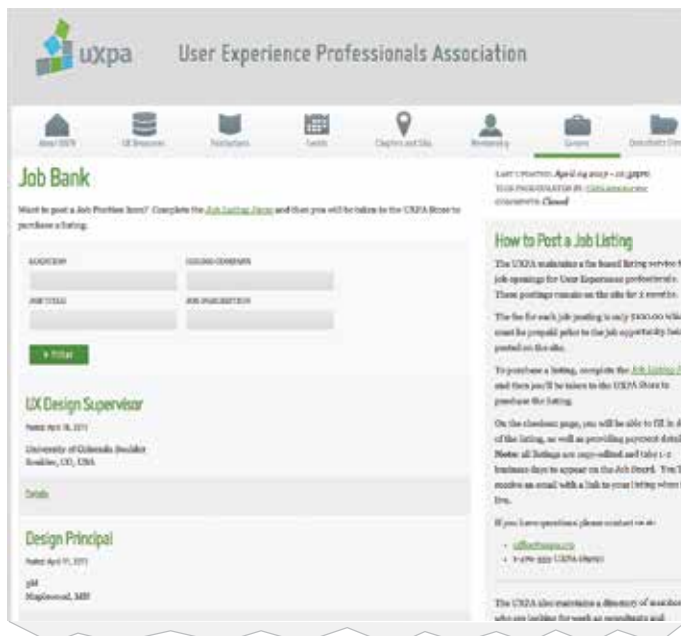
**Pricing:** \$100 for a 3 month website posting at <http://uxpa.org/job-bank>.

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.

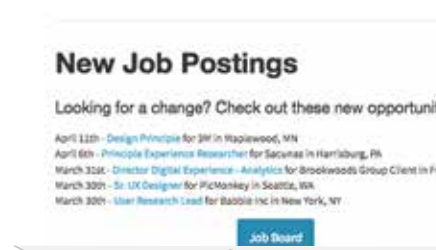
**Additional Details:** Please include the Job Title, Hiring Company, and Job Description.

**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

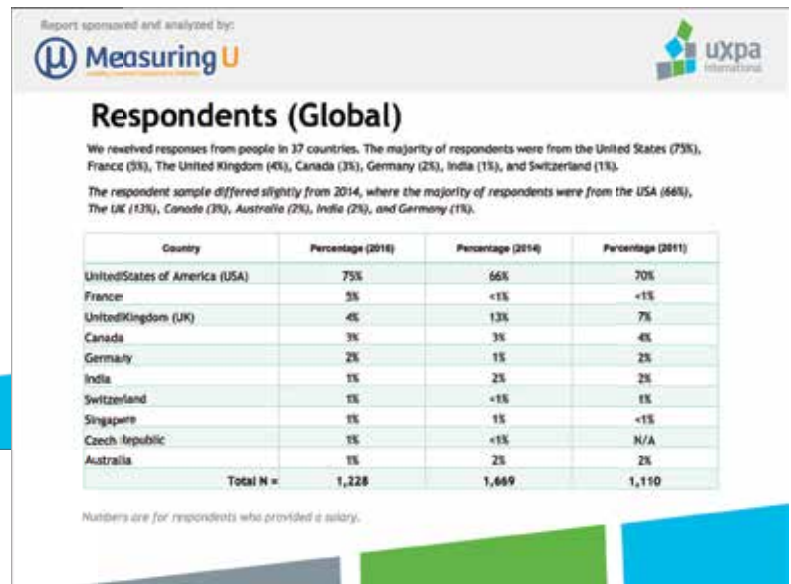
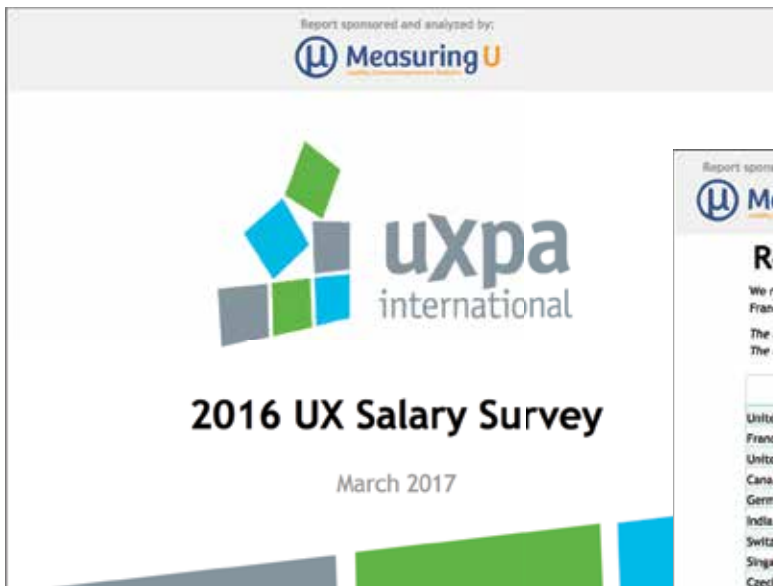
## SPONSORED INDUSTRY SURVEY

**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](mailto:sponsorship@uxpa.org)

**Sample:**



Report sponsored and analyzed by:

  
**Respondents (Global)**  
We received responses from people in 37 countries. The majority of respondents were from the United States (75%), France (5%), The United Kingdom (4%), Canada (3%), Germany (2%), India (1%), and Switzerland (1%).  
The respondent sample differed slightly from 2014, where the majority of respondents were from the USA (66%), The UK (13%), Canada (3%), Australia (2%), India (2%), and Germany (1%).

Country	Percentage (2016)	Percentage (2014)	Percentage (2011)
UnitedStates of America (USA)	75%	66%	70%
France	5%	<1%	<1%
UnitedKingdom (UK)	4%	13%	7%
Canada	3%	3%	4%
Germany	2%	1%	2%
India	1%	2%	2%
Switzerland	1%	<1%	1%
Singapore	1%	1%	<1%
Czech Republic	1%	<1%	N/A
Australia	1%	2%	2%
<b>Total N =</b>	<b>1,228</b>	<b>1,669</b>	<b>1,110</b>

Numbers are for respondents who provided a salary.