STRATEGIC ALLIANCE PROGRAM 2022

Moving the field of psychology forward
BECOME A CORPORATE SUPPORTER

Achieve a deeper, more targeted level of engagement with our members.

Harness the marketing power of APA’s Strategic Alliance Program. Amplify your brand with integrated campaigns, unique sponsorship opportunities, and more.
What Is It?

An exclusive level of elevated exposure reserved for our elite advertisers. The program is all-inclusive of our most marketable opportunities and benefits. These are holistically combined and tailored to meet the custom needs of each individual “Corporate Supporter.” We build value-driven, customized marketing platforms to authentically engage with our members.
Here’s What Makes It Work...

Our Corporate Supporters are committed to our mission. They offer resources that resonate and benefit our unique audience of 122,000+ members to achieve a deeper level of engagement. The first contracted year of the program is a “trial year,” and after that, contracts are recommended for a minimum of three years. As a result, Corporate Supporters achieve a deeper and more involved level of engagement with the APA membership, as well as a more comprehensive understanding of how their campaigns and creative assets are performing.
APA Impact

APA wields deep influence within the field of psychology. Members trust us to deliver results. Our initiatives cover a wide spectrum of areas.

ENGAGE AUTHENTICALLY:

✓ ADVOCACY
✓ INTERSECTION OF SCIENCE & PSYCHOLOGY
✓ MEMBER RESOURCES
✓ CAREER RESOURCES
✓ EDUCATIONAL MATERIALS
✓ COMMUNITY ENGAGEMENT
✓ PUBLICATIONS
✓ PRACTITIONER TOOLS
✓ THOUGHT LEADERSHIP
Campaign Integration
Reach niche areas of our membership by integrating your message directly into APA’s membership campaigns. These are our highest-performing and most targeted marketing opportunities.
Social Media Posts

Reach 60,000 APA members on Facebook in addition to over 500,000 engaged Facebook followers.
Sponsored Content

Deliver greater impact to APA members through branded educational articles. You provide the content; we review, approve, and distribute through APA media channels; and you get the generated leads.
APA Divisions & Journals

With 90 journals and 54 specialty divisions, we offer a clear marketing channel to any sub-specialty within the field of psychology.

APA journals are the most widely circulated and frequently cited journals in the psychology field.
**Business Intelligence**

Work directly with our Member Insights team to access member data and collaborate on customized market research. Receive an end-of-year analytics and trends report outlining the impact of all marketing touchpoints.
Elevated, Year-Round Visibility & Recognition

Corporate Supporters will receive year-round brand presence and exposure on APA.org, and expanded recognition at the APA Annual Convention and all specialty conferences.
Become a Corporate Supporter

Financial Commitment: To join the Strategic Alliance Program and be able to purchase these assets, a Corporate Supporter commits to spend at least $85,000 per year across our traditional advertising and convention exhibit and sponsorship channels.

Interested in higher tiers of engagement? Those who invest $150,000+ in our program will receive heightened exposure, not to mention greater discounts on packaged advertising and convention opportunities.