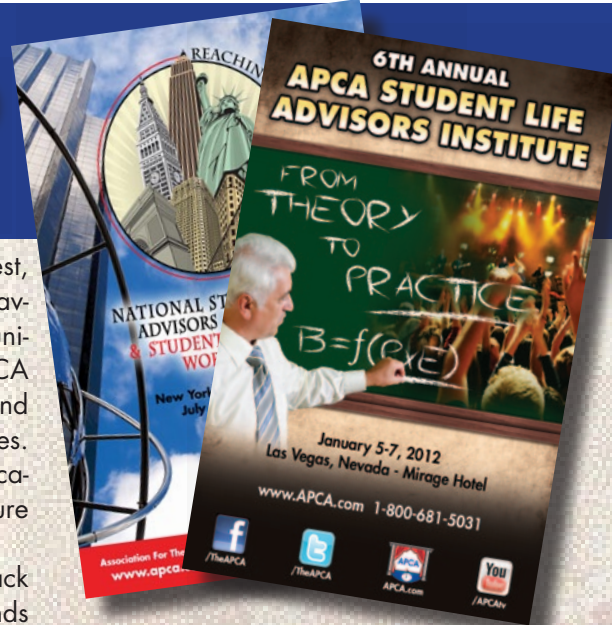


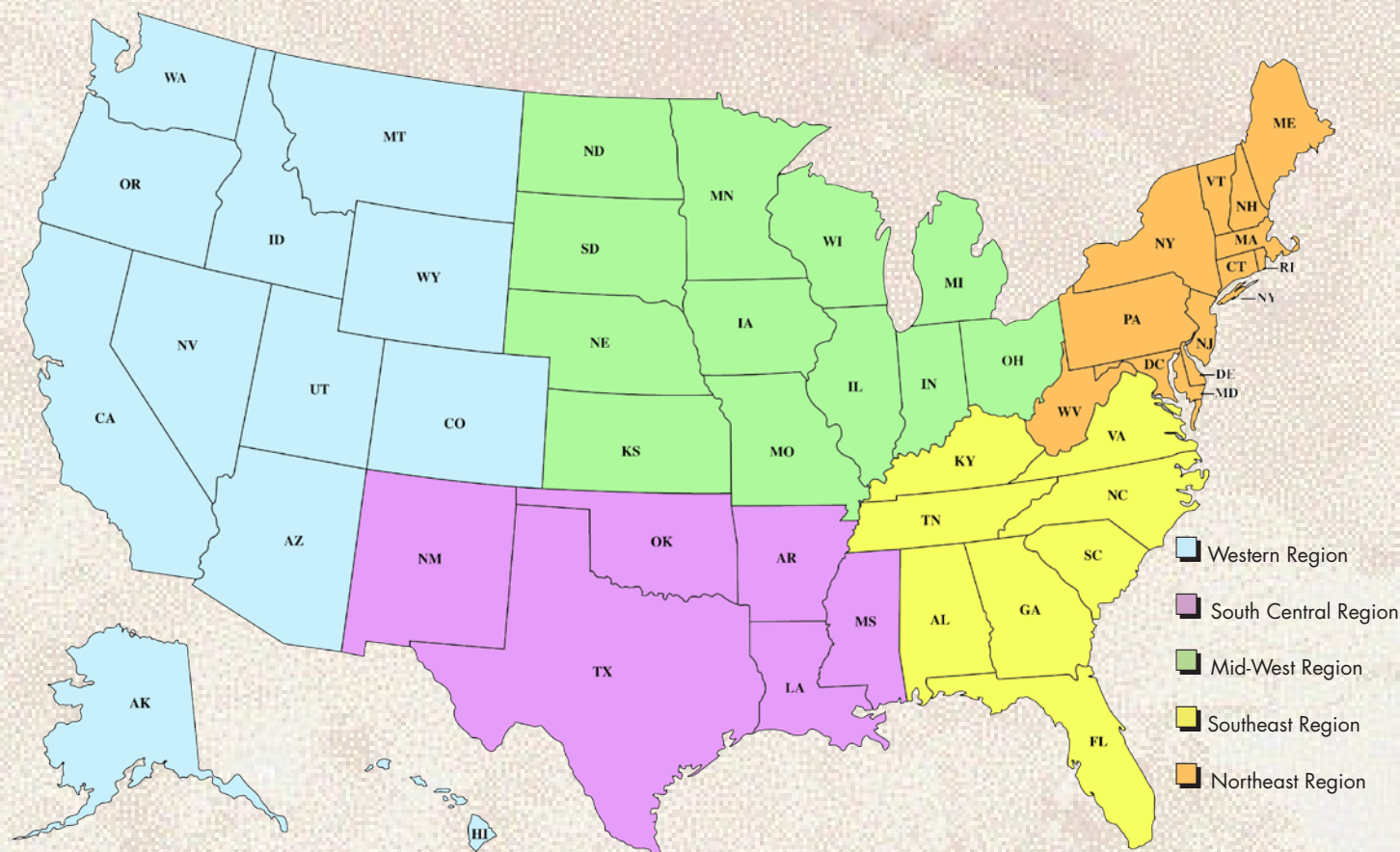
# Conference & Workshop Programs

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 where schools book conferences and programs on campus. APCA 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!

Many school delegates keep their programs after conferences to refer back to when looking for talent to bring on campus. Prior to conferences, APCA sends out an electronic Pre-Conference Guide which school delegates use as a planning resource prior to the conference.



| Ad Size  | Workshops | Regionals | Nationals |
|--|-----------|-----------|-----------|
| Preconference Guide (Full Page)  | \$50      | \$95      | \$150     |
| 1/4 Page (b/w) 3.875W by 5.25H   | \$75      | \$195     | \$295     |
| 1/2 Page (b/w) 7.75W by 5.25H  | \$150     | \$295     | \$395     |
| Full Page (b/w) 7.75W by 10.5H   | \$225     | \$395     | \$495     |
| Spread (b/w)   | \$350     | \$645     | \$845     |
| Tab Page (Call for Availability)   |           | Call      | \$695     |
| Back Cover 8.5W by 11H<br>Bleed size 8.75W by 11.25H Live area 8W by 10.5H | \$895     | \$1,395   | \$1,895   |
| Distribution Item  | \$295     | \$495     | \$595     |





# APCA Website Advertising

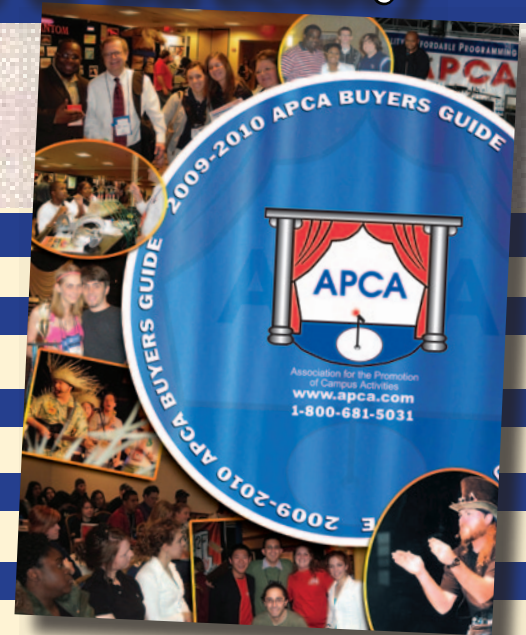
There are many different ways to advertise your products and services to the college and military markets. Looking for ongoing, increased exposure? Then advertising on the APCA website is for you! With hits averaging 180,000 a month, the APCA website is a great online resource for programming and campus booking 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! Check out the different options below. **Options will be available upon the release of the new website.**



|                               | Size           | Monthly<br>Per Month | Bi-Annually<br>July-Dec. | Bi-Annually<br>Jan.-June | Annually<br>From Selected Start Month. |
|-------------------------------|----------------|----------------------|--------------------------|--------------------------|--|
| <b>Carousel</b> (8 max.)      | 250px by 250px | \$150                | \$800                    | \$800                    | \$1,500                                |
| <b>Online Calendar Banner</b> |                | \$100                | \$500                    | \$500                    | \$900                                  |

## 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 viewable online, and utilized throughout the year.



| Ad Size                                 | Cost Annually |
|---|---------------|
| Bold Listing                            | \$50          |
| Bold Listing with Logo                  | \$95          |
| Bold Listing w/ Logo & Outline          | \$125         |
| 1/4 page 4.25W by 5.5H                  | \$195         |
| 1/2 page 8.5W by 5.5H                   | \$295         |
| Full Page 8.5W by 11H                   | \$450         |
| Spread                                  | \$795         |
| Inside front or back cover 8.5W by 11H  | \$595         |
| Back Cover 8.5W by 11H                  | \$695         |
| Add Link in your ad to website or email | \$25 per link |

## Marketing Material Distribution

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

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

