



American Society for
Public Administration
Advancing excellence in public service

The leading professional association
for those who practice, study
and teach public administration.



MARKETING OPPORTUNITIES

Why ASPA?

Overview

PA TIMES

Digital

Annual
Conference

Mechanical
Specs

WHY ASPA?

ASPA seeks to improve public service by helping members acquire the knowledge, technical skills and resources necessary to be excellent public servants.

14,000+
members and
stakeholders

**ASPA's programs
and services make us the
go-to resource
for students and new
public administrators:**

- More than 3,000 early careerist members every year
- New audience every 12 months
- Looking for education and certification



82
years

as the premier
professional
association
for public
administration

33
Sections,
including

- Procurement and Contract Management
- Students and New Professionals
- Public Administration Education
- Personnel Administration and Labor Relations
- Women in Public Administration
- Conference of Minority Public Administrators

ASPA is the premier public administration membership Society. Differentiating us from other public service organizations is our unique ability to bridge theory with practice, uniting scholars and practitioners in all sectors across government. As a result, we have influence over myriad sectors' decisionmakers including procurement, finance, telecommunications, technology, infrastructure, transit, defense and more—not to mention services specifically benefiting scholars, researchers and higher education. Look to us to get your message in front of public administration influencers across the country and at all levels of government.

PRINT Pages 4-5

PA TIMES Magazine

Our popular practitioner-oriented magazine focuses on the issues that face public servants today.



PA TIMES Online Page 6

PA TIMES Online

A twice-weekly eNewsletter featuring new content and fresh insights on trends that affect how public servants do their jobs.

PATIMES.org

Home to the articles featured in the twice-weekly email, this website receives high traffic and impressive engagement.



DIGITAL ASSETS Page 7

ASPAnet.org

The hub of key information for public service professionals, ASPA's website features headline news, professional development training, career opportunities and events, among other resources.

The Bridge

Twice monthly, ASPA subscribers are updated about the Society, career resources and professional development opportunities. Editions are also saved online for future access.



ANNUAL CONFERENCE Page 8

Exhibits

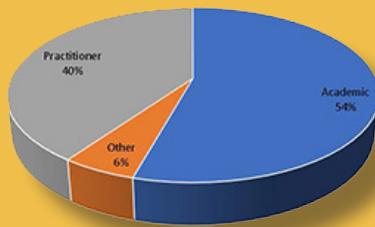
Taking place digitally this year, exhibitors can connect one-on-one with attendees interested to learn more about their programs, products and services.

Conference Program

Includes essential meeting information attendees need to know, including session schedules and floor plans. This resource has a 24-month shelf life.



WHY PA TIMES?



PA TIMES readers span the gamut of the public sector including civil servants, scholars, students and members of the general public.



Distributed to



15,000

members and stakeholders

TOP 3

Sectors ASPA Members Serve

- 1 Colleges/Universities
- 2 State and Local Government
- 3 Federal Government

PA TIMES readers purchase:



- Journals, books and magazines
- Higher education degrees and certifications
- Grantwriting software and other technology
- Statistical software
- Professional association memberships
- Business consulting services
- HR/administrative services and tools

ASPA members rely on PA TIMES for the latest breaking information in public service.

Magazine editions for 2021 will be distributed electronically to approximately 15,000 individuals via direct-send email, newsletters, social media and more.

2021 EDITORIAL CALENDAR

Edition #1

Space reservations due 4/25/2021
 Materials due 5/1/2021
 E-Distribution: May 2021
 Content Theme: *Climate Change and the Environment*

Edition #3

Space reservations due 10/25/2021
 Materials due 11/1/2021
 E-Distribution: December 2021
 Content Theme: *COVID-19: Where Are We Now?*

Edition #2

Space reservations due 7/25/2021
 Materials due 8/1/2021
 E-Distribution: August 2021
 Content Theme: *The Media's Impact on Public Administration*

RATES

Standard 1x-2x

Full Page	\$975
1/2 Page	\$675
1/4 Page	\$520

Recruiter ads are \$50 per inch and should be sent to ASPA as print-ready art.

Premium 1x-2x

Inside Front Cover	\$1,500
Inside Back Cover	\$1,500

*ASPA Institutional Members may receive up to 50% off PA TIMES magazine ads, based on the terms of their agreements.



CONTENT OPPORTUNITY

A Q&A positioning you as a subject-matter expert on your category:

- Exclusive! No one but you can cover your specific category.
- A full article Q&A featuring your program, product or service—we'll provide the questions.
- Layout will include an applicable photo of your choice.
- One- and two-page spreads available.

One-Page Includes half-page advertorial and half-page ad	\$1,600
Two-Page Spread Includes full-page advertorial and adjacent full-page ad	\$3,300



Advertising for a job? PA TIMES magazine features a recruiter section for print job advertisements. Recruiter ads run at a special rate of \$50 per column inch.

