APA Strategic Alliance Program

APA’s Strategic Alliance Program is reserved for companies who spend a minimum of $85,000 annually across APA’s standard channels. These include:

<table>
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<tr>
<th>PRINT ADVERTISING</th>
<th>DIGITAL ADVERTISING</th>
<th>EXHIBITING/SPONSORING</th>
<th>LEAD GENERATION</th>
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<tbody>
<tr>
<td>Monitor on Psychology,</td>
<td>APA.org, APA e-newsletters, APA e-blasts</td>
<td>APA Convention, APA specialty conferences</td>
<td>Sponsored webinars, Sponsored whitepapers</td>
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<td>Good Practice, APA Journals</td>
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Companies who commit to the minimum annual spend are invited into the APA Strategic Alliance Program and become Corporate Supporters.

Corporate Supporters receive a number of gratis program benefits. In addition, they are eligible to purchase the Strategic Alliance Program’s exclusive assets and channels available only to those in the program.

Gratis Program Benefits:
- Elevated, year-round visibility and recognition via: brand presence on APA.org; expanded recognition at the APA Convention; listing in the APA Member Connect Guide
- A designated account manager with year-round tailored support
- A customized analytics and performance dashboard based on your annual plan
- Monthly check-in calls with the APA Media and Event Sales and Membership Marketing teams
- Exclusive opportunity to facilitate discussions in “The Exchange” at the APA Convention

Assets with Additional Costs:
- Exclusive Communication Channels:
  - Display Advertising in the APA Member Connect Guide
  - Inclusion in APA Member “Welcome” and “Welcome Back” journey emails
  - Inclusion in Benefits Digest e-newsletter
  - Custom landing page linked from the APA Member Benefits page
- Custom Campaign Integration: Align with APA’s membership campaigns — our highest-performing and most targeted marketing opportunities
- Multi-Channel Sponsored Content Campaigns: Reach APA members through thought leadership on a specific topic
- Social Media: Targeted/sponsored posts
- Business Intelligence: Work directly with the APA Member Insights team to gain a deeper understanding of membership and trends in the field through targeted surveys and focus groups

ADDITIONAL QUESTIONS?
Please reach out directly to Jodi Ashcraft, Director, Media and Event Sales at jashcraft@apa.org or 202-336-5565 or James Boston, Manager, Advertising Sales at jboston@apa.org or 202-336-5714.