



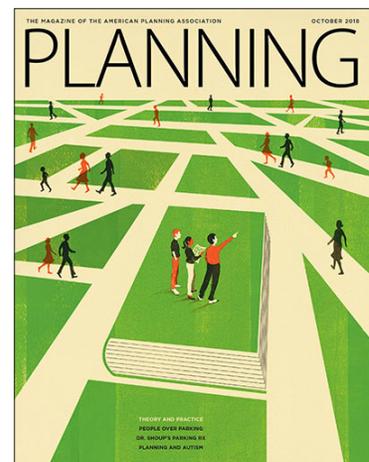
**American Planning Association**

*Creating Great Communities for All*

# APA 2019 ADVERTISING OPPORTUNITIES

*Planning Magazine* | [planning.org](http://planning.org) | *Interact* E-newsletter | APA Podcasts | Consultant Services

<b>Planning magazine</b>	<b>3</b>
Our flagship print publication attracts more than 52,000 planning professionals in public, private, and academic settings. Practicing planners turn to <i>Planning</i> for authoritative coverage of industry issues.	
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To learn about opportunities to advertise in APA podcasts, please contact The Townsend Group at <a href="mailto:apa@townsend-group.com">apa@townsend-group.com</a> for more information.	
<b>Consultant Services</b>	<b>12</b>
APA's networking tool connects consultants with potential clients and each other. The consultant directory in <i>Planning</i> is also available online as a reliable source of information and expert guidance for planners.	
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Place your ad in *Planning* to reach a unique and diverse audience of influential, well-connected professionals.

*Planning* is the flagship magazine of the American Planning Association, the nation's largest and most respected organization of planners, professionals in related fields, and others who are committed to using urban and regional planning to create communities of lasting value.

### Planning readers 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).<sup>1</sup>

Average number of other employees supervised	6
Average years involved in planning	19
Average years as an APA member	14
Average years as an AICP member	14

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

### Planning readers share the benefit.

*Planning* readers say that others in their offices typically read their print copies of *Planning*. In fact, it's shared so widely that **pass-along readership increases overall readership by 100%.**<sup>1</sup>

Print Circulation <sup>2</sup>	26,000
Pass-along <sup>1</sup>	+ 26,000
<b>Total print readership</b>	<b>52,000</b>

### 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:<sup>1</sup>

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 (including content management, project management and visualization)	87%
Demographic data	87%
Landscape and architecture services	83%
Streetscaping (street and landscaping materials)	82%
Playground equipment	80%
Simulation software	79%
Aerial photographs	75%

For a complete list of what *Planning* readers buy, contact The Townsend Group at [apa@townsend-group.com](mailto:apa@townsend-group.com).

<sup>1</sup>Source: American Planning Association Proprietary Readership Study, Fall 2018

<sup>2</sup>Source: Planning distribution as of 10/1/18

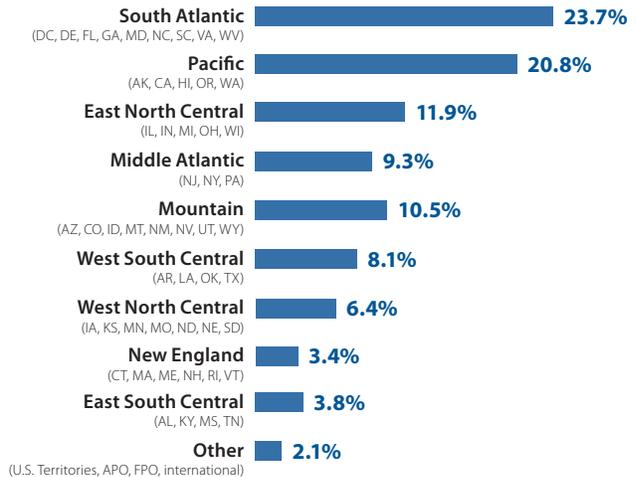
### Planning readers specialize in many areas, including<sup>1</sup>:

Comprehensive planning	59%	Regional planning	29%
Community development	58%	Code enforcement	28%
Citizen engagement	55%	Urban design	27%
Zoning	54%	Parks & recreation planning	26%
Urban Planning	45%	Historic preservation	25%
GIS	41%	Management	25%
Economic development	39%	Physical planning	21%
Transportation	39%	Public administration	21%
Neighborhood planning	37%	Natural resources	19%
Small town/rural planning	34%	Education	12%
Land-use/environmental law	32%	Airport planning	7%
Housing	32%	Law enforcement	2%
Environmental planning	31%	Other	11%

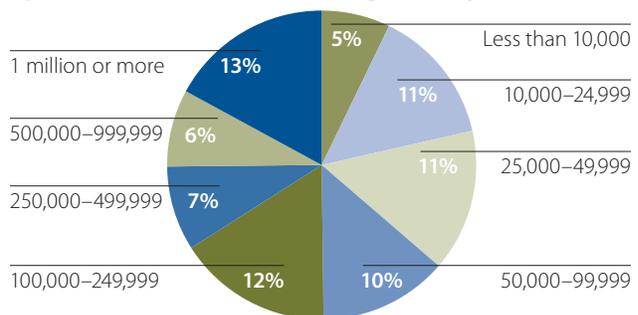
### Planning readers are engaged readers.

63% of respondents say they are regular readers and on average **spend 49 minutes reading each issue. 78% of *Planning* readers took some action** as a result of reading the magazine.<sup>1</sup>

### Planning readers have influence all over America<sup>2</sup> and in communities of every size.<sup>1</sup>



### Population size within reader agencies' jurisdiction<sup>1</sup>



- Choose *Planning*, APA's flagship magazine, to showcase your products and services.
- Reach more than 52,000 planning industry readers with your ad in each print issue of *Planning*.
- "The Commissioner," a special section for commissioners and officials, appears six times per year.
- Sign up with Consultant Services and your calling card will appear in January, March, May, July, August/September, and November.



RIVERVIEW PHOTOGRAPHY

## JANUARY

### Special Issue on San Francisco

Including: Housing, resiliency planning, tech policy, and more!

Display your calling card!

Reserve ad space by ..... November 26, 2018  
Materials due by ..... November 29, 2018

## FEBRUARY

### Music City USA

Cultural economic development for Millennials and beyond

*Planning Practice*

Pro bono planning

*The Commissioner*

Reserve ad space by ..... December 14, 2018  
Materials due by ..... December 21, 2018

## MARCH

### Smart(er) Cities

Learning from the revolution

*The Business of Planning*

Lowering barriers to public engagement

Display your calling card!

Reserve ad space by ..... January 18, 2019  
Materials due by ..... January 25, 2019

## APRIL

### Cannabis in Your Community

*Planning Practice*

The ABCs of ADUs

*The Commissioner*

Bonus distribution at the National Planning Conference

Reserve ad space by ..... February 15  
Materials due by ..... February 22

## MAY

### Special Section on National Planning Awards

*Planning Practice*

Broadband in the heartland

Display your calling card!

Reserve ad space by ..... March 15  
Materials due by ..... March 22

## JUNE

### Special issue on Transportation

Including: Disruptive technologies, parking, