

2025-2026 Advertising & Sponsorship Rate Card



Intellectual Property
Institute of Canada

advertise@ipic.ca

About the Intellectual Property Institute of Canada

The Intellectual Property Institute of Canada (IPIC) is Canada's leading association of professionals who specialize in various areas of intellectual property (IP). With over 2,000 members from across professional backgrounds, including patent agents, trademark agents, lawyers, administrators and subject matter experts, IPIC is the only national association representing the full spectrum of Canadian IP professionals.

Vision

To be the leading authority on IP in Canada and the voice of IP professionals.

Mission

To empower members with the expertise as trusted intellectual property advisors and to shape a policy and business environment that encourages the development, use, and value of intellectual property.



Partner With Purpose

IPIC'S ANNUAL CONFERENCE

IPIC's Annual Conference provides sponsors with the opportunity to meet with the best in the IP profession face to face and in one place. The Annual Conference attracts delegates from across Canada and abroad providing the opportunity to meet various IP professionals from Canada's major law firms, patent and trademark agencies, corporations, government and universities.

Unmatched Exposure: Showcase your brand to hundreds of decision-makers from major law firms, corporations, government, and academia.

Strong Networking: Build relationships with influencers and future collaborators.

Brand Recognition: Choose from tiered packages that guarantee visibility and name recognition.

Thought Leadership: Attend impactful panel discussions, workshops, or sponsor exclusive conference sessions to position your brand at the forefront of innovation.

Become an IPIC Conference Sponsor and showcase your products and services while networking with potential clients. Join us at our annual conferences that take place from Coast to Coast and be part of an incredible experience!

For detailed sponsorship opportunities, please refer to our Sponsorship Options:

- **2025 IPIC Conference**
- **2026 Centennial Celebration**



Partner With Purpose

YEAR-ROUND ADVERTISING

Stay top-of-mind 365 days a year through IPIC's newsletters, webinars, digital campaigns, and community events.

Year-Round Sponsors Receive:

- Continuous brand presence across our digital & print platforms
- Recognition in quarterly newsletters and reports
- Custom collaboration opportunities

Stay connected with your audience—every season, every story, all year long.



Year-Round Advertising

*Product / Service	Rate	Description
Weekly newsletter: IP Newsbreak	\$500 per month. (get four ads a month) Additional ads available at a discounted rate.	The IP Newsbreak is a weekly e-newsletter that is sent to IPIC's 2000 members. It is a great way to reach IPIC's membership with high open and click rates. Advertise an upcoming job opportunity, a partnership announcement or showcase your products and services in a banner advertisement. Ads are enabled to click-through to approved URL of your choice (ie. link to a website, or webpage with a larger advertisement). IP Newsbreak is sent weekly, every Friday (deadline every Thursday).
(Gold) Job Bank	\$500.00	• One (1) job posting on ipic.ca/jobs • Email sent to job alert subscribers informing them that a new job posting has been added on the IPIC website. <u>VISIBILITY ON SOCIAL MEDIA</u> • Two (2) announcements* through IPIC's Twitter account with 2,200+ followers. • One (1) announcement* through IPIC's LinkedIn account with 3,500+ followers. <u>VISIBILITY IN IP NEWSBREAK</u> • Three (3) postings in the Featured Job Opportunity portion or (3) advertisements in the weekly IP Newsbreak. - up to 60 days
(Silver) Job Bank	\$400.00	• One (1) job posting on ipic.ca/jobs • Email sent to job alert subscribers informing them that a new job posting has been added on the IPIC website. <u>VISIBILITY ON SOCIAL MEDIA</u> • One (1) announcement* through IPIC's Twitter account with 2,200+ followers. <u>VISIBILITY IN IP NEWSBREAK</u> • Two (2) postings in the Featured Job Opportunity portion in the weekly IP Newsbreak. - up to 30 days
(Bronze) Job Bank	\$300.00	• One (1) job posting on ipic.ca/jobs • Email sent to job alert subscribers informing them that a new job posting has been added on the IPIC website. - up to 30 days

Year-Round Advertising

*Product / Service	Rate	Description
NEW Professional Journal: Canadian Intellectual Property Review (CIPR)	\$1,000	One (1) half page ad in CIPR
NEW Home Page website banner / Logos (Corporation, not Firms)	\$2,000	One (1) High visibility banner on homepage that can drive traffic directly to your website, product page, or promotional landing page.
NEW Social Media Takeover	\$1,000	One (1) sponsored post per day per channel for one-week (Mon-Fri) across IPIC LinkedIn, X and Facebook
NEW UnsCriPted special offering	\$500	One (1) long form sponsored post for UnsCriPted. Get targeted exposure to our IP informed niche.

Custom packages are also available. Let's build something that works for you.

** IPIC reserves the right to review or decline any content that could harm IPIC's reputation or is inappropriate.*



Audience & Market Reach



+2,000 Membership



+10,000 Followers/Subscribers
Across Platforms



15,000 Average Monthly Impressions



60% Average Open Rate



3.6 - 5% Average Click Rate



Let's Connect

Ready to Sponsor? Let's Talk.

Let's explore how we can work together to create mutual value.

Contact Us

IPIC'S ANNUAL CONFERENCE

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YEAR-ROUND ADVERTISING

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