



# MEDIA KIT 2023



[www.APHSA.org](http://www.APHSA.org)





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### CONTACTS

#### ***Policy & Practice* Magazine and Retargeting Advertising**

Advertising and Sponsorship Sales Team  
[ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org)  
(800) 856-8567

Donna Jarvis-Miller, CMP, CEM  
Director, Membership and Events  
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(202) 866-0569

#### **Career Center and Job Board**

Jordan Ahmad  
Manager, Membership Engagement  
Operations and Marketing  
[jahmad@aphsa.org](mailto:jahmad@aphsa.org)

[www.APHSA.org](http://www.APHSA.org)

## WHO WE ARE

APHSA is a bipartisan national membership association representing the cabinet-level leadership of state and local human services agencies and the subject matter experts that help execute their mission to improve outcomes for people nationwide. Building on our long-standing relationships across the human services field and direct connection to the in-depth knowledge of leaders who administer them, we focus on generating pragmatic, community-wide solutions that advance well-being.

APHSA's members are experts in administering, overseeing, and aligning programs that build resilience and bolster family well-being through access to food, health care, employment, child care, and other essential building blocks. Our members are also leading experts in performance measurement and data analysis, human services IT systems, workforce development and training, and the legal dimensions of the field.

***We share a vision: a nation of thriving communities built on human potential.***

Well-being for all Americans is built from the ground up through the daily work of our members and their workforces, who are dedicated to public service and the common good.

***Our mission articulates how we work toward that shared vision in partnership with our members.***



### WE ADVANCE WELL-BEING BY

***Influencing*** modern approaches to sound policy,

***Building*** the capacity of public agencies to enable healthy families and communities, and

***Connecting*** leaders to accelerate learning and generate practical solutions together.

## WE ARE A NETWORK OF LEADERS COMMITTED TO SYSTEMS-LEVEL CHANGE

We work within and across systems and sectors for the most significant impact, relying on enduring and developing new generative partnerships. We are the trusted voice that connects federal policymakers to the state and local human services experts that deliver services on the ground. We help federal agencies, Congress, and the Administration understand what works and how to modernize national policies through guidance, regulations, and legislation, to improve the system. We bring vital federal leaders, researchers, and other stakeholders into conversations with our connected network to catalyze work across human services and adjacent sectors and systems, facilitate information sharing, input, and feedback, and generate community-wide solutions.



## OUR READERS REPRESENT A VALUABLE NICHE

*Policy & Practice* is our quarterly industry magazine created for State and Local Human Services Agency Chief Executive Officers, Program Administrators, Chief Technology Officers, Chief Information Officers, and various other human services stakeholders.

Comprehensive coverage of the latest legislation, cutting-edge technology, and best practices proven in human services administrations are regularly featured.

Human services leaders, our magazine industry contributors, continue to comment on their latest challenges and success stories. They've also supported topics on local legislation changes, child welfare, TANF, SNAP, health care, child support, and more.

The readers of *Policy & Practice* consistently rank the magazine as a critical source of their industry news, research, technological innovations, and future trends. In addition, the publication has become the choice of many executives who influence purchasing decisions for many human services agency operations.

Our subscribers' demographics include State and Local human services Agency Program Directors, Managers, and Administrators; Non- and For-Profit Executives and Managers; College and University Leaders; Human Services Students; and various others.

## WHY ADVERTISE IN *POLICY & PRACTICE*?

Advertising in this industry-leading magazine puts you in the hands of thousands of top-ranking human services decision-makers. Secure your share of the multi-billion-dollar human services market – promote new products or services, motivate prospective clientele to take action, drive additional traffic to your website, and showcase your brand!

Whatever your message, *Policy & Practice* provides unique marketing opportunities that deliver directly to our valuable niche audience.



## RESERVE YOUR ADVERTISING SPOT TODAY!

Complete the 2023 Advertising Contract and Order Form on page 8 then submit to Advertising and Sponsorship Sales Team, (800) 856-8567 or [ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org).

