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>
<thead>
<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; APA Journals</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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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?

To become a Corporate Supporter or to learn more about the APA Strategic Alliance Program, please contact Jenn Chreky, Manager, Strategic Alliances at jchreky@apa.org or 202-572-3036.