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:

<table>
<thead>
<tr>
<th>PRINT ADVERTISING</th>
<th>DIGITAL ADVERTISING</th>
<th>EXHIBITING/SPONSORING</th>
<th>LEAD GENERATION</th>
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<tbody>
<tr>
<td>Monitor on Psychology</td>
<td>APA.org, APA e-newsletters, APA e-blasts</td>
<td>APA Convention, APA Specialty Conferences</td>
<td>Topical Webinars, Topical Content, E-Booklet Advertising</td>
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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:**
- 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

**ASSETS WITH ADDITIONAL COSTS:**
- 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
- Custom Campaign Integration: Align with APA’s membership campaigns — most targeted marketing opportunities
- Standalone Emails: Targeted/paid member communication
- Social Media: Targeted/paid posts

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**ADDITIONAL QUESTIONS?**

To become a Corporate Supporter or to learn more about the APA Strategic Alliance Program, please contact Jenn Chreky, Manager, Strategic Alliances at jchreky@apa.org or 202-572-3036.