aop

Advocate for Quality
Original Digital Content

aop Support

aop Representation

aop Visibility

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, investing in a Digital Directory Partnership or in a full Associate Membership of the AOP gives you the effective opportunities to meet your objectives.

Current Associate Members of the AOP include...

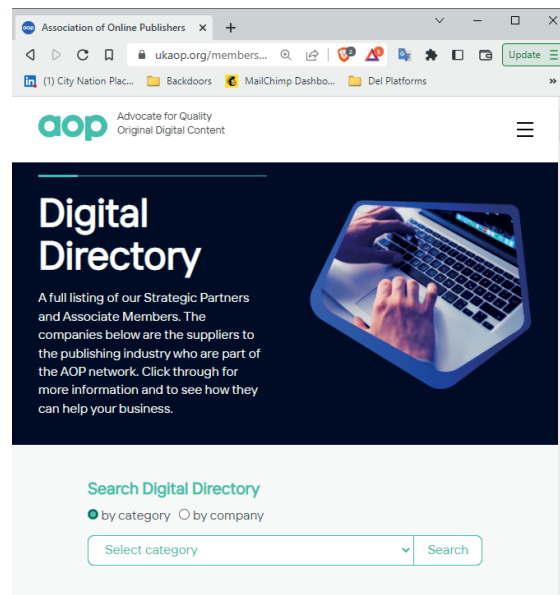|			
BLOCKTHROUGH	brand metrics	Browsi	captify
Deloitte.	EX·CO	Google	iDWard
ID5	INDEX EXCHANGE	INFOSUM	IAS Integral Ad Science
VWO	JWPLAYER	LEWIS SILKIN	LiveRamp an acxiom company
marfeel	mediarithmics	NATIVO	ogury
ORACLE	Outbrain	Permutive	piano
PubMatic	quantcast	SEEDTAG	SHOWHEROES GROUP
Sourcepoint	sovrn	Standard Media index	Taboola
	UKOM	UNRULY	

Digital Directory Partnership

The AOP creates website content, newsletters, research reports, awards, and digital and in-person events to help publishers ensure that they are informed, inspired, and able to grow their businesses. Investing in a Digital Directory partnership gives you a platform to promote your organisation and the solutions it provides where publishers go to seek information - on the AOP website and through our weekly Digital Digest newsletter.

Digital Directory Partnership benefits....

- A listing on the AOP website Digital Directory of solutions providers, clicking through to your profile page

- Profile page on the AOP website - including copy about your organisation, full contact details, and the opportunity to host articles, case studies, reports, and video or audio content - plus of course links to your own site

- New content on your profile page will be promoted via the AOP's weekly newsletter, the Digital Digest (circulation +2250 and growing)

Annual Digital Directory Partnership Fee: £950

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

Associate Membership

Associate Membership of the AOP gives you all the promotional benefits of the Digital Directory Partnership and much more – enabling you to build your relationships with publishers. Open to solutions providers and business partners of the digital publishing sector, AOP Associate Membership 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

- Hear the inside track on what the AOP publisher members are talking about through a quarterly newsletter through which we'll share updates on conversations from our Publisher Steering Groups and other initiatives

- A listing on the AOP website Digital Directory of solutions providers, clicking through to your profile page

- Profile page on the AOP website - including copy about your organisation, full contact details, and the opportunity to host articles, case studies, reports, video or audio content, plus of course links to your own site

- Provide content, white papers, case studies, industry perspectives, latest news etc to be shared on your profile page and via the AOP's weekly newsletter, the Digital Digest (circulation +2250 and growing)

- Provide opinions and quotes to be included in the AOP's "Ask the Associates" article series

- Book up to two free places to attend each of the AOP CRUNCH events (4 x CRUNCH events a year)

- Benefit from member rates for entry to the AOP Awards and for tickets to attend the AOP Awards, Publishing Tech Talk sessions and other key AOP events

- Associate Members have the first option on all sponsorship opportunities associated with AOP events

- Additional commercial opportunities to 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

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.

Digital Publishing Awards

Category Sponsorship: £10K

Includes:

- Branding as category sponsor on the website, on the How to Enter downloadable pdf, on your category's Entry Template, on the Awards Entry Platform; on trade advertising and on all email marketing
- A Digital Digest mention and social media post welcoming you as a sponsor
- EITHER an opportunity to provide a video soundbite on why you are excited to sponsor this category, shared on AOP's social channels during the entry period
  OR an opportunity to join the recording day for our series 'Celebrating the Finalists' and provide a vox pop
- Standard table for 10 people at the Awards event
- Branding as Awards Category Sponsor during the Awards Ceremony evening
- Opportunity to present your category Award to the winner

