

Magazine Advertising

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
Inside Front Cover	\$495	\$445
Inside Back Cover	\$495	\$445
Spread	\$745	\$645
Full Page	\$445	\$395
1/2 Page	\$295	\$245
1/4 Page	\$195	\$175

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 and 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	
Full Page	\$225	\$495	\$595
1/2 Page	\$150	\$395	\$495
1/4 Page	\$75	\$295	\$395
Spread	\$350	\$795	\$995
Tab Pages (up to 5 available per conference/workshop)		Call	\$795

Website Advertising

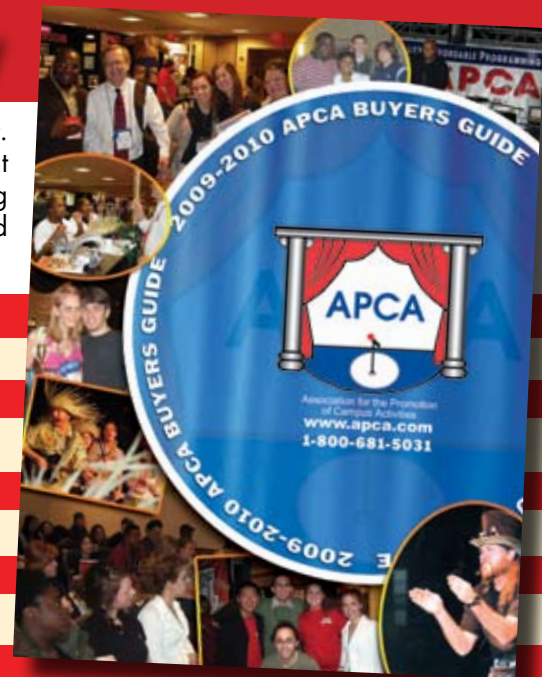
Looking for ongoing, increased exposure? Then advertising on the APCA website is for you! With hits averaging 180,000 a month, the APCA website is a great online resource for programming and professional development tools. Our members enjoy the convenience of online registration for APCA conferences & 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!



Ad Space	Term	Cost
Virtual Campus Activities Market Place	Annual	\$295

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 available online, and utilized throughout the year.



Ad Size	Cost
Bold Listing	\$45
Bold Listing with Logo	\$75
Business Card (w/outline)	\$125
1/4 page	\$195
1/2 page (includes bold listing)	\$295
Full Page (includes bold listing w/logo)	\$425
Spread (includes bold listing w/logo)	\$650
Inside front or back cover (incl. 1/4 pg inside)	\$650

Marketing Material Distribution

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

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

