



APCA AD PRICES & SPECS

Online Student Activities Journal

The APCA Student Activities Journal is published 4 times annually and is a full-color publication which features news, educational articles and spotlights on campus activity programming and entertainment written by school advisors and associates alike. Articles contained within the Student Activities Journal contain professional development and programming information for school & associate members. The magazine is published online and can be viewed by thousands of visitors that check our site each month. It is a very effective marketing tool and an efficient use of resources in our efforts to go green!



Ad Size	1 Issue	4 Issues Annually
1/4 Page 4.25W by 5.5H	\$95	\$300
1/2 Page 8.5W by 5.5H	\$195	\$580
Full Page 8.5W by 11H	\$345	\$1,180
Spread (includes embedded video up to 4 min.)	\$595	\$1,980
Full Page (inside front or inside back cover) 8.5W by 11H	\$495	\$1,780
Back Cover 8.5W by 11H	\$595	\$1,995
Add Link (Add link in your ad to website or email)	\$25 per link	\$75 per link
Add Video (Add embedded video up to 4 min.- Full Page Only)	\$95	\$295

Conference & Workshop Programs

The APCA is currently divided into 5 regions, the southeast, northeast, mid-west, south central and western region. This provides associates with an additional avenue for exposure as we travel throughout the United States attracting colleges, universities, and military installations. In addition to regional conferences, the APCA holds a national conference once a year where schools book conferences and programs on campus. APCA also offers Leadership Workshops & Advisor Institutes. Students and advisors come to these workshops for leadership training and education on the markets most current trends. What better way to increase your exposure than to advertise in these programs, whether you attend or not!

Ad Size	Workshops	Regionals	Nationals
1/4 Page (b/w) 3.875W by 5.25H	\$75	\$195	\$295
1/2 Page (b/w) 7.75W by 5.25H	\$150	\$295	\$395
Full Page (b/w) 7.75W by 10.5H	\$225	\$395	\$495
Spread (b/w)	\$350	\$645	\$845
Tab Page (Call for Availability)		Call	\$695
Back Cover 8.5W by 11H <small>Bleed size 8.75W by 11.25H Live area 8W by 10.5H</small>	\$895	\$1,395	\$1,895
Distribution Item	\$295	\$495	\$595



APCA Website Advertising

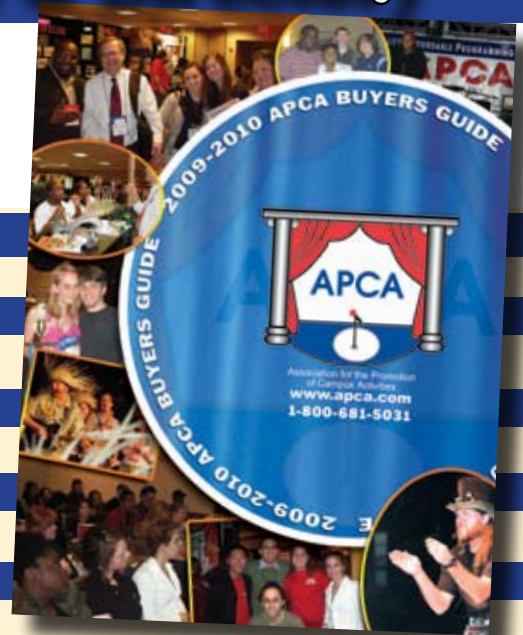


There are many different ways to advertise your products and services to the college and military markets. Looking for ongoing, increased exposure? Then advertising on the APCA website is for you! With hits averaging 180,000 a month, the APCA website is a great online resource for programming and campus booking tools. Our members enjoy the convenience of online registration for APCA conferences & workshops, downloadable up to date listings of talent buyers, viewing and posting artist tour schedules, utilizing performance report cards, and so much more... The APCA has an advertising opportunity for everyone! Check out the different options below. **Options will be available upon the release of the new website.**

	Size	Monthly Per Month	Bi-Annually July-Dec.	Bi-Annually Jan.-June	Annually From Selected Start Month.
Carousel (8 max.)	250px by 250px	\$150	\$800	\$800	\$1,500
Online Calendar Banner		\$100	\$500	\$500	\$900

APCA Online Buyers Guide & Directory

This is an indispensable tool for anyone booking talent in the college market. Phone, Fax, Address, and contact listings of the schools and various APCA talent vendors and speakers throughout the country are listed in this directory. This catalog is produced only once during an annual period, is viewable online, and utilized throughout the year.



Ad Size	Cost Annually
Bold Listing	\$50
Bold Listing with Logo	\$95
Bold Listing w/ Logo & Outline	\$125
1/4 page 4.25W by 5.5H	\$195
1/2 page 8.5W by 5.5H	\$295
Full Page 8.5W by 11H	\$450
Spread (includes embedded video up to 4 min.)	\$795
Inside front or back cover 8.5W by 11H	\$595
Back Cover 8.5W by 11H	\$695
Add Link in your ad to website or email	\$25 per link

Marketing Material Distribution

The APCA has an exciting advertising service. Give APCA your promotional materials and we will distribute them in the conference programs and welcome packets at registration. Be unique and stand out with a key chain, CD, DVD, etc. with your logo or information on it already waiting for every school delegate when they check in. The possibilities are endless! (As long as your materials are small enough to fit in the packet)

Conference	Cost
Nationals	\$595
Regionals	\$495
Workshops	\$295