## ADVERTISING RATES 2023

<b>4-COLOR<sup>†</sup></b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full Page	\$3,000	\$2,850	\$2,700
Horizontal 1/2 Page	\$1,200	\$1,140	\$1,080
Vertical 1/3 Page	\$1,050	\$998	\$945

<b>PREMIUM POSITIONS<sup>†</sup></b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Two-Page Center Spread	\$8,000	\$7,600	\$7,200
Inside Front Cover	\$5,400	\$5,130	\$4,860
Inside Back Cover	\$5,400	\$5,130	\$4,860
Back Cover	\$6,000	\$5,700	\$5,400

<b>ADVERTORIAL<sup>†</sup></b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full Page	\$4,000	\$3,850	\$3,700
Two-Page	\$5,000	\$4,850	\$4,700

<sup>†</sup> Strategic Industry Partners Discounts – Diamond 25%, Platinum 15% and Silver 10%.

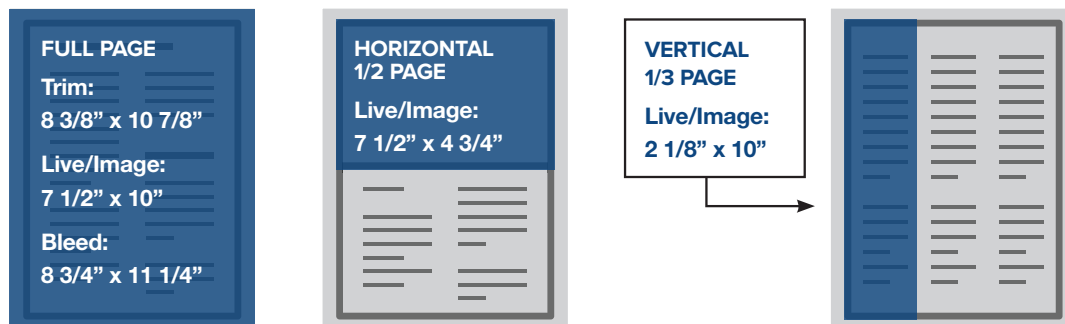
### ADVERTORIAL MARKETING OPPORTUNITIES

We have **advertorial opportunities** available to promote products or services. These are paid advertisements that are displayed like editorial content *within* the publication.

All advertorial content is subject to APHSA approval and is labeled as an advertorial.

One or two-page formats are available. For further details on advertorial opportunities, continue to the next page and the Order Form on page 8 for more pricing details.

## SIZES & DIMENSIONS (WIDTH BY HEIGHT)



**IMPORTANT!** For all the details on production requirements for Policy & Practice, please see page 9.

## EDITORIAL THEMES 2023

The editorial themes for the 2023 *Policy & Practice* (P&P) issues are rooted in our mission to advance the well-being of all people by *influencing* modern approaches to sound policy, *building* the capacity of public agencies to enable healthy families and communities, and *connecting* leaders to accelerate learning and generate practical solutions together. To continue the shared learning of APHSA members and partners in our collective journey to *build well-being from the ground up*, the 2023 themes focus on the following:



### SPRING ISSUE (MARCH RELEASE)

#### ***Prevention in Practice: Navigating Upstream to Build Resilient Communities***

This issue is focused on prevention and early intervention as ways to improve overall health and well-being. Articles focused on promoting child and family well-being and preventing child maltreatment through effective prevention, and early intervention will be particularly important to include in this issue. We are also seeking articles showcasing the effective application of a prevention framework in the field, yielding meaningful and equitable outcomes for families and shifting the orientation of programs and systems upstream. Other topics will explore the integration of large systems (e.g., housing, employment, justice, and human services), learning from different sectors such as public health and education in working upstream to address root causes, how human services can wrap around and positively impact the social determinants of health, and build more resilient communities by utilizing the whole system to serve families. This issue will be aligned with the *APHSA National Human Services Summit*.

