



# Community Sponsorship Package



## About ALPSP

ALPSP is the international trade association which supports and represents not-for-profit organizations that publish scholarly and professional content, and those that work with them. Membership of ALPSP is for the whole organization so all employees can take advantage of the benefits.

## Our mission

To be relevant, resonant and accessible for everyone involved in the publishing and communication of scholarly research and information. To provide best practice, training and representation through a vibrant network, to help individuals and organizations thrive.

# Why sponsor?

Becoming the ALPSP Community sponsor is a fantastic way to increase the visibility of your brand while supporting the wider publishing community and gaining recognition for widening access for Lower Income Countries to ALPSP services.



## Communicate

With key decision makers. Publishers, content providers, librarians, consultants

## Engage

In open discussions on the challenges and opportunities facing the ALPSP community

## Share

Information and knowledge with peers and the publishing community

## Support

Early careers and LMIC organizations

## Promote

Your brand/products

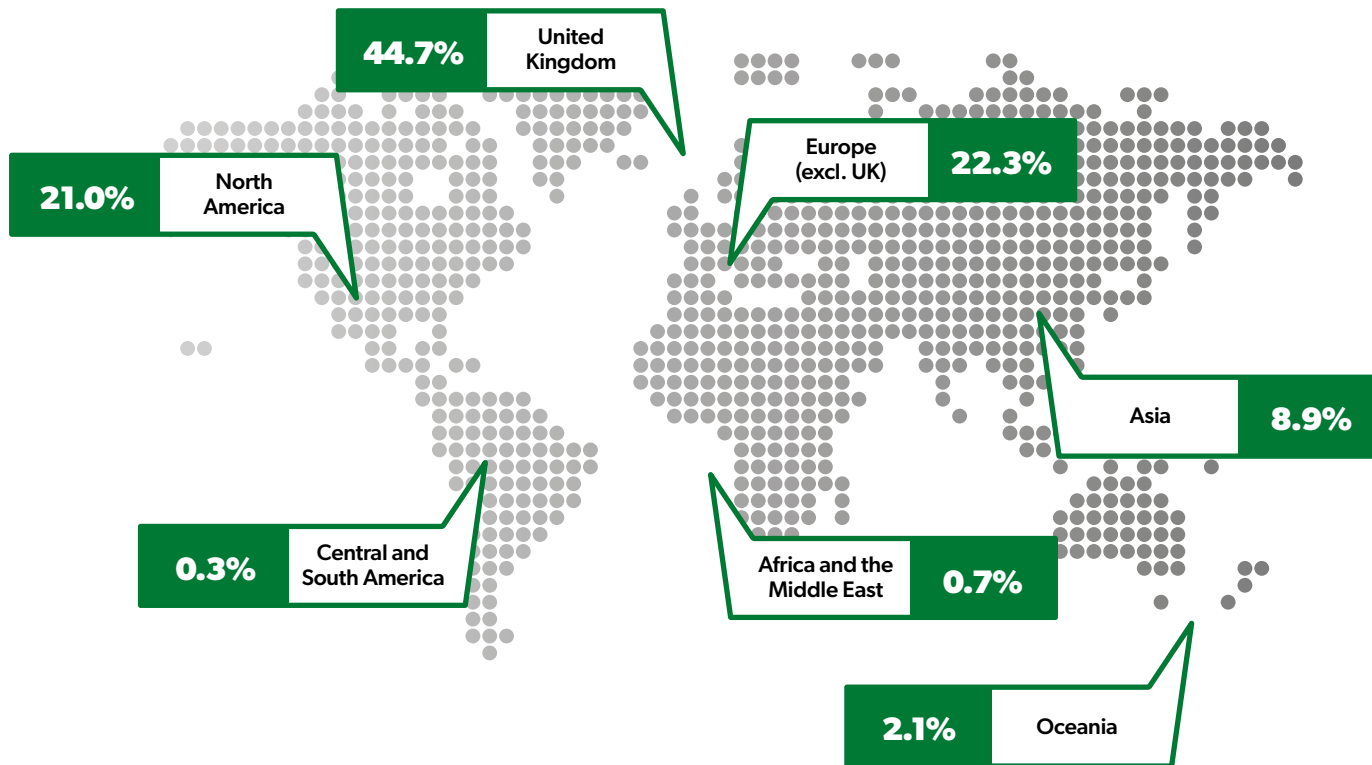
## Expand

Your network at in-person events

# Membership Reach

ALPSP has over 320 member organizations across 35 countries. Becoming an ALPSP sponsor will give you the opportunity to promote your organization to a wide range of people from the scholarly publishing industry. You will also be helping ALPSP and its work representing, strengthening, and supporting international academic and scholarly publishing and those who work within it.

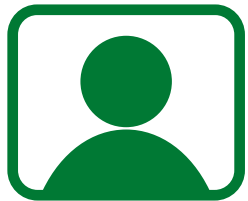
## Worldwide Reach



- **16%** Commercial Publisher
- **5%** Library/University
- **53%** Not-for-profit Society publisher
- **4%** Professional Services
- **21%** Services to publishers

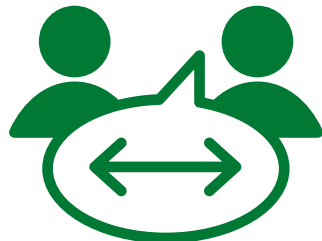
# Our Community

Gain access to our active and engaged international community of scholarly publishing industry professionals and those that work with them.



**45,000**

Members



**3,520**

Member contacts



**56,000**

Website visitors  
(per year)



Thank you so much. It was a fab course and interesting to engage with the wider academic publishing community.

**Eilidh Reid**, *Oxford University Press*  
(*Introduction to Journals Publishing* attendee)



ALPSP is my go-to resource for academic publishing: excellent training, webinars, events and mentorship scheme!

