

APA Member Advantage Program

APA's Member Advantage Program offers members a wide range of exclusive personal and professional benefits and discounts from trusted brands. Every year the APA evaluates potential opportunities to establish an environment for our members where they feel valued. The Member Advantage Program is communicated to members in the form of a customized annual marketing campaign across various APA standard media channels that include:

PRINT ADVERTISING	DIGITAL ADVERTISING	EXHIBITING/SPONSORING	LEAD GENERATION
<i>Monitor on Psychology</i>	APA.org, APA e-newsletters, APA e-blasts	APA Convention, APA Specialty Conferences	Paid Topical Webinars, Paid Topical Content E-Booklet Advertising

Companies who are approved to participate in the APA Member Advantage Program and become Affinity Partners are expected to commit to an annual marketing spend.

Affinity Partners receive a number of program benefits and exclusive channels available only to those in the program.

PROGRAM BENEFITS:

Elevated, year-round visibility and recognition via:

- Affinity Partner brand presence on APA.org and a dedicated customizable landing page
- Member Advantage Program marketing across APA webpages, E-newsletters, and *Monitor on Psychology*
- Recognition at the APA Convention
- Listing in the APA Member Connect Guide

Custom Campaign Integration: Align with APA's membership campaigns—most targeted marketing opportunities

Standalone Emails: Targeted/sponsored member communication

Social Media: Targeted/sponsored posts

Membership List for Direct Mailings

Dedicated year-round support from an account management team, including tailored strategic guidance and regular check-in meetings to maximize program success

A customized analytics and performance dashboard based on your annual plan

■ ADDITIONAL QUESTIONS?

To become an Affinity Partner or to learn more about the APA Member Advantage Program, please contact Jennifer Chreky, Associate Director, Strategic Partner Programs, at jchreky@apa.org or 202-572-3036.