**Submission Deadline:** February 3, 2023

### SUMMER ISSUE (JUNE RELEASE)

#### ***Advancing Social and Economic Mobility for Equitable, Long-Term Success***

This issue is focused on human-centered design and whole-family approaches that support long-term social and economic mobility. Centered in evidence of what works for families and informed by the perspectives, goals, and needs of individuals served, potential article topics could include how to define, quantify, and measure social and economic mobility; addressing structural racism and inequities; aligning employment and training with meaningful supportive services; mitigating the benefits cliff; engagement with employers, workforce partners, and the community; and root cause level supports including the role of non-economic social supports. This issue will be aligned with the *Economic Mobility & Well-Being (EMWB) Conference*.

**Submission Deadline:** April 19, 2023

## LEARN MORE ABOUT POLICY & PRACTICE

Find all of APHSA's resources offered to our members, including *Policy & Practice*, at [aphsa.org/APHSA/Policy\\_and\\_Resources/resources.aspx](https://aphsa.org/APHSA/Policy_and_Resources/resources.aspx)

## FALL ISSUE (SEPTEMBER RELEASE)

### ***Modernizing IT Systems for the Future: Emerging Technology and Process Innovation***

This issue is focused on emerging technology and process innovation that advance the next generation of human services by equipping staff and customers with modern tools and practices. Examples of how state and local human services agencies engage customers and leverage data insights to modernize systems and advance person-centered service delivery are encouraged. In addition, we wish to showcase what agencies require to modernize their business model for the future, such as deploying digital tools and applications, performing advanced analytics to track impact, and/or employing technology to inform ethical, equity-driven decision-making. This issue will be aligned with the *IT Solutions Management for Human Services (ISM) + Public Human Services Attorneys (PHSA) Education Conference & Expo.*

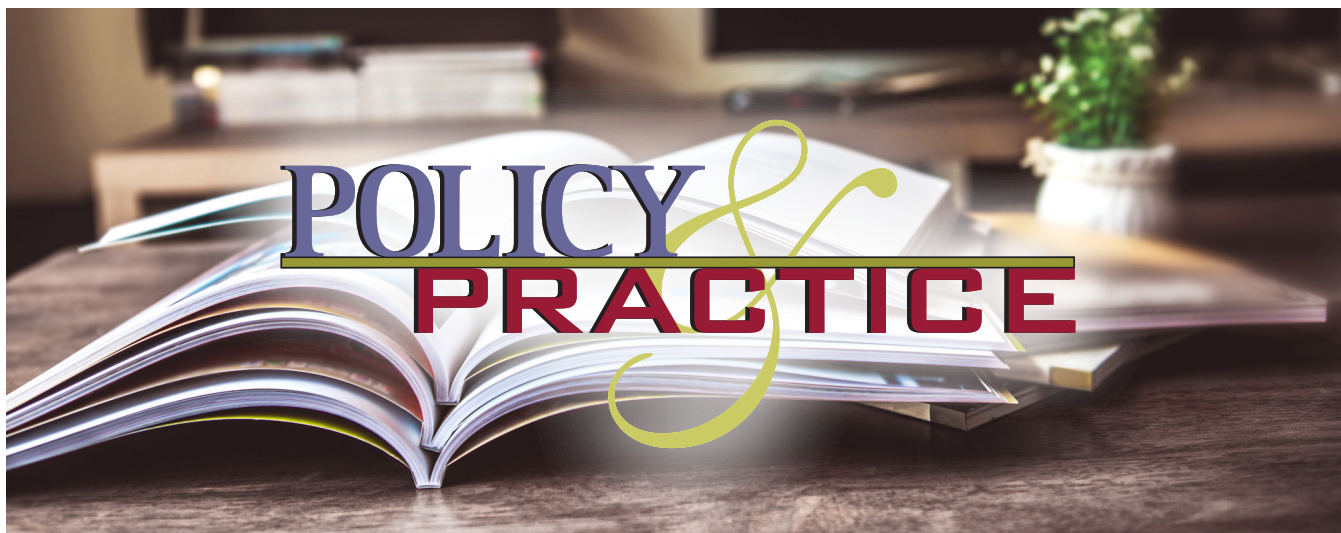
**Submission Deadline: July 19, 2023**

## WINTER ISSUE (DECEMBER RELEASE)

### ***Community-Led Solutions: Partnerships for System Change***

This issue is focused on shifting power dynamics from institutions to the community to drive system-level change through authentic and continuous engagement with people who have experienced or are currently involved with human services and other support systems. Specific examples of partnerships with community-based organizations and adjacent sectors such as education, housing, employment, environmental justice, and criminal justice work to align systems to achieve a more significant impact on areas of interest. We also wish to showcase partnerships working towards service delivery systems that are truly equitable, human-centered, and community-driven.

