Lead Generation: Sponsored APA Whitepapers

Leverage APA's authority in the psychology field and our unique distribution capabilities to reach an engaged audience. Generate high-quality leads through sponsored whitepapers.

The Process:

1. Sponsoring company provides the whitepaper; APA reviews the content based on the available science, the potential interest of APA members, and the educational focus (to ensure it is not salesy or product focused)

2. Whitepaper will be hosted in the Membership section of APA.org for one full year

3. APA promotes the whitepaper through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.)

You Receive:

1. Thought leadership in the field of psychology

2. Visual recognition as sponsor on whitepaper landing page

3. Recognition as whitepaper sponsor in all promotional marketing

4. Guaranteed leads report of all reader names and email addresses for a full year

PRICING: $7,500