ABOUT APA

OUR MISSION
Creating great communities for all.

OUR VISION
APA advances planning through leadership in education, research, advocacy, and ethical practice.

The American Planning Association provides leadership in the development of vital communities for all by advocating excellence in planning, promoting education and resident empowerment, and providing our members with the tools and support necessary to ethically meet the challenges of growth and change.

APA’s members are a diverse and dedicated group of urban planning practitioners, researchers, educators, students, elected officials, and allied professionals.

APA members specialize in many areas, including:

- Comprehensive Planning: 59%
- Community Development: 58%
- Citizen Engagement: 55%
- Zoning: 54%
- Urban Planning: 45%
- GIS: 41%
- Economic Development: 39%
- Transportation: 39%
- Neighborhood Planning: 37%
- Small Town/Rural Planning: 36%
- Land-Use/Environmental Law: 32%
- Housing: 32%
- Environmental Planning: 31%
- Regional Planning: 29%
- Code Enforcement: 28%
- Urban Design: 27%
- Parks & Recreation Planning: 26%
- Historic Preservation: 25%
- Management: 25%
- Physical Planning: 21%
- Public Administration: 21%
- Natural Resources: 19%
- Education: 12%
- Airport Planning: 7%
- Law Enforcement: 2%
- Other: 11%

APA members have influence all over America and in communities of every size:

- South Atlantic: 23.7% (DC, DE, FL, GA, MD, NC, SC, VA, WV)
- Pacific: 20.8% (AK, CA, HI, OR, WA)
- East North Central: 11.9% (IL, IN, MI, OH, WI)
- Middle Atlantic: 9.3% (NJ, NY, PA)
- Mountain: 10.5% (AZ, CO, ID, MT, NM, NV, UT, WY)
- West South Central: 8.1% (AR, LA, OK, TX)
- West North Central: 6.4% (IA, KS, MN, MO, ND, NE, SD)
- New England: 3.4% (CT, MA, ME, NH, RI, VT)
- East South Central: 3.8% (AL, KY, MS, TN)
- Other: 2.1% (U.S. Territories, APO, FPO, international)

APA members are leaders in their field:

Planning is distributed to all APA members as a member benefit. 8 out of 10 readers are active planning professionals. Of these, approximately one-third hold senior-level titles (C-suite, VPs, and Directors).

Average number of other employees supervised: 6
Average years involved in planning: 9
Average years as an APA member: 14

*The remainder are zoning board members, planning commissioners, academics, or students

1Source: American Planning Association Proprietary Readership Study, Fall 2018
2Source: Planning distribution as of 10/1/18
CONNECT WITH PLANNERS AND DECISION MAKERS

Place your ad in Planning, the flagship magazine of the American Planning Association, to reach a unique and diverse audience of influential, well-connected professionals.

APA members value Planning. More than nine out of 10 perceive the magazine as a valuable part of their membership.

Planning readers are engaged readers:

63% read Planning regularly

and on average spend 49 minutes reading each issue

78% took some action as a result of reading Planning

Planning readers have an impact on purchasing:

Our readers have nearly $57.5 billion in collective spending power and they buy what you are selling. Here’s a sample of what our readers have purchased:

- Management consulting 97%
- Legal services 94%
- Distance learning and continuing education 93%
- Consultant management 92%
- Mapping supplies and services (including GIS) 90%
- Project management 89%
- Planning consulting 88%
- Computer software 87%
- Demographic data 87%
- Landscape and architecture services 83%
- Streetscaping (street and landscaping materials) 82%
- Playground equipment 80%
- Simulation software 79%
- Aerial photographs 75%

Planning is award-winning:

Planning received the Association Media & Publishing’s Silver EXCEL Award for General Excellence in 2019 for its originality of design, quality of writing, organization of articles, and general readability.

Source: American Planning Association Membership Study, 2013
Source: Planning distribution as of 10/1/18
Source: American Planning Association Proprietary Readership Study, Fall 2018
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Deadlines</th>
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</thead>
</table>
| January          | Special Pre-Conference Issue on Houston  
The NPC20 host city is unique, from its bikeable bayous to its resiliency innovations to a tech brand all its own. Discover inspiration. | Space: November 15  
Art: November 22 |
| February         | Planning After Dark: A thriving community hums around the clock.  
Art: December 27 |
| March            | The “Amazoning” of America: Retail disruption and land use, transportation, and local economies.  
Part of the Pace of Change Series.  
PLUS: Large-scale solar. | Space: January 17  
Art: January 24 |
| April            | McCities: How fast food has forever altered the built environment.  
PLUS: Coding for planners.  
Bonus Distribution at the National Planning Conference! | Space: February 14  
Art: February 21 |
| May              | Best of the Best: Special Section on National Planning Awards | Space: March 20  
Art: March 27 |
| June             | Loved to Death: Tourism’s toll on housing, the environment, and community cohesion.  
PLUS: Rightsizing transportation. | Space: April 17  
Art: April 24 |
| July             | Mercury Rising: The snowballing impacts of extreme heat.  
Part of the Pace of Change series.  
PLUS: Working abroad. | Space: May 15  
Art: May 22 |
| August/September | Special Issue on Water: Too much, too little, too polluted  
PLUS: Tools and data for water management. | Space: June 19  
Art: June 26 |
| October          | AI IRL: Artificial intelligence is already changing planning—what’s next?  
Part of the Pace of Change series.  
PLUS: A planning education. | Space: August 14  
Art: August 21 |
| November         | Equity Economics: Inequal opportunity, segregation, exclusive zoning. They all have costs.  
PLUS: Drones and you. | Space: September 18  
Art: September 25 |
| December         | Aging in America: We’re getting older. Why is it so hard for us to plan for that reality?  
PLUS: Making a mentor match. | Space: October 16  
Art: October 23 |
Advertorials, belly bands, cover wraps, and inserts are highly effective print promotions. Contact The Townsend Group for custom pricing and submission guidelines.

NEW! Case Study: $7,490
Maximize visibility with a one-page sponsored case study. Contact The Townsend Group for submission guidelines.

Get noticed with special print options:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
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<tbody>
<tr>
<td>Two-Page Spread †</td>
<td>17&quot;</td>
<td>10.875&quot;</td>
</tr>
<tr>
<td>Full Page †</td>
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<td>10.875&quot;</td>
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<tr>
<td>2/3 Page Vertical</td>
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<td>9.625&quot;</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>6.83&quot;</td>
<td>4.75&quot;</td>
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<tr>
<td>1/3 Page Vertical Bleed †*</td>
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<td>10.875&quot;</td>
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<tr>
<td>1/3 Page Vertical</td>
<td>2.11&quot;</td>
<td>9.625&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.47&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.11&quot;</td>
<td>4.75&quot;</td>
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† Bleed must extend 0.125" beyond the trim edge on all sides.
* Masthead page only

Mechanical requirements:
- Copy Safe Area: 0.25" in from trim
- Binding: Saddle stitched

Format:
- Check your ad for size and placement of crop marks. Please convert all placed artwork to CMYK. APA does not guarantee a perfect color match to PMS colors. Submit ads in CMYK format only.
- High-resolution (300 dpi) PDF format is required.

Email files to:
Hanna Vedder at hvedder@townsend-group.com by the 4th Friday of the month, two months prior to cover date.

Contact:
Rachel Barkin
Senior Sales Manager
rbarkin@townsend-group.com
Phone: 202-367-2329
Fax: 202-367-2173

APA advertising policies

The publisher is not liable for any errors in typeset, artwork, or any layout supplied by the advertiser. Planning magazine reserves the right to refuse any advertising not in keeping with the publication’s standards. Advertisers and their agencies assume full responsibility for any claims arising from their ad against the publication, its staff, or its suppliers. The publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement. The publisher will make every effort to comply with an advertiser’s preferred position, but final positioning of an advertisement is at the publisher’s discretion. Rates are based on a calendar year from January 1–December 31. Advertisers will receive a minimum of 60 days’ notice in the event of any rate revision. An advertiser may cancel a contract at that time without incurring short rate adjustment. Either party may cancel a contract with 30 days’ written notice. However, individual insertions may not be cancelled after the space reservation deadline—the 3rd Friday of the month, eight weeks prior to cover date. Covers are not cancellable. Agency commission is 15 percent of gross billing (recognized agencies only). Planning is published 11 times annually.
DIGITAL PLANNING

The Digital Planning e-newsletter highlights articles from the latest issue of Planning and notifies APA members and subscribers to read new online content. Become the exclusive advertiser in the issue(s) of your choice and reach more than 40,000 engaged readers!