**Submission Deadline: October 11, 2023**



### **ACT NOW! ADS SOLD ON A FIRST-COME, FIRST-SERVED BASIS!**

To take advantage of this opportunity, complete the 2023 Advertising Contract and Order Form on page 8 and return to Advertising and Sponsorship Sales Team at [ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org).



# 2023 RETARGETING ADVERTISING OPPORTUNITIES

In addition to the APHSA events, which are an essential avenue to connect with our members, we have partnered with a leading digital retargeting firm to offer packages that put your brand in front of members where they are consuming information beyond our events.

In partnership with:



## WHY RETARGETING?

Retargeting expands your reach beyond just *P&P* readers by putting your brand in front of unique and interested audiences. Get exclusive direct access to APHSA's website visitors and retarget them with your company's ads that will showcase your brand anywhere they visit online.

## QUALITY TARGETING

Don't rely on broad, generic targeting on common ad platforms to market your company. Instead, stand out with APHSA's uniquely qualified audience that will showcase your business to those who need you the most.

## QUANTIFIABLE RESULTS

Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.

## CHOOSE YOUR REACH & DURATION

PACKAGE	DURATION	# OF IMPRESSIONS	PRICE
Silver	3 Months	25,000	\$4,000
Gold	3 Months	50,000	\$5,000
Platinum	3 Months	100,000	\$6,000



### ALL SIZES INCLUDE:

Leaderboard 728x90 px  
Wide Skyscraper 160x600 px  
Square Pop-Up 300x250 px

### ACCEPTED FILE TYPES:

.jpg or .gif static images only;  
no flash

## EXTEND YOUR VISIBILITY AND GAIN EXPOSURE TO APHSA'S ONLINE AUDIENCE

**"Click-through rates  
of retargeting ads  
are 10x those of  
standard display ads."**

**"Retargeting ads are  
demonstrated to  
increase business  
name searches by  
over 1000%."**

**"60% of viewers  
notice and consider  
purchasing products  
from retargeting ads."**

**"Retargeted prospects  
are 43% more likely  
to convert than those  
served standard  
display ads."**

Source: [www.spiralytics.com/blog/retargeting-statistics](http://www.spiralytics.com/blog/retargeting-statistics)

## TO LEARN THE FULL DETAILS ON RETARGETING ADVERTISING

Contact the Advertising and Sponsorship Sales Team at [ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org).



# APHSA CAREER CENTER & JOB BOARD



## Connecting Talent with Opportunity


APHSA serves as a clearinghouse for job opportunities throughout human services. Employers look to APHSA for assistance in filling open positions, and job seekers will find many possibilities throughout the country.

Our career center features a job board, premier electronic recruitment, and leading job search resources in the human services industry. Setting up an account is fast and easy, and users can:

- Browse resumes,
- Utilize the resource database,
- Search for ideal candidates,
- Post job offerings in minutes, and much more!



**APHSA Members, take advantage of this service – receive discounted rates!**

BASIC POSTING	ENHANCED POSTING	JOB FLASH™ PACKAGE PLUS UPGRADES
\$399.00	\$499.00	 \$699.00
Non-Member pricing Post your job on the top job board for public human services professionals Single 30-day posting <i>Additional Upgrades Available</i>	Put your job in the inbox of thousands of public human services professionals Job posting is emailed to professionals seeking employment in the human services field Single 30-day posting	Put your job opportunity in front of thousands of public human services professionals Job posting is emailed to thousands of professionals seeking employment in the human services field Single 30-day posting Remains high in search results and is highlighted to stand out Resume bank access of professionals in the field

### VISIT THE APHSA CAREER CENTER

[aphsa.org/About/APHSA\\_Career\\_Center.aspx](https://aphsa.org/About/APHSA_Career_Center.aspx)

### SEARCH FOR HUMAN SERVICES JOBS

[aphsa.careerwebsite.com](https://aphsa.careerwebsite.com)

## NEED MORE INFORMATION? CONTACT

**Jordan Ahmad**

Manager, Membership Engagement Operations and Marketing  
(202) 866-0567 | [jahmad@aphsa.org](mailto:jahmad@aphsa.org)

# 2023 ADVERTISING ORDER FORM AND CONTRACT

All contracts must be complete, signed and prepaid.



Please fill in form below by selecting the ad size, frequency, and issue(s) you would like to reserve.

## RETURN FORM TO:

Advertising and Sponsorship Sales Team  
ads\_exhibits@aphsa.org | (800) 856-8567

## POLICY & PRACTICE

### 4-COLOR PRINT ADS – SIZES\* & RATES†:

	1x	2x	4x
Full Page	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,850	<input type="checkbox"/> \$2,700
Horizontal Half-Page	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$1,080
Vertical Third-Page	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$998	<input type="checkbox"/> \$945

### PREMIUM POSITION ADS – SIZES\* & RATES†:

	1x	2x	4x
Two-Page Center Spread	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$7,600	<input type="checkbox"/> \$7,200
Inside Front Cover	<input type="checkbox"/> \$5,400	<input type="checkbox"/> \$5,130	<input type="checkbox"/> \$4,860
Inside Back Cover	<input type="checkbox"/> \$5,400	<input type="checkbox"/> \$5,130	<input type="checkbox"/> \$4,860
Back Cover	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$5,700	<input type="checkbox"/> \$5,400

### 4-COLOR ADVERTORIAL PRINT ADS – SIZES\* & RATES†:

	1x	2x	4x
Full Page	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$3,850	<input type="checkbox"/> \$3,700
Two-Page	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$4,850	<input type="checkbox"/> \$4,700

### SELECT ISSUE(S) THAT ADS ARE TO APPEAR IN:

- ☐ Spring ☐ Summer  
☐ Fall ☐ Winter

\* For Policy & Practice ad dimensions and requirements see page 9.

† Strategic Industry Partners Discounts: Diamond 25%, Platinum 15% and Silver 10%.

Policy & Practice Subtotal \$ \_\_\_\_\_

## RETARGETING ADVERTISING

### DIGITAL ADS – SIZES\* & RATES†

<input type="checkbox"/> Silver	3 Months	25,000	\$4,000
<input type="checkbox"/> Gold	3 Months	50,000	\$5,000
<input type="checkbox"/> Platinum	3 Months	100,000	\$6,000

\* For digital retargeting ad dimensions and requirements see page 6.

† Strategic Industry Partners Discounts: Diamond 10%, Platinum 5% and Silver 5%.

Retargeting Advertising Subtotal \$ \_\_\_\_\_

Discount (if applicable) \$ \_\_\_\_\_

**ORDER TOTAL \$** \_\_\_\_\_

## ADVERTISER INFORMATION

☐ Please check the box if you are an APHSA Strategic Industry Partner

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Contact Email \_\_\_\_\_

Website \_\_\_\_\_

## BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Contact Email \_\_\_\_\_

## ADVERTISING AGENCY INFORMATION (IF APPLICABLE)

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Contact Email \_\_\_\_\_

## PAYMENT INFORMATION

☐ Check # \_\_\_\_\_

☐ MasterCard ☐ Visa ☐ American Express ☐ Please Invoice

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV Code \_\_\_\_\_

Name of Card Holder \_\_\_\_\_

Card Holder's Signature \_\_\_\_\_

By signing this form, you permit us to debit your account for the amount indicated. This authorization is permission for a single transaction only and does not provide for any additional unrelated debits or credits to your account.

