



MEDIA KIT 2022



www.APHSA.org



@APHSA1



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CONTACTS

Policy & Practice Magazine and Retargeting Advertising

Sponsorship Sales Team
Anna Nogueira or Phil Galanty
ads_exhibits@aphsa.org
(703) 549-9500

Career Center and Job Board

Jordan Ahmad
Manager, Membership Engagement
Operations and Marketing
jahmad@aphsa.org

Marie Comito
Membership and Events Coordinator
mcomito@aphsa.org

www.APHSA.org

WHO WE ARE

APHSA is a bipartisan national membership association representing the cabinet-level leadership of state and local health and 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 key building blocks. Our members are also leading experts in performance measurement and data analysis, health and human services IT systems, workforce development and training, and the legal dimensions of the field.

We share a common 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, in partnership with our members, are working toward that common vision.



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.

APHSA is a network of leaders committed to systems-level change.

We work within and across systems and sectors for greatest 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 key federal leaders, researchers, and other stakeholders into conversations with our connected network to catalyze work across health and human services and adjacent sectors and systems, facilitate information sharing, input and feedback, and to generate community-wide solutions.

OUR READERS REPRESENT A VALUABLE NICHE

Policy & Practice is our bi-monthly industry magazine created for State and Local Health and Human Services (H/HS) Agency Chief Executive Officers, Program Administrators, Chief Technology Officers, Chief Information Officers, and various other stakeholders in the H/HS field.

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

H/HS leaders, our industry contributors to the magazine, continue to provide commentary 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 H/HS news, research, technological innovations, and future trends. The publication has become the choice of many executives who influence purchasing decisions for many H/HS agency operations.

Our subscribers' demographics include State and Local H/HS Agency Program Directors, Managers, and Administrators; Non- and For-Profit Executives and Managers; College and University Leaders; H/HS 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 H/HS decision-makers. Secure your share of the multi-billion-dollar H/HS 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 2022 Advertising Contract and Order Form on page 8 then submit to Sponsorship Sales Team, Anna Nogueira or Phil Galanty, at (703) 549-9500 or ads_exhibits@aphsa.org.

ADVERTISING RATES 2022

4-COLOR[†]	1x	3x	6x
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

PREMIUM POSITIONS[†]	1x	3x	6x
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

NEW! ADVERTORIAL[†]	1x	3x	6x
Full Page	\$4,000	\$3,850	\$3,700
Two-Page	\$5,000	\$4,850	\$4,700

[†] Strategic Industry Partners Discounts – Diamond 25%, Platinum 15% and Silver 10%.

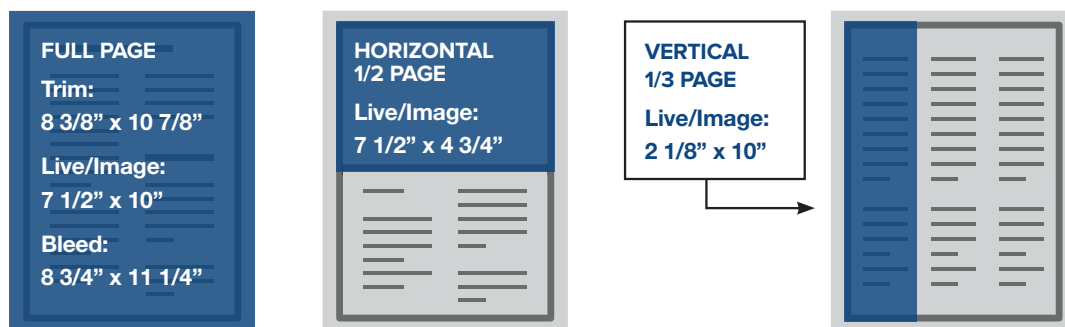
NEW! ADVERTORIAL MARKETING OPPORTUNITIES

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 2022

The editorial themes for the 2022 *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 2022 themes focus on the following:



FEBRUARY 2022 ISSUE

A More Resilient Tomorrow: Building a Modern Health and Human Services Workforce for the Future

To build a better, more resilient tomorrow for all Americans, we must focus on building a more stable and modern health and human services workforce. This issue will focus on the training and retention of the workforce; how to increase capacity through new tools and strategies; supporting work-life balance in a constantly changing environment (e.g., hybrid/remote work, new programs and tools, public sector under siege, etc.); and addressing the many stressors impacting mental health and resiliency. Articles that showcase how states and localities are using American Rescue Plan or infrastructure dollars to invest in the workforce are encouraged. Articles can also focus on advancements in the field; disparities and the social and environmental conditions that drive them; and other ways the workforce can contribute toward an equitable recovery and long-term repair.

Reservation Date: January 21, 2022



APRIL 2022 ISSUE

Advancing Race Equity: How to Achieve Social and Economic Mobility

In order to become a nation where all Americans can thrive, we must dismantle structural racism and inequities embedded in our systems. This issue will spotlight organizations applying a race equity lens to their work and intentionally making both internal and external changes in policy and practice. We are also seeking articles that help us understand the environmental and structural root causes of inequities among Black, Brown, and Indigenous communities, including new insights from qualitative research and on-the-ground demonstrations. Articles that showcase investments in building an equitable data analytics capacity are also encouraged.

Reservation Date: March 11, 2022

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



JUNE 2022 ISSUE

Shifting Power to People and Place: What It Takes to Drive System Change

This issue will focus on the importance of shifting systems to work with and for people and not the other way around. We wish to highlight stakeholder and community engagement that is truly human centered, as well as inclusion of youth and parent voice. Articles will showcase examples of agencies, both at the state and local levels, and in the private and nonprofit sectors, aligning programs and services to people and community needs—spotlighting the ways in which health and human services agencies and their partners are generating knowledge and evidence by understanding community context and applying an equity lens to data and decisions.