**Elsa Carron**, *Frontiers*



**740**

Facebook followers



**4,750**

LinkedIn followers



**3,750**

Email subscribers

# Sponsorship Package

As the ALPSP Community Sponsor you'll be recognised for supporting equitable access to ALPSP and its benefits, driving increased diversity, equity, inclusion and accessibility (DEIA) within publishing.

## You'll get brand recognition as the sponsor of:

- **The Learned Publishing homepage.** This will be supporting Members APCs for LP going OA (the journal receives approximately 300,000 full-text article views a year).
  - Logo on LP webpage and recognition in marketing comms
- **Supporting our Special Interest Groups (SIGs),** featuring ~800 members from publishers and related companies/individuals around the world.
  - Logo on SIGs homepage
  - Logo on all communications
- **Paying for two places on training courses for Lower Income Countries.**
  - Recognition on virtual training webpage and recognition in marketing comms (our virtual training webpage receives 11,280 visitors a year)
- **Paying for two memberships for Lower Income Countries.**
  - Recognition on membership webpage and recognition in member engagement comms (our membership webpage receives over 11,000 visits a year)

Plus, an exclusive branded graphic that you can use on your website, email, social media etc. showcasing you as the ALPSP Community Sponsor.

**Annual package cost: £5,000 (excl VAT)\***

“ For me, ALPSP is the best way to connect to the wider publishing industry.

**Emma Huck, Taylor & Francis**

“ The annual conference is a fantastic opportunity to network with our publisher clients and to learn about emerging technologies and trends in our sector, and for the sharing of ideas and experience within the publishing community.

**Michael Evans, The Charlesworth Group**

# Terms and Conditions

Please note that sponsorship terms and conditions apply to any contract between us for the sponsorship of the package. These may be viewed via the [ALPSP website](#).

## Payment

All sponsorship package prices are subject to VAT where applicable. ALPSP will issue an invoice and require this to be settled 30 days after the invoice date by electronic transfer via BACS or credit/debit card (a link will be provided for card payments).

For any questions relating to invoicing, please contact Ruth Leighton: [ruth.leighton@alpsp.org](mailto:ruth.leighton@alpsp.org)

## All enquiries:

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Conference and Events Manager



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