Authorized Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

# 2023 ADVERTISING ORDER FORM AND CONTRACT

*All contracts must be complete, signed and prepaid.*



## TERMS AND AGREEMENTS

It is assumed that advertisers have read this contract and agree to its conditions without any further contract or notice.

*Policy & Practice* reserves the right to review and consider the rejection of any advertising.

The advertiser and agency assume liability for all content, including text and illustrations of advertising published.

All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be marked "advertisement."

*Policy & Practice* shall be under no liability for its failure, for any cause, to insert an advertisement.

Charges for changes from original layout and copy will be based on current composition rates.

## CONDITIONS AND POLICIES

### PREPAYMENT IS REQUIRED FOR ALL ADVERTISERS

All advertising must be paid in advance by credit card or check.

### LATE PAYMENT

If payment is not received by the time of the insert order, a late payment charge of ten percent (10%) will be accrued for each 30-day period, beginning the day the insert order is received.

### CANCELLATION POLICY

Space cancellations must be received in writing before the space closing date. If space is canceled after the deadline or not canceled at all, or materials are received too late to be used, the advertiser will be charged for the insertion. If for any reason an advertisement is canceled after the closing date, the publisher reserves the right to repeat a previous advertisement at full rate. If the advertiser has not previously run an ad, the advertiser will be charged the full rate. Special contract schedules will not be canceled. By signing the contract, the advertiser agrees to abide by these terms.

### AD MATERIAL POLICY

Advertising materials not conforming to the stated specifications will be subject to a \$300.00 surcharge.

## ADVERTISING SPECIFICATIONS

Please submit a completed advertisement contract and submit all artwork by the specified dates (see pages 4-5) to reserve chosen ad space in the *Policy & Practice* Magazine. Include the following when labeling your submissions:

Publication/Issue Date  
Contact Person Name, Phone Number, Email Address

## SIZE & DIMENSIONS (WIDTH BY HEIGHT)

### FULL PAGE

Trim: 8.375" x 10.875"  
Live/Image: 7.5" x 10"

### HORIZONTAL HALF-PAGE

Live/Image: 7.5" x 4.75"  
Bleed: 8.75" x 11.25"

### VERTICAL THIRD-PAGE

Live/Image: 2.125" x 10"

## FILE REQUIREMENTS

### IMAGE TYPES

TIFF or EPS files are preferred, but most file formats are accepted. For EPS files, change all fonts to outlines, or include all font files in packaged files.

### IMAGE PROFILE AND RESOLUTION

All files should be CMYK or grayscale and 600 dpi or higher. 72 dpi files are not acceptable; ads or placed artwork supplied as such will be returned.

### MATERIALS

PDF files delivered electronically via email are the preferred format for all advertising materials. PDF files should be high resolution (Press Optimized), 300 dpi, fonts embedded, CMYK.

### ADDITIONAL INSTRUCTIONS

Materials supplied to APHSA that require additional typesetting, edits, layout, color separation, or film work are subject to additional charges. APHSA reserves the right to decline, withdraw, or edit advertisements not in keeping with APHSA's guidelines on advertisement submission. Advertisers will be notified of additional incurred costs for any necessary production service.

### PRINTING SPECIFICATIONS

4-color process (CMYK) offset.  
Halftones: 133-line screen maximum.  
Binding is saddle-stitch.



## **GET IN TOUCH WITH THOUSANDS OF TOP-RANKING HUMAN SERVICES DECISION-MAKERS**

APHSA's online and print media options offer companies an integrated marketing approach to reach public human services professionals.

Contact us today to secure your share of the multibillion-dollar human services market and enhance your company's marketing objectives.

## **WE LOOK FORWARD TO BEING YOUR MARKETING PARTNER!**

### ***POLICY & PRACTICE OPPORTUNITIES AND DIGITAL ADVERTISING OPPORTUNITIES***

#### **Advertising and Sponsorship Sales Team**

(800) 856-8567

[ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org)

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**American Public Human Services Association**

1300 17th Street N, Suite 340, Arlington, VA 22209