

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:

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 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:	ASSETS WITH ADDITIONAL COSTS:
Elevated, year-round visibility and recognition via: - Corporate Supporter brand presence on APA.org - Expanded recognition at the APA Convention - Listing in the APA Member Connect Guide	Exclusive Communication Channels: - Dedicated customizable landing page on APA.org - As a part of the Member Advantage Program extended presence via: APA Member Connect Guide, APA Membership communication and business intelligence - Content feature in APA's most engaging e-newsletter—Benefits Digest
Opportunity to connect with APA Executive Leadership	Custom Campaign Integration: Align with relevant APA membership initiatives and targeted marketing efforts
Dedicated year-round support from an account management team, including tailored strategic guidance and monthly check-in meetings to maximize program success	Standalone Emails: Targeted/paid member communication
A customized analytics and performance dashboard based on your annual plan	Social Media: Targeted/paid posts
Exclusive opportunity to facilitate discussions in "The Exchange" at the APA Convention	

■ ADDITIONAL QUESTIONS?

To become a Corporate Supporter or to learn more about the APA Strategic Alliance Program, please contact Jennifer Chreky, Associate Director, Strategic Partner Programs, at jchreky@apa.org or 202-572-3036.