Reservation Date: May 6, 2022



AUGUST 2022 ISSUE

Navigating Upstream: Achieving Better Health and Well-Being through Prevention

This issue is focused on prevention and early intervention as ways to improve overall health and well-being and how health and human services can positively impact the social determinants of health. Articles focused on promoting child and family well-being and preventing child maltreatment through effective primary prevention and early intervention will be particularly important to include in this issue. We are also seeking articles showcasing effective application of a prevention framework in the field, yielding meaningful 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 health and human services) and learning from other sectors such as public health and education in working upstream to address root causes.

Reservation Date: July 1, 2022



OCTOBER 2022 ISSUE

Innovating for the Future: Maximizing Modern Tools and Platforms

This issue is our yearly “technology-focused” issue and is shared at the ISM Annual Conference.* Articles will showcase emerging technology and business practices that help advance the next generation of health and human services by giving modern tools to the workforce and customers. Specific examples of how state and local health and human services agencies are modernizing systems through the application of American Rescue Plan dollars or infrastructure funds are encouraged. We also wish to showcase what is required of agencies to modernize their business model for the future, leveraging advanced analytics to inform decision-making, and assuring ethical use of data through an equity lens.

Reservation Date: August 26, 2022



DECEMBER 2022 ISSUE

Partnering for Impact: Co-Creating Generative Solutions

This issue will focus on cross-sector collaboration, both as it relates to public-private partnerships and coordination across related public sectors such as education, housing, employment, and criminal justice. Contributions should include examples of collaborations and cross-sector work contributing to system change and leading to better outcomes for communities through generative solutions. We are looking for examples of partnerships that are moving beyond a single cross-collaborative initiative or the traditional contractor-vendor relationship to those that are truly co-creating, driving better outcomes, and achieving collective impact.

Reservation Date: October 21, 2022

*The annual IT Solutions Management for Human Services (ISM) conference convenes leaders in state and local government, innovative technology vendors, and federal officials to share strategies to improve health and human services programs using cutting edge IT solutions. This year's conference will be held October 23-26 in National Harbor, MD. For up to date information on ISM 2022, visit www.ISMConference.com.

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

To take advantage of this opportunity, complete the 2022 Advertising Contract and Order Form on page 8 and return to Sponsorship Sales Team, Anna Nogueira or Phil Galanty, at ads_exhibits@aphsa.org.

2022 RETARGETING ADVERTISING OPPORTUNITIES

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

In partnership with:



WHY RETARGETING?

Our audience becomes your audience with retargeting. 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. 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	\$3,550
Gold	3 Months	50,000	\$4,450
Platinum	3 Months	100,000	\$5,950

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

TO LEARN THE FULL DETAILS ON RETARGETING ADVERTISING

Contact the Sponsorship Sales Team, Anna Nogueira or Phil Galanty, at ads_exhibits@aphsa.org

APHSA CAREER CENTER & JOB BOARD

Connecting Talent with Opportunity

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

The APHSA Career Center features the Job Board, premier electronic recruitment, and leading job search resources in the health and human services industry. Browse resumes, utilize the resource database, search for ideal candidates, post job offerings in minutes, and much more! Setting up an account is fast and easy. APHSA members receive discounted rates.



BASIC POSTING

\$399.00

Non-Member Pricing
Post Job for 30 days on the Top Job Board for Public Human Service Professionals
Single 30-day Posting
Additional Upgrades Available

ENHANCED POSTING

\$499.00

Put Your Job in the Inbox of Thousands of Public Human Service Professionals
Job Emailed to Thousands of Public Health and Human Service Professionals
Single 30-day Posting

JOB FLASH™ PACKAGE PLUS UPGRADES

\$699.00



Put Your Job in the Inbox of Thousands of Public Human Service Professionals
Job Emailed to Thousands of Public Health and Human Service Professionals
Single 30-day Posting
Remains High in Search Results
Highlighted to Stand Out
Resume Bank Access

NEED MORE INFORMATION? CONTACT

Jordan Ahmad
Manager, Membership Engagement Operations and Marketing
(202) 866-0567
jahmad@aphsa.org

Marie Comito
Membership and Events Coordinator
(202) 866-0571
mcomito@aphsa.org

TO LEARN MORE

aphsa.org/About/APHSA_Career_Center.aspx

TO SEARCH CURRENT JOBS

aphsa.careerwebsite.com

2022 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:

Sponsorship Sales Team, Anna Nogueira or Phil Galanty
ads_exhibits@aphsa.org | (703) 549-9500

POLICY & PRACTICE

4-COLOR PRINT ADS – SIZES* & RATES†:

	1x	3x	6x
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	3x	6x
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	3x	6x
One 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:

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

* 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	\$3,550
<input type="checkbox"/> Gold	3 Months	50,000	\$4,450
<input type="checkbox"/> Platinum	3 Months	100,000	\$5,950

* 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 ____/____/____

2022 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"

Bleed: 8.75" x 11.25"

HORIZONTAL

HALF-PAGE

Live/Image: 7.5" x 4.75"

THIRD PAGE VERTICAL

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 SERVICE DECISION-MAKERS

APHSA's online and print media options offer companies an integrated marketing approach to reach public health and human service professionals and the growing community.

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

WE LOOK FORWARD TO BEING YOUR MARKETING PARTNER!

POLICY & PRACTICE OPPORTUNITIES AND DIGITAL ADVERTISING OPPORTUNITIES

Anna Nogueira or Phil Galanty

Sponsorship Sales Team

(703) 549-9500

ads_exhibits@aphsa.org

APHSA CAREER CENTER AND JOB BOARD

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www.APHSA.org



American Public Human Services Association
1300 17th Street N, Suite 340, Arlington, VA 22209