



# 2021 Advertising Prospectus

**78th**

Annual Conference  
*Fully Virtual Format*

Wednesday

**April 14**

*through*

Sunday

**April 18**

[www.MPSAnet.org](http://www.MPSAnet.org)

## 2021 MPSA Conference Advertising Prospectus

**78th**  
Annual Conference  
**Virtual  
Format**

Wednesday  
**April 14**  
through  
Sunday  
**April 18**

We hope you will join us by participating as an advertiser at the Midwest Political Science Association's 78th Annual Conference, being held virtually April 14-18, 2021. The MPSA Annual Conference is one of the largest political science conferences in the discipline with over a thousand sessions, a large exhibit hall, and networking and professional development activities.

Secure your chance to advertise your organization through banner ads and logo placement on the virtual conference platform and in the daily conference email newsletter. The conference historically averages more than 5,000 attendees from 60+ countries across more than 90 political interest areas and brings together scholars, researchers and decision makers to exchange information and address the latest scholarship in political science. Participants include faculty members, doctoral, masters, and undergraduate students, post-doctoral researchers, data scientists, and higher education executives.

### ADVERTISING OPPORTUNITIES:

**\$1000** Virtual Conference Homepage  
Rotating Banner Ad (1920x350 px)

**\$750** Virtual Conference On-Demand  
Session Gallery Rotating Banner Ad  
(1150x300 px)

**\$750** Virtual Conference Live Session  
Gallery Rotating Banner Ad  
(1150x300 px)

**\$300** Conference Daily Email Newsletter  
Logo Placement with Weblink (five  
daily newsletters - April 14-18)

### ADVERTISING RESERVATIONS AND DEADLINE

Reserve your advertising by completing the online form at: [www.tfaforms.com/4807266](http://www.tfaforms.com/4807266). Forms must be completed and full payment received no later than March 19, 2021 for your advertising space to be secured.

### INTERESTED IN A VIRTUAL EXHIBIT BOOTH?

For more information or to reserve a virtual exhibit booth space, please visit [www.mpsanet.org/events/conference/exhibit-sponsor-or-advertise/](http://www.mpsanet.org/events/conference/exhibit-sponsor-or-advertise/).

### FOR QUESTIONS OR ADDITIONAL ASSISTANCE

Please contact MPSA Administrative Director Meegan Isenhour at [isenhour@mpsnet.org](mailto:isenhour@mpsnet.org) or (812) 558-0588, ext. 6.

## Future MPSA Annual Conference Dates

79th Annual Conference, April 7-10, 2022

80th Annual Conference, April 13-16, 2023

## ABOUT MPSA



The Midwest Political Science Association is an international academic association with members from across the United States and around the world. Founded in 1939, the MPSA is dedicated to the advancement of scholarship in all areas of political science. The MPSA publishes the *American Journal of Political Science*, the top-rated journal in political science.

Watch how MPSA is making an impact!

### MPSA MEMBERSHIP BY THE NUMBERS



5,600+ Members



21,000+ Subscribers  
Worldwide



3,100+ Members  
with a Ph.D.



33% International  
Membership with 104  
Countries Represented

### MPSA ANNUAL CONFERENCE BY THE NUMBERS



5,000+ Papers  
Presented in 90+  
Political Interest Areas



5,000+ Average  
Attendance



3,800+ Daily Visitors  
to the Exhibit Hall



800+ International  
Attendees from 62  
Countries