

aop Support

aop Representation

aop Viability

Partnering with the AOP



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The UK Association of Online Publishers (AOP) brings together digital publishing companies that create original, branded, quality content through its regular events, steering groups, awards, research, and website content.

The AOP creates opportunities for technology and solutions providers to join conversations with publishers. Whether your aim is to drive awareness of the solutions you provide, or to keep ahead of the fast-changing market and the new challenges this creates for publishers and the media tech ecosystem, Associate Membership of the AOP gives you the effective opportunities to meet your objectives.

Join Our Existing Associates

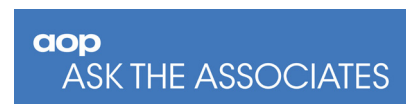


Associate Membership

AOP Associate Membership is open to suppliers and partners of digital publishing companies: it is designed to develop and encourage strong partnerships between member publishing companies and their trading partners.

Associate Member benefits....

- Use the AOP Associate Membership logo on all promotional material, denoting your position as a preferred supplier to our members, and your commitment to the growth and development of the online publishing industry
- Create your listing in the Digital Directory on the AOP website with a link through to your own site – we will soon be offering an enhanced profile for every Associate Member with the opportunity to also host resources or case studies you might like to share with publisher members
- Book up to two free places to attend each of the AOP CRUNCH events (6 x CRUNCH events a year)
- Benefit from member rates for entry to the AOP Awards and for tickets to attend the AOP Awards and other key AOP events
- Have first option on all sponsorship opportunities associated with the AOP Awards and events
- Partner with the AOP to create Round Table discussions for publisher members, webinars for the online publishing sector, or other tailor-made ideas to bring you closer to the decision-makers working in the UK online publishing industry
- Provide content, whitepapers, case studies, industry perspectives, latest news, etc, to be shared via the AOP's weekly newsletter, the Digital Digest (circulation 2500 and growing), and the AOP's social channels (5000+ followers)
- Provide opinions and quotes to be included in the AOP's "Ask the Associates" article series, launching in Q2 of 2021



Annual Associate Membership Fee: £3,500



Contact: **Chloe Lambert**, Head of Commercial Sales & Partnership
Chloe.lambert@ukaop.org

Opportunities for AOP Associate Members

Your Associate Membership of the AOP provides you with prioritised opportunities to build your relationships with publishers and promote your commitment to the industry.

Sponsor a category in the AOP Digital Publishing Awards

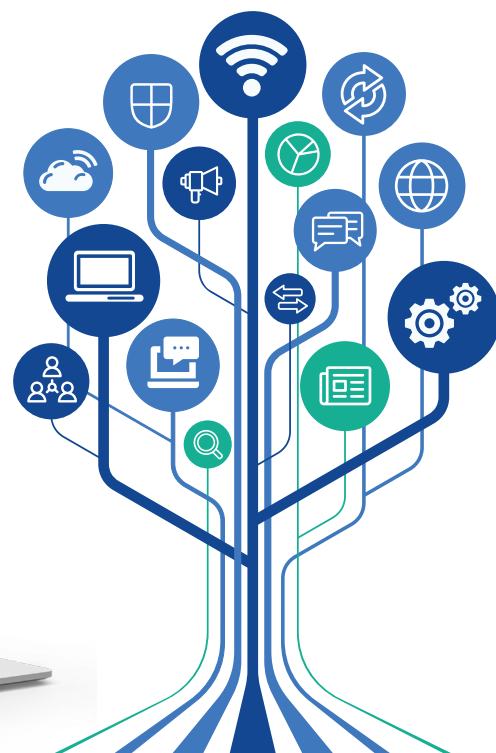
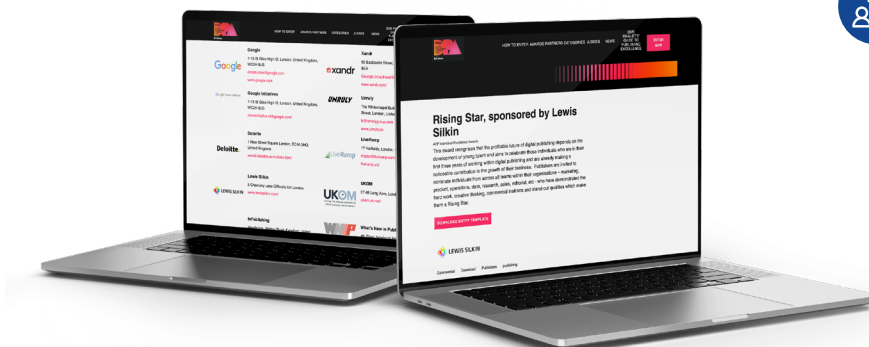


- Partner branding by your category & its shortlist on the Awards website & in any related entry documents
- Listed on the partners page of the Awards website
- The opportunity to participate in our Celebration of Online Publishing – four weeks of themed content focusing on “Growth”, “Innovation”, “Culture”, and “Quality” featuring our finalists - participate in a round table discussion video, provide a short video soundbite, or apposite quote to be promoted through the Awards website and AOP social channels
- Partner branding on marketing promoting the live broadcast of the Awards ceremony.
- The opportunity to announce the winners of your category (via video)
- Partner branding on announcements of the Awards throughout the schedule to include announcements of finalists and winners: via social, email, press release, website, and the AOP’s Digital Digest newsletter
- Branding on award trophy as the Partner of your category

Fee: £7,975 (+ VAT)

Pricing refers to virtual Awards delivery

Additional Awards sponsorships, raising your profile at the Awards Ceremony and contributing to the celebration, are also available. Please contact us and we’ll be happy to share ideas to meet your budget.



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Host a Publisher Roundtable

Hosting a publisher roundtable provides the opportunity to learn from the conversation and to demonstrate your commitment to working with publishers to develop new opportunities and solve challenges

- Work with the AOP team to propose a topic that engages with publisher interests and aligns with your objectives
- Suggest publishers you would most like to engage with: the AOP will then manage the invitations to create your roundtable group
- Host the discussion for up to 6 publishers – providing a welcome introduction to the session
- AOP will moderate the discussion, ensuring that your representatives' perspectives are included and that you have the best opportunity to gain real insights

Fee: £3,000 (+ VAT)

Optional extra:

- If hosting digitally, consider providing gifts or breakfast or lunch to the Roundtable participants. The AOP will manage the delivery – additional fee to be discussed
- If a physical Roundtable meeting is possible, you will need to provide the venue and catering

Sponsor an AOP webinar

Sponsor an AOP Webinar to raise your profile, broadcast your expertise to the targeted audience and generate leads

- Work with the AOP team to propose a topic that engages with publisher interests and aligns with your objectives
- Provide a speaker to participate in the webinar discussion: the AOP will bring on board additional panellists
- Have your branding on all marketing: email, social, website, Digital Digest
- Receive the data for all registered and attending webinar delegates

Fee: £5,000 (+ VAT)



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