



Advertising Kit **APHSA Electronic News Clipping Service**

The American Public Human Services Association's *Electronic News Clipping Service* has sponsorship opportunities available through weekly tracks. See below for details on showcasing your company's offerings.

APHSA, founded in 1930, is a nonprofit, bipartisan organization of state and local human service agencies and individuals who work in or are interested in public human service programs. It is the only association of the nation's top government human service professionals (Chief Executive Officers) from all 50 states, the District of Columbia, and the territories (Puerto Rico, Guam, Virgin Islands, and America Samoa) and state leadership of health and human service agencies that report to those CEOs, as well as hundreds of county-level directors of human services throughout the nation, for the exchange of knowledge, data, best practices, policy review and development, networking and advocacy.

Large Subscriber Base:

APHSA's electronic news clipping service is the largest subscriber base of all the public human service electronic news distribution services. Subscribers are chief executive officers of the country's state and local agencies; senior staff of research institutions, universities and other nonprofits; and senior staff of federal government agencies and Congress. They spend an average of 8 minutes reading this newsletter daily, according to an APHSA survey.

APHSA covers most of the major public human service affiliate groups under its umbrella. Additionally, APHSA has a dedicated team of health services staff with expertise in Medicaid who focus on the many intersections of human services and vulnerable Medicaid populations. Officials of all of these affiliate groups comprise a large portion of the electronic news clipping service subscriber base. They include:

- American Association of Public Welfare Attorneys
- American Association of SNAP Directors
- Association of Administrators of the Interstate Compact on the Placement of Children
- Center for Workers With Disabilities
- IT Solutions Management for Human Services
- National Association of Program Information and Performance Measurement
- National Association of Public Child Welfare Administrators
- National Association of State Child Care Administrators
- National Association of State TANF Administrators
- National Staff Development and Training Association

A Source for the Most Relevant Daily News:

APHSA's Electronic News Clipping Service is the only e-mail news clipping service in the public human service industry that comes out five days a week, and the only e-news clipping service that covers *all* spectrums of the industry. It has a flexible editorial calendar to accommodate breaking news affecting the public human service industry. The e-news clipping service includes regular news relevant to your

day-to-day business. These news items come from the most prominent news wire services, national news dailies, metropolitan dailies, magazines, weeklies and specialized publications. The service includes the headlines with appropriate clickable links to the original story.

The e-news clipping service carries daily features at the top of a box that includes the most urgent and relevant news articles of the previous day as well as a job bank where members highlight open positions.

Advertising Sponsorships

As a primary sponsor of the electronic newsletter, your company is instantly linked to top decision-makers within the public human service industry. The primary sponsorship includes your logo/company icon in a banner ad at the top right-hand corner of the "first screen page." Additional banners ads are available that run daily, as well as vertical banner ad opportunities.

2011 Rates (All ads run for one week, counted as five business days)

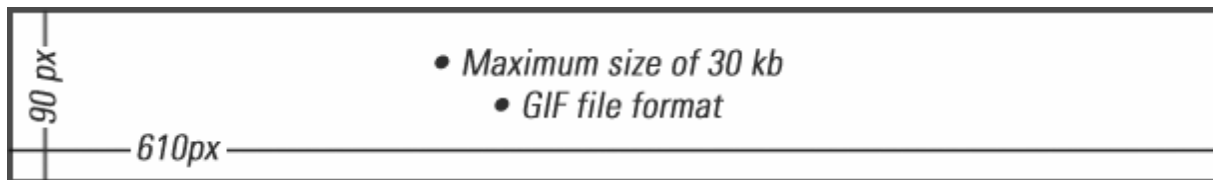
- Premium Sponsor Banner (horizontal ad on first screen): **\$300.00**
- First Vertical Placement (the first vertical ad after the primary sponsor): **\$90.00**
- Regular Vertical Placement (subsequent screen pages): **\$60.00**
- Regular Horizontal Placement (subsequent screen pages): **\$35.00**
- Regular Horizontal Half Placement (subsequent screen pages): **\$25.00**

- Artwork must be received by Wednesday of the week **before** the ad is scheduled to run.

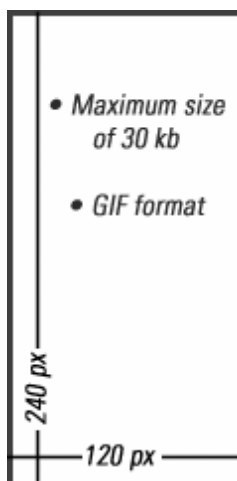
Sponsorship Specifications: Flash files cannot be accepted.

Sponsorship Placement: The primary sponsorship is a banner ad located at the top right of the first screen page.

