Using The ICPSR Media Kit

Thank you for assisting ICPSR in promoting use of its social science resources as we strive to support students, faculty, researchers, and policymakers who conduct secondary research, study or teach statistical methods, and pursue degree requirements.

The ICPSR Media Kit has been assembled to assist your local promotion efforts and contains:

- Calendars and checklists to assist your promotion planning
- Electronic and printed promotional materials and publications
- Templates (presentations, email, flyers) that can be customized to your institution
- Workshop toolkit designed to assist the planning and execution of workshops intended to orient faculty, students and librarians to the ICPSR Web site, its holdings, data tools, and student opportunities

The ICPSR Media Kit will continue to evolve, so please check our Web site for updates. We encourage you to contact us with any questions or suggestions regarding its contents at netmail@icpsr.umich.edu.

— ICPSR Marketing & Membership Staff

Media Kit Contents

- Promoting ICPSR: Calendar & Checklist
- Conducting ICPSR Workshops Checklist
- Web Links
  - Promoting ICPSR on Campus – www.icpsr.umich.edu/ICPSR/or/promo
  - Promotional Materials Request Form – www.icpsr.umich.edu/ICPSR/or/promo/order-promo.html
  - Email and article templates – www.icpsr.umich.edu/ICPSR/org/publications/index.html
  - ICPSR Electronic Brochure Presentation
  - www.icpsr.umich.edu/ICPSR/org/publications/index.html
  - ICPSR Workshop Materials
  - www.icpsr.umich.edu/ICPSR/or/promo/media-kit.html#workshop
- Promotional Materials Samples
  - ICPSR User Guide
  - ICPSR Resources for the Social Sciences
  - ICPSR poster/flyer
  - Summer Program brochure
  - ICPSR Guide to Specialty Archives and Collections
  - ICPSR Resources for Instruction & Learning
  - ICPSR Resources for Sociology
  - ICPSR Resources for Political Science
  - Workshop announcement poster/flyer template