



International Institute of Forecasters

FORESIGHT

forecasters.org

foresight.forecasters.org

BENEFITS

- Gain visibility, recognition & credibility
- Foster the advancement of forecasting
- Network across the globe
- Test your ideas, methods & plans against best practices
- Publish your articles & blogs
- Present your webinars
- Speak at conferences

CONTACT

Pam Stroud
 Business Director
 +1 781.234.4077
pamstroud@forecasters.org

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR?

Through conferences, communications and publications like *Foresight*, the business forecasting nonprofit **International Institute of Forecasters (IIF)** bridges forecasting theory with practice. It unites leaders, forecasters and researchers across the globe to improve forecasting. Sponsoring supports these initiatives.

ABOUT FORESIGHT

Foresight is a peer-reviewed, quarterly journal about forecasting principles and practices.

- Nearly 17 years in print
- Over 40 countries served
- Practitioner-focused
- Applications: budgeting, planning, sales, marketing, operations, logistics & more

SPONSOR THROUGH FORESIGHT

- Advertise in *Foresight* **High-res, full-color ads**
- Promote your business on *Foresight's* website & social media
Be a guest blogger & list your website
- Write *Foresight* articles
Submission guidelines: lentashman@forecasters.org
- Buy custom compilations or guidebooks
Reprint select Foresight articles under a new cover
- Exhibit or present at *Foresight* and IIF conferences
Network & share knowledge with practitioners & academic experts in the field
- Partner through reciprocal-marketing
Proposals welcome

Premier Sponsor \$3,300/year	Corporate Sponsor \$1,500/year	Advertising Sponsor \$650/issue or \$2,400/4 issues
<ul style="list-style-type: none"> □ Email blast to over 5,000 forecasting professionals, researchers & educators □ Full-page advertisement in <i>Foresight</i> (4 issues) □ Your content on our social media sites □ Recognition as a premier sponsor on the <i>Foresight</i> website □ Substantial discounts for your colleagues/employees on conference registration □ Unlimited access to <i>Foresight</i> articles & archives 	<ul style="list-style-type: none"> □ Up to 5 print and digital subscriptions for your colleagues/employees □ Half-page advertisement in <i>Foresight</i> (4 issues) □ Recognition as a corporate sponsor on the <i>Foresight</i> website □ Substantial discounts for your colleagues/employees on conference registration 	<ul style="list-style-type: none"> □ Full-page advertisement in <i>Foresight</i> □ Recognition as a sponsor on the <i>Foresight</i> website □ Social media recognition and guest blog opportunity



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FORESIGHT ADS AND OTHER SPONSORSHIPS

JOURNAL AD SPECIFICATIONS

Final trim size of *Foresight* is 8" x 10.5". Live matter must be kept to a minimum of 0.5" inside trimmed edges, and a minimum of 0.5" is required for binding (no bleeds).

All ads are printed in full color. Print-ready, high-resolution PDF or Illustrator EPS files are preferred.

FINISHED PRINT AD SIZES

Full Page: 7"w x 9.5"h
Half Page: 7"w x 4.5"h

Issue	Reserve ad deadline	Ad artwork deadline	Issue ships
Quarter 1	December 1	December 10	January
Quarter 2	March 1	March 10	April
Quarter 3	June 1	June 10	July
Quarter 4	September 1	September 10	October

MARKETING SPONSORS

Want to support our mission to further the development, distribution and application of knowledge about the science and art of forecasting? Please send us a marketing proposal and we'll discuss ways we can spread the word about forecasting.

EVENT SPONSORS

The *Foresight* Practitioner Conference and the IIF's International Symposium on Forecasting are annual events that draw professionals and researchers who present practical applications of current research in forecasting. Being an event sponsor gives you the chance to present and/or exhibit your products and services during these popular events.

GUIDEBOOK SPONSORS

Want to provide a resource for employee development or market a product? Creating a compilation of relevant content straight from the pages of *Foresight* is a great way to achieve just that. Whatever your purpose, we'll help you select a set of specific articles from past issues and create a custom guidebook that best suits your audience. Check out our current guidebooks at foresight.forecasters.org/ bookstore. Contact us for pricing and how to launch your custom guidebook.

GUIDEBOOKS