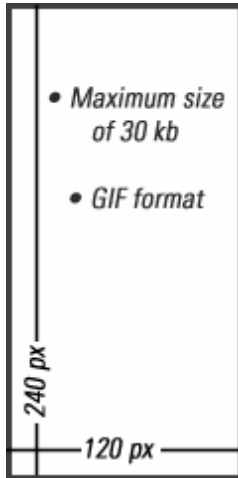
Premium Sponsor Banner



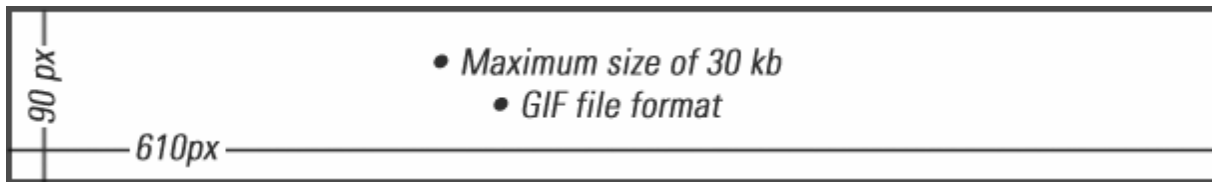
First Vertical Banner: This vertical banner is located on the right-hand side of the APHSA Electronic News Clipping Service within a text box. This placement provides advertisers prime visibility.



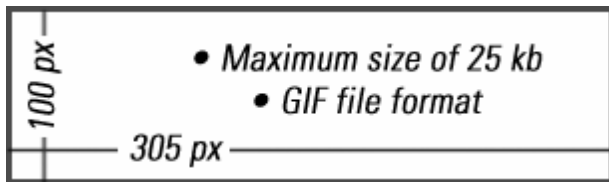
Regular Vertical Banner: This vertical banner is located on the right-hand side of the APHSA Electronic News Clipping Service within a text box further down in the clipping list.



Regular Horizontal Placement: The horizontal banner is anywhere within different categories of news within the e-news clips.



Regular Horizontal Half Placement: The horizontal banner is anywhere within different categories of news within the e-news clips.



Terms and Conditions:

- APHSA reserves the right to cancel or reject any advertising request deemed inappropriate
- APHSA reserves the right to add the word “advertisement” at the top of any advertisement that, in the publisher’s opinion, simulates editorial matter and might be misleading to the reader
- APHSA reserves the right to hold advertisers or their agency jointly and severally liable for such advertising monies as are due and payable to the publisher
- APHSA will not be bound by any conditions, printed or otherwise, appearing on order forms or copy instructions when such conditions conflict with the regulations set forth in the rate card
- APHSA cannot be held liable for failure to publish advertising due to acts of war, terrorism or nature, strike, accident or when the web site goes down and other events beyond the publisher’s control. APHSA, however, will try to make up for lost publication by extending for the number of times that we fail to run.

- Advertisers and advertising agencies shall assume liability for all content (including text, representation and illustration) of advertisements printed, and shall assume responsibility for any claims made against the publisher

Billing Procedures

- Prepayment required. We accept credit cards and checks.

Cancellation Policy

- Cancellations, by written communication, are permitted only before the space reservation deadline.
- Cancellations made after the space reservation deadline will be billed at the full rate.

Advertising Contact

For advertising content, policy and contract information, please contact Amy Plotnick at (202) 682-0100 x223, amy.plotnick@aphsa.org.



TODAY'S EXPERTISE FOR TOMORROW'S SOLUTIONS

APHSA E-News Clipping Service Advertising Contract Form

Name _____

Company/Agency _____

Street Address _____

City/State/Zip _____

Telephone: _____ Fax Number: _____

E-mail (please print): _____

APHSA Membership# _____

Premium Sponsor Banner (horizontal).....\$300/week _____ for _____ weeks

First Vertical Placement. \$90/week _____ for _____ weeks

Regular Vertical Placement.....\$60/week _____ for _____ weeks

Regular Horizontal Placement.....\$35/week _____ for _____ weeks

Regular Horizontal Half Placement..... \$25/week _____ for _____ weeks

Beginning the week of (00/00/00) (Monday) _____

and ending the week of (00/00/00) (Friday) _____

Amount of Discount (if Applied) _____ Total Charge _____

Please charge \$ _____ to my credit card (check one)

VISA

MasterCard

American Express

Card Number Exp. Date _____

Cardholder's Signature _____

Prepayment is required. Payment must be made at least one week before ad is scheduled to run. Please e-mail ad files to Amy Plotnick at amy.plotnick@aphsa.org. Please fax order form (with credit card information or mail check payable to APHSA) to:

Amy Plotnick, Membership and Communications
APHSA Electronic News Clipping Service
American Public Human Services Association
1133 19th Street, N.W., Suite 400, Washington, DC 20036
T: (202) 682-0100 x223; F: (202) 204-0071
http://www.aphsa.org