

Advertising Kit 2021

Advertising opportunities to
share your message and promote
your organization with:

25,000+ Members

200+ Corporate Members

120+ Chapters



Uniting a community of professionals to create better business outcomes

25K+

Members Worldwide. 120+ Chapters in 40+ Countries



215K+

Average monthly visitors
87K+ average new visitors



11K

Monthly Unique Readers

BAM!
BUSINESS ANALYSIS MAGAZINE

86K

Monthly subscribers with a 23% average open rate

 **IIBA @ a Glance**
What strategic minds want to know



67K+



20K+



86K+



6K+

50%+

Attendance rate. With an average of 850 registrants.



Reach the Global Business Analysis Community

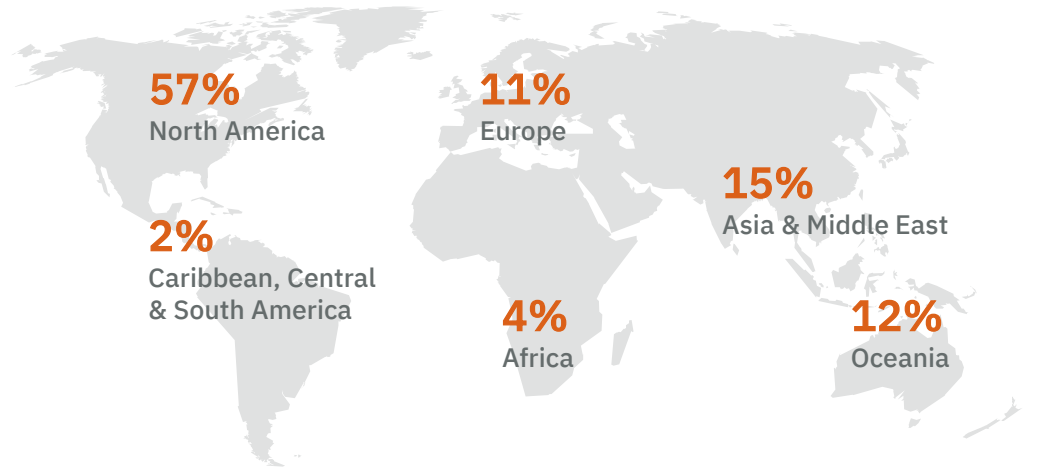
International Institute of Business Analysis™ (IIBA®) Advertising opportunities offer a great opportunity for your company to reach a global audience of business analysis decision-makers. Advertising with IIBA enables you to share your message with **30,000 Members, 300 Corporate Members and 120 Chapters.**

Role



- Business Analysis Professional
- Business Analysis Manager
- C-Level / Senior Role
- Hybrid Role & Other
- Other Analysis Roles
 - Data Analyst
 - Product Analyst
 - Business Process Analyst
 - Business Systems Analyst
 - System Analyst
 - Project Manager

Geography



Industries



- Information Technology
- Finance and Insurance
- Business Services
- Government
- Healthcare

IIBA.ORG

A trusted source to
showcase your products
& services

Monthly Home Page Ad Details

Submit your ad creative and URL to sponsorship@iiba.org

Ad size 768px wide by 423px high in jpg format

Ads listed from the first of the month until the end

Bookings are on a first come first served basis

Ad deadline is 20th of the prior month



216,240
Average
Monthly
Visitors

87,709
Average
New
Visitors

IIBA AT A GLANCE Weekly Newsletter

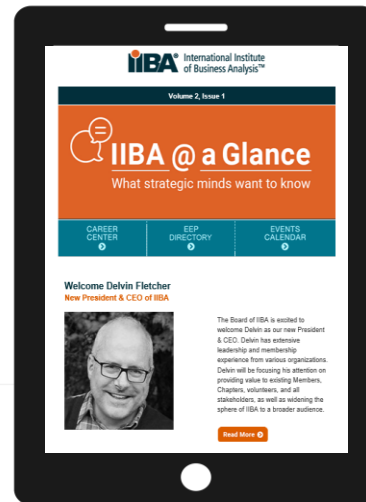
Open to both IIBA
Members & Global
Business Analysis
Community

Weekly Newsletter Ad Details

Ads will appear on top section of newsletter
Viewable on both desktop and mobile devices
Static ad linked to URL
Analytics report: impressions, clicks, click rate
Ad deadline: 15th of the prior month

SENT TO
120,000 +
MONTHLY

23%
AVERAGE
OPEN
RATE



BA LENS

The Official IIBA
Magazine of Thought
Leadership

BALENS Ad Details MAGAZINE

2021 Issues: January, April, October

Ad placement options available:

¼ , ½ and full-page options



SENT TO
86,000 +
AVAILABLE
PUBLICLY

SHARED
ON IIBA
SOCIAL
MEDIA
CHANNELS



67K+



20K+



86K



6K+

Rate Card

Book your ads in advance and receive a discount!

10% discount on 6 ads purchased at once as a package.

15% discount on 7 ads or more purchased at once as a package.

| IIBA.ORG | Cost Per* Ad/Month | Available Spots |
|---|--------------------|-----------------|
| Home Page | \$850 | 4 |
| Certification Core Page 1 st level | \$750 | 3 |
| Certification Core Page lower banner | \$450 | 1 |
| ECBA & CBAP Page | \$650 | 3 |
| Education & Training | \$650 | 3 |
| CCBA, CCA & AAC Pages | \$450 | 3 |
| BABOK Guide | \$450 | 3 |
| About IIBA | \$300 | 3 |
| News & Events | \$300 | 3 |

* In USD

| IIBA At A Glance Weekly Newsletter | Cost per* ad/month |
|------------------------------------|--------------------|
| Large: 560px width (no set length) | \$550 |
| Medium: 285x200 | \$450 |
| Small: 186x186 | \$350 |

| BA Lens Online Magazine | Cost Per* Ad/Issue |
|-------------------------|--------------------|
| Full Page | \$1,200 |
| ½ page | \$850 |
| 1/3 page | \$750 |



Increase your visibility in the global Business Analysis community and generate leads.

LET'S GET
STARTED



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sponsorship@iiba.org
1-866-789-4422 ext. 108