



ADVERTISE WITH US

Whether you are looking to spread the word about your brand, reach specialized expertise, or promote your event or resource, CienciaPR offers tailored communications solutions to help you reach the right audience!

Founded in 2006, CienciaPR is a powerful database-driven website designed to promote and support the growth of research in Puerto Rico and the appreciation of science by all sectors of society. The only initiative of its kind, CienciaPR connects over 7,200 members, including academic scientists and scientific professionals, educators, and students in the Puerto Rico, the U.S. and abroad. CienciaPR's member database, events calendar, message board, and communications platforms (website, newsletter, Twitter, and Facebook) permit seamless networking, and exchange of research opportunities, educational initiatives, and private ventures.

CienciaPR at a Glance:

- Our traffic averages more than 25,000 visitors per month (Google Analytics)
- Over 7,200 registered members; 7,000 Facebook, >3,880 Twitter and ~1,460 LinkedIn followers; Klout of 64; an average weekly Facebook reach of >20,000
- 70% of our members are under the age of 44
- 48% of our members work in academia, 20% are in the private sector. Among those in academia, 27% are professors, 34% are graduate students and postdocs, 26% are undergrads
- 70% of our members are in Puerto Rico and 26% in the U.S.
- 69% of our members have some interest in entrepreneurship and 22% are extremely interested

Communication and Sponsorship Opportunities:

- Place your job, event, or product announcement in one of our dynamic **website boxes**. We have a variety of options to choose from.
- Advertise in our **monthly newsletters**, which a reach of over 6,000 opt-in subscribers.
- Become a **CienciaPR Premium Sponsor**, and you will receive special recognition under our partnership section, have a 262x300 ad on the main page and a 728x100 banner for a month, and obtain special mention in our newsletter, Facebook, and Twitter accounts
- Looking for experts for your Board or event? Are you looking to reach a specific sector of our membership for a science-related objective? Provided your goals are in line with our mission, we can use our powerful database to help identify specific expertise and send **customized messages** on your behalf to subsets of our membership who have opted-in for this service.
- **Partner with us** to sponsor one of our many educational, research training, and scientist support activities
- And many others... Contact us today to discuss how we can work together

Rates:

Type	Placement	Size (WxL)	Price *
Newsletter Ad	Monthly. Reaches >6,000 people.	250 x 300 px	\$200/newsletter
Sidebar Box	Right-hand margin	262 x 150-300 px	\$250/month
Rotating Box	Premium real-estate on CienciaPR main page (most accessed page on our website)	515 x 300 px	\$600/month
Banner	Top of the page, under the menu and main header	728 x 100 px (minimum)	\$400/month
Premium Sponsor A	Newsletter Ad, Sidebar Box, and Rotating Box on Main Page; Recognition as "Sponsor of the Month" on our "Partners" page, newsletter, Facebook, and Twitter accounts.	728 x 100 px (Banner) 250 x 300 px (Sidebar Box & Newsletter Ad)	\$1,000/month
Premium Sponsor B	Newsletter Ad, Sidebar Box, and Banner Ad on Main Page; Recognition as "Sponsor of the Month" on our "Partners" page, newsletter, Facebook, and Twitter accounts.	728 x 100 px (Banner) 250 x 300 px (Sidebar Box & Newsletter Ad)	\$1,250/month
Customized Approaches	Available mainly to organizations in-line with our mission. Examples include specialized mailings on your behalf, ability to use CienciaPR name and logo in media materials, surveys, etc.	N/A	Please contact us for pricing

**CienciaPR reserves the right to reduce fees for non-profits with financial needs whose goals are in line with our mission and objectives.*

***We can provide results of ad analytics upon request.*

Contact Us:

For more information about these and other advertising opportunities please send an email to contact@cienciapr.org. Please include the following information in your email:

- Organization or Company Name
- Website address, if available
- Whether or not you have non-profit status
- The type of advertising opportunity you are interested in
- Goals of your advertising campaign
- Specific audience sought (if applicable)
- Phone and email where we can best reach you