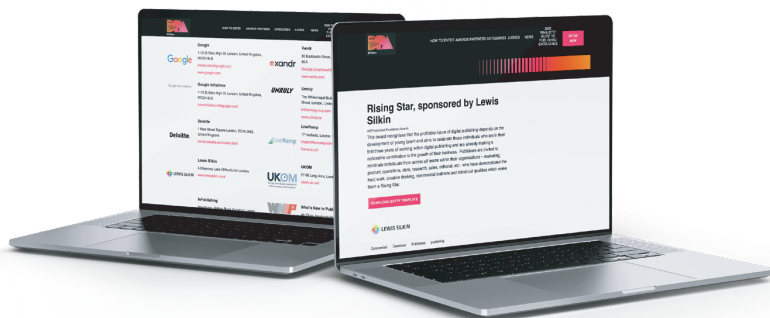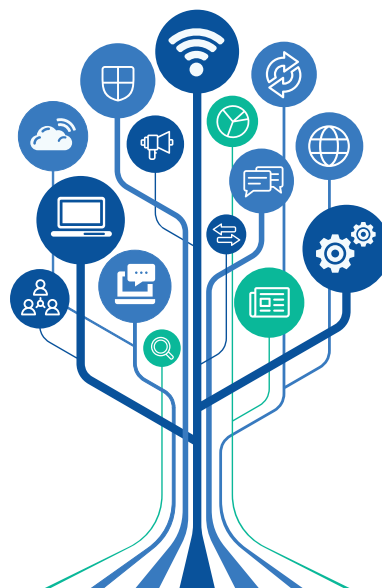**Awards Event Sponsor: Photo booth - LIMITED TO ONE PARTNER: £7,500**

Includes:

- Branding as Awards Event Sponsor on the website, on trade advertising and all email marketing
- A Digital Digest mention and social media post welcoming you as a sponsor
- Standard table for 10 people at the Awards event
- Branding as Awards Event Sponsor during the Awards Ceremony evening
- Your branding on the photo booth and on the photos created

Awards Event Sponsor: Tailor-made activation: £4,500

Includes:

- Branding as Awards Event Sponsor on the website, on trade advertising and all email marketing
- A Digital Digest mention and social media post welcoming you as a sponsor
- 2 tickets to the AOP Awards ceremony
- Branding as Awards Event Sponsor during the Awards Ceremony evening
- The opportunity to work with the AOP to agree an event activation for the Awards evening, the costs of which are not included in this sponsor fee

Additional Awards sponsorship options, 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.

26th & 27th September, 3rd & 4th October 2023
Charlotte Street Hotel, London W1

Publishing Tech Talk 2023 will ensure AOP publisher members are fully briefed and able to leverage available tech solutions to grow audiences, revenues, and drive their businesses forward. Taking place over two weeks, Publishing Tech Talk will present events, hosted round table discussions, newsletters, and two downloadable special Reports providing a summary of the key discussions and additional content to inspire and inform.

Opportunities offered for all Associates Members (benefits of membership):

- Provide contributions to the Ask the Associates Articles included in our special Publishing Tech Talk reports, promoted through the newsletter and social channels
- Provide Publishing Tech Talk topic-related content for your Profile page on the AOP website, which will be promoted in the Publishing Tech Talk newsletter
- One ticket for each Tech Talk session

Raise your profile, demonstrate your thought-leadership, promote your innovative solutions….

TechTalk Host: £7,500

- Branding on the Publishing Tech Talk agenda as a TechTalk Partner
- Opportunity to provide a panellist OR a 15-minute presentation as part of the editorial TechTalk session
- Opportunity to provide an article or one page advertisement in the relevant Publishing Tech Talk Report Two additional tickets to each TechTalk session

Round Table Host: £5,000

All your Associate Member benefits plus …

- Opportunity to host a 60-minute round table discussion session with a working lunch for a small group of publisher guests
- Your Round Table promoted as part of the overall PTT agenda
- Targeted invitations sent to publishers you would most like to attend
- Opportunity to provide an article or one page advertisement in the relevant Publishing Tech Talk Report
- One additional ticket to each TechTalk session
- Opportunity to upgrade this session to a hosted Lunch Roundtable – additional costs to cover catering
- One additional tickets to each TechTalk session

Innovation Partnership: £3,000

All your Associate Member benefits plus …

- Opportunity to provide a five-minute elevator pitch for a new innovation or tech solution as part of the agenda of a TechTalk session
- Your presentation promoted as part of the agenda for the TechTalk session
- Opportunity to provide an article or one-page advertisement in the relevant Publishing Tech Talk Report
- One additional ticket to the TechTalk session in which you are participating

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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 can moderate the discussion or help to coordinate a moderator if needed, ensuring that your representatives' perspectives are included and that you have the best opportunity to gain real insights

Fee: £3,000

- Please note: There are associated costs to be covered by the Host around venue and catering

Host a webinar in association with the AOP

Partner with the AOP to host a webinar to raise your profile, broadcast your expertise to the targeted audience, and generate leads

- Work with the AOP team to propose a topic and speakers which will engage with publisher interests and align with your objectives
- The AOP will be happy to provide a session chair or panel moderator if required, plus the webinar platform and registration management
- Have your webinar listed on the AOP events calendar and events pages, as "in partnership with the AOP"
- The AOP will promote your webinar through a minimum of two stand-alone emails, Digital Digest mentions, and LinkedIn posts
- Receive the data for all registered and attending webinar delegates

Fee: £5,000

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