Lead Generation: Sponsored Content

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

The Process:

1. Sponsoring company provides the content; APA reviews submissions internally based on the available science; APA has the final edit authority to ensure accuracy and that the content coincides with the interests of its members. The topic must be educational in nature and not salesy or product focused.

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

3. APA promotes the sponsored content 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 content landing page.

3. Recognition as content sponsor in all promotional marketing.

4. Guaranteed leads report of all reader names and email addresses of those who opt-in for a full year.

PRICING: $7,500