APA Strategic Alliance Program

ACHIEVE A DEEPER, MORE TARGETED LEVEL OF ENGAGEMENT WITH OUR MEMBERS.
BECOME A CORPORATE SUPPORTER.
Engage Authentically.

Harness the marketing power of APA’s Strategic Alliance Program. Amplify your brand with integrated campaigns, sponsored content and more.

What is it?

An exclusive level of elevated exposure reserved for our elite advertisers. The program is all-inclusive of our most marketable opportunities and benefits. These are holistically combined and tailored to meet the custom needs of each individual “Corporate Supporter.” We build value-driven, customized marketing platforms to authentically engage with our members.

Here’s What Makes it Work...

Our Corporate Supporters are committed to our mission. They offer resources that resonate and benefit our unique audience of 121,000+ members to achieve a deeper level of engagement. The first contracted year of the program is a “trial year,” and after that, contracts are expected for a minimum of three years. As a result, Corporate Supporters achieve a deeper and more involved level of engagement with the APA membership, as well as a more comprehensive understanding of how their campaigns and creative assets are performing.

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APA Impact.

APA wields deep influence within the field of psychology. Members trust us to deliver results. Our initiatives cover a wide spectrum of areas:

- Advocacy
- Intersection of Science & Psychology
- Member Resources
- Career Resources
- Educational Materials

- Community Engagement
- Publications
- Practitioner Tools
- Integrated Care

Amplify.

6 ways to generate high impact for your brand:

1. Campaign Integration

Reach niche areas of our membership by integrating your message directly into APA’s membership campaigns. These are our highest-performing and most targeted marketing opportunities, and fall into the following categories:

- Membership Acquisition
- Membership Retention
- Educational
- Brand Awareness
2. Social Media Posts
Reach 60,000 APA members on Facebook in addition to over 500,000 engaged Facebook followers.

3. Sponsored Content
Deliver greater impact to APA members through branded educational articles. We write the content, you get the generated leads.

4. APA Divisions & Journals
With 90 journals and 54 specialty divisions, we offer a clear marketing channel to any sub-specialty within the field of psychology.

5. Business Intelligence
Work directly with our Member Insights team to access member data and collaborate on customized market research. Receive an end-of-year analytics and trends report outlining the impact of all marketing touchpoints.

6. Elevated, Year-Round Visibility & Recognition
Corporate Supporters will receive year-round brand presence and exposure on APA.org, and expanded recognition at the APA Annual Convention and all specialty conferences.

Financial Commitment: To join the Strategic Alliance Program and be able to purchase these assets, a Corporate Supporter commits to spend at least $85,000 per year across our advertising and convention exhibit and sponsorship channels. Interested in higher tiers of engagement? Those who invest over $150,000+ in our program will receive heightened exposure, not to mention greater discounts on packaged advertising and convention opportunities.

To become a Corporate Supporter or to learn more about the APA Strategic Alliance Program, contact: Jodi Ashcraft, Director, Media & Event Sales; jashcraft@apa.org; 202-336-5565; or, James Boston, Advertising Sales Manager, jboston@apa.org, 202-336-5714.