Connect with ASPA members digitally through ASPA's regular eNewsletters, Twitter account and on our websites.

PA TIMES ONLINE EMAILS AND WEBSITE

Engage the ASPA members multiple times each week!

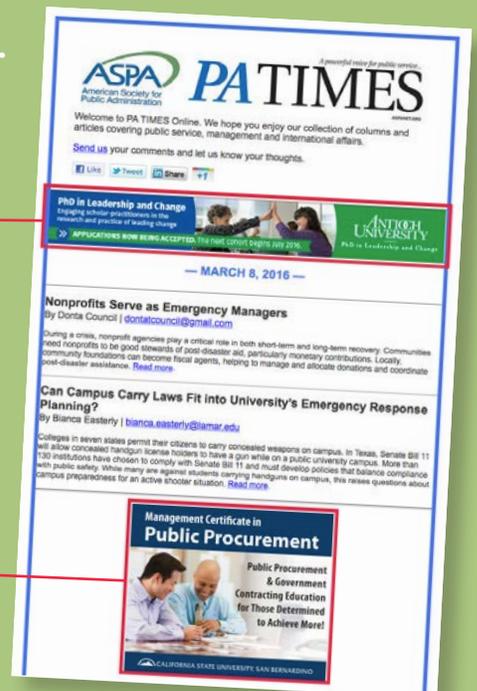
Arriving in subscriber inboxes twice weekly, prompting visits to <http://patimes.org> throughout the week, PA TIMES Online provides the most current information on public administration and insights on trends that affect how public servants do their jobs. Featuring original content from more than 75 authors each year, this digest keeps subscribers informed with the latest knowledge in the discipline.

PA TIMES EMAIL

- ✉ Emailed twice weekly
- 👤 9,000+ subscribers
- 📧 25% open rate

BANNER AD

INSET AD



PATIMES.ORG

- 📅 23,000 average monthly visits
- 📄 34,000 average monthly page views
- 📖 1.25 average pages per visit

MONTHLY RATES

Banner and PATimes.org (full month)	\$2,150
Inset and PATimes.org (full month)	\$1,800

*ASPA Institutional Members may receive up to 50% off PA TIMES ads, based on the terms of their agreements.

RECTANGLE AD (first position) (240px x 200px)

RECTANGLE AD (second position) (240px x 200px)



TWITTER TAKEOVER

Leverage ASPA's social media following to expand your brand!

ASPA's Twitter account reaches more than 6800 followers with more than 150,000 impressions per month. Interested organizations can share in this successful outreach by sending one tweet per day for an entire month and engaging with our special audience of scholars, researchers, students and practitioners.

MONTHLY RATE

One tweet per day, one organization per month	\$2,000
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Receive maximum exposure when you feature your ad in these essential ASPA digital resources!



ASPANET.ORG

Engage public sector professionals via this go-to resource for practitioners, students, scholars and nonprofit professionals.

- 28,000 average monthly visitors
- 64,000 average monthly page views
- 2 average pages per session

As the hub of key information for public service professionals, ASPAnet.org features headline news, professional development training, career resources, connections to the profession's top minds and critical discipline publications.

RATE

Vertical Skyscraper (either position) \$2,290 per month (160px x 600px)

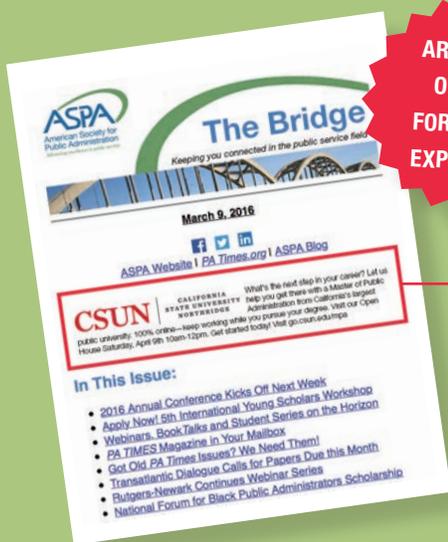
*ASPA Institutional Members may receive up to 50% off website ads, based on the terms of their agreements.



VERTICAL SKYSCRAPER AD 1ST POSITION

VERTICAL SKYSCRAPER AD 2ND POSITION

THE BRIDGE



ARCHIVED ONLINE FOR EXTRA EXPOSURE!

BANNER AD

- Emailed twice monthly
- 12,000+ subscribers
- 27% open rate

Be the exclusive advertiser for each eNewsletter!

The Bridge is the only source for the public administration profession to stay current on key issues, domestic updates and worldwide news. This email is one of ASPA's most important member services.