- Digital Planning has an average open rate of 34 percent. The average click-through rate is 4 percent.
- APA sends Digital Planning on the 1st business day of every month.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Ad Size</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
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<tbody>
<tr>
<td>Top Banner</td>
<td>650 x 90</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,850</td>
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<tr>
<td>Text Ad</td>
<td>300 characters</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
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</tbody>
</table>

- Space and artwork due 15 days prior to start of ad campaign
- 300 character text ad accompanied by heading and hyperlink
- Send artwork and target URL to Hanna Vedder at hvedder@townsend-group.com

INTERACT

Interact is APA’s popular weekly e-newsletter for members. It’s full of news about APA events, opportunities, resources, products, and member benefits. Member surveys show that Interact is a favorite way to keep up with APA. And for advertisers, it’s a great way to reach more than 40,000 receptive readers in the planning profession every Wednesday.

- Interact’s regular edition has an average open rate of 30 percent. The average click-through rate is 4.2 percent.
- A special issue focuses on APA’s spring National Planning Conference in a major U.S. city.
- Interact has a loyal following among planning professionals involved in purchasing decisions. Providers of planning-related products and services will find an attentive audience.
- Every issue of Interact remains accessible to APA members on APA’s website for six months after its initial release. That means extra eyes on your ad when members return to reread a news bite or check a link.

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<thead>
<tr>
<th>Ad Unit</th>
<th>Ad Size</th>
<th>Monthly Rate</th>
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<tr>
<td>Top Banner</td>
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<tr>
<td>Text Ad</td>
<td>300 characters</td>
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- Space and artwork due 15 days prior to start of ad campaign
- 300 character text ad accompanied by heading and hyperlink
- Maximum three ads per issue.
- Send artwork and target URL to Hanna Vedder at hvedder@townsend-group.com

Source: Real Magnet statistics for 10/1/18 – 9/18/19

APA digital advertising policies

A signed insertion order must be received at least 10 business days prior to your start date. APA will reserve placement only on prepaid ads, for both new and current advertisers. APA reserves the right to refuse any advertisement for any reason, including ads that mimic or closely resemble APA house ads. APA does not guarantee number of clicks, hits, or readership of advertisement. APA is not liable for any errors in text, content, artwork, or any other aspect of an electronic ad. APA will not edit an advertiser’s work. The advertiser must submit a corrected file. Advertisers and their agencies assume full responsibility for any claims arising from their ad against APA, its staff, or its website developers.
APA WEBSITE / CONSULTANT SERVICES

PLANNING.ORG

Our website is a top destination for news and information about the field of planning. It is popular not only with our members, but also with people from all over the world who come to APA for news and information about planners and planning jobs, tools, research, consultants, and projects.

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<tr>
<th>Ad Unit</th>
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<th>Rate CPM</th>
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<tbody>
<tr>
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<tr>
<td>Box 1–3</td>
<td>180 x 150</td>
<td>$30</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>728 x 90</td>
<td>$15</td>
</tr>
</tbody>
</table>

- Space and artwork due 15 days prior to start of ad campaign
- JPG or GIF; RGB color format; 72 dpi; 40 KB max
- Send artwork and target URL to Hanna Vedder at hvedder@townsend-group.com

Sponsored blog post: $3,000
For custom pricing and submission guidelines contact Rachel Barkin at rbarkin@townsend-group.com.

CONSULTANT SERVICES

APA’s Consultant Services provides valuable contacts and maximum exposure in print and online.

For more than 30 years, planning agency and business leaders have looked to the consultant directory in Planning when they need an outside expert’s help. Consultant Services on APA’s website is the reliable online source for information and expert guidance in the field of planning.

Reader surveys show that Planning readers work for organizations—both public and private—that hire consultants for a wide range of projects. **Sign up for Consultant Services and put its resources to work for your firm.**

- Display your business card in Planning six times a year. Reach more than 50,000 Planning readers including directors of planning and other public agencies, consultants, and potential clients who look to APA for reliable information.
- Show your firm to its best advantage in the online directory. Customize your listing so motivated customers can find you using a variety of search categories. Link to your own website for instant connectivity.

NEW! WEBINARS AND PODCASTS

Be an industry thought leader with custom content. Sponsor a webinar or podcast and maximize visibility with planning professionals while building strong leads. Contact Rachel Barkin at rbarkin@townsend-group.com for more information about these exciting new opportunities!

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1Source: Google Analytics web statistics for 9/1/18 – 8/31/19
2Source: SmartAd statistics for 9/1/18 – 8/31/19
3Source: APA Proprietary Readership Survey, Fall 2018

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