



## APA-EDD 2024 Sponsorship Opportunities

The **Economic Development Division** of the American Planning Association (<https://economic.planning.org>), with nearly 1,300 members, is one of the largest of the APA specialty divisions. We welcome advertising and sponsorship support from consultants and suppliers who provide products and services of interest to economic development planners. Please email [apaecondev@gmail.com](mailto:apaecondev@gmail.com) to reserve your spot or send us your questions.

1. **Advertising in *News & Views*** (the Division's quarterly newsletter)  
2024 schedule – Winter (Jan.), Spring (Apr.), Summer (July), Fall (Oct.)

Full page advertisement in all 4 issues: \$1,250  
(See the *News & Views* advertising form on next page for other size options.)

2. **Webinar Sponsor - \$500-\$750**  
2024 schedule – Spring (Mar.), Summer (Jul.), Winter (Nov.)

**Option 1: \$500**

- ✓ Sponsor ad displayed on promotional materials for webinar
- ✓ Acknowledgement and appreciation from EDD on webinar of sponsor
- ✓ Sponsor will be given 5 minutes at the beginning of the session to share about their firm.

**Option 2: \$750 (benefits above plus...)**

- ✓ Potential for sponsor to moderate a session with panelists, or
- ✓ Potential for sponsor to present a session (no more than at one webinar a year)

3. **National Planning Conference (NPC) EDD Awards Reception Sponsor**  
NPC April 13-16, Minneapolis, MN

Venue, food and drinks (includes logo branding in marketing cycles, up to three registrations to the reception, and a full-page ad in *News & Views*)

- ✓ Exclusive sponsorship (also includes short introduction at the event) - \$5,000 (first come, first served basis)
- ✓ Individual sponsorship - \$1,500

4. **APA National Conference Session Endorsement - \$500**

EDD does not have influence over conference workshops but will review proposal and provide session endorsement if approved.

5. **1x Dedicated Sponsor Email Campaign to EDD Membership - \$750**

Content supplied by sponsor and sent through EDD channels after approval

6. **Executive Sponsorship (includes all of the above) - \$4,500**

*News & Views* full page ads in 4 issues / 1 Webinar sponsorship / NPC EDD awards reception Individual Sponsorship / NPC conference session endorsement / 1x dedicated sponsor email campaign

# Reach economic development decision-makers nationwide!

...in *News & Views*, the Official Newsletter of the Economic Development Division of the American Planning Association



*News & Views* is the official publication of the Economic Development Division of the American Planning Association ([economic.planning.org](http://economic.planning.org)). Published quarterly in digital Acrobat format, the newsletter reaches approximately 1,500 professionals

involved in all area of economic development planning, including: business and industrial park development; capital improvement planning; community- and neighborhood-based development; construction management; downtown redevelopment; financing; growth management; historic preservation; industrial recruitment and development; information technology/GIS; housing; military base reuse; real estate market development; resort and tourism development; transportation; urban design; and many other areas. Readers of *News & Views* originate from every state in the U.S. Chartered in 1979, the Economic Development Division is one of the largest, most diverse, and active divisions of APA. You can reach this vital audience by advertising in *News & Views*. [See a sample issue!](#)



## ADVERTISING INFORMATION

- Publication is 8½ X 11 format, two columns, 8-10 pages (fluctuates), full color, and published in Acrobat format. Hyperlinks are assigned to all advertisements, allowing readers to click on an ad and go directly to the advertiser's website.
- All advertisements should be submitted as digital file (ideally high resolution PDF) and conform to one of the sizes below. Make-ready fees may apply for artwork needing alterations.
- Publishing schedule subject to fluctuation; please email [jmcommunications@comcast.net](mailto:jmcommunications@comcast.net) to obtain upcoming deadlines.
- "Help Wanted" ads (i.e., job announcements) may be placed for 50% of the rates below.

## SIZES/RATES (PER ISSUE)

- ☐ Full page: 7.25 wide X 8.875 tall.....\$400.00
- ☐ Half page (h): 7.25 wide X 4.25 tall.....\$300.00
- ☐ Half page (v): 3.5 wide X 8.875 tall.....\$300.00
- ☐ Quarter page (h): 7.25 wide X 2 tall.....\$175.00
- ☐ Quarter page (v): 3.5 wide X 4.25 tall...\$175.00
- ☐ Eighth page: 3.5 wide X 2 tall.....\$125.00

➡ **Advertisers who pre-pay a four-issue run may take a 20% discount.**

Number of runs		_____
Rate per issue	X \$	_____
20% discount (4x only)	- \$	_____
<b>TOTAL ENCLOSED:</b>	= \$	_____

## ADVERTISER INFORMATION

Contact ▲

Company Name ▲

Street Address ▲

City/State/Zip ▲ ( )

Telephone No. ▲ ( )

Fax No. ▲

Email ▲

Web Site URL ▲

Please email artwork, then mail contract and payment (checks payable to "American Planning Association" – add "EDD" to memo line) to: Jeff Mills, News & Views, 13 Deer Path, Ste. 2, Maynard, MA 01754 Phone: (860) 454-8922. Questions and submittals: [jmcommunications@comcast.net](mailto:jmcommunications@comcast.net)