RATE

Banner: \$780 per eNewsletter

(Ads are 600w x 200h pixels, RGB, JPG format.)



CONFERENCE

Boost your visibility to ASPA members at the Annual Conference!



April 9-15, 2021 | Online

VIRTUAL EXHIBIT HALL

Connect one-on-one with 1,000+ government workers, nonprofit administrators and faculty eager to learn more about your program, product or service!

Virtual exhibit spaces will include emails to conference attendees; the ability to post videos and PDFs within your booth; and free chat space with attendees. Conference gamification will encourage attendees into the hall. Contact us to find out more about everything the 2021 virtual hall has to offer.

RATE: \$750 PER BOOTH

CONFERENCE PROGRAM

Increase your visibility by advertising in the highly demanded conference program!

The 2021 Annual Conference program of events will provide the perfect space for you to advertise your organization in front of 1,000+ attendees. Featuring the agenda, conference highlights and a speaker list, you'll want to be in this resource.

Audience and distribution

Distributed to all attendees.

Content

Session dates, times and descriptions, exhibit hall information, presenter data, best-practice workshops and special events, floor plans and conference sponsor listings.

This resource has a minimum of a 24-month shelf life.

RATES

Full-Page	\$750
Half-Page	\$375

DEADLINES

Space reservation/payment due	Feb. 28, 2021
Materials due	March 15, 2021

**ASPA Institutional Members and conference sponsors may receive up to 50% off program book ads, based on the terms of their agreements.*



Mechanical Specifications

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page file.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Important notes

- All advertising is subject to ASPA approval.
- Payment on ad space is within 60 days of the ad running.
- All signed agreements are firm. Cancellations are nonrefundable.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Digital ad materials are due 10 days prior to publication. All digital ads should be sent as JPGs, with file sizes no bigger than 200kb. Send files to ASPA communications department: kgarrett@aspanet.org.

Please remit payments to:

M.J. Mrvica Associates, Inc.
2 West Taunton Avenue
Berlin, NJ 08009
856-768-9360

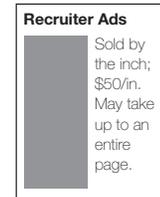
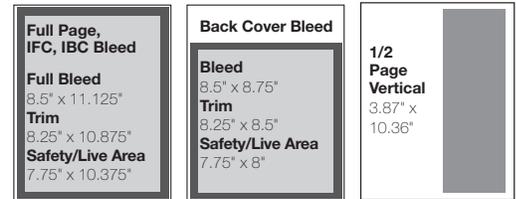
Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

PA TIMES magazine ad sizes and dimensions

(width x height)

Publication Trim Size: 8.25" x 10.875"

Safety/Live Area: All text and graphics not intended to bleed. (1/2" from trim)

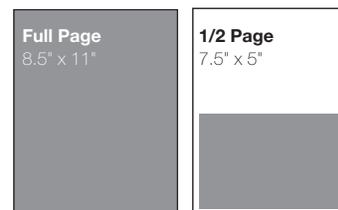


Conference Program Book ad sizes and dimensions (including tab locations)

(width x height)

Publication Trim Size: 8.5" x 11"

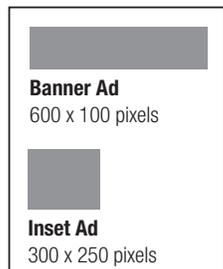
Safety/Live Area: All text and graphics not intended to bleed. (1/2" from trim)



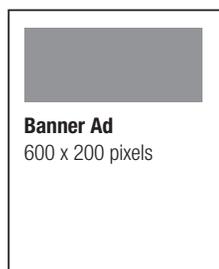
eMedia ad sizes and dimensions

(width x height)

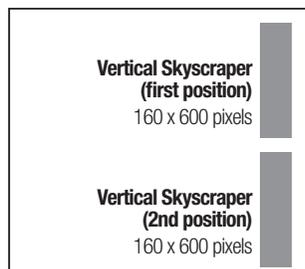
PA Times Online • Bridge • ASPAnet.org • PATIMES.org



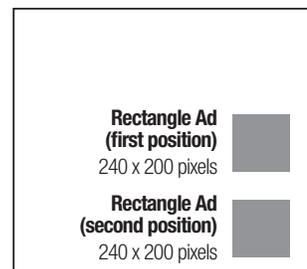
PA Times Emails



Bridge Emails



ASPAnet.org



PATIMES.org



For advertising information please call Dean Mather, M.J. Mrvica Associates, Inc., (856) 768-9360 or dmather@mrvica.com

Advertising Sales Representative

Dean Mather
M.J. Mrvica Associates, Inc.
2 West Taunton Avenue, Berlin, NJ 08009

Send Ad Materials To:

Dean Mather
dmather@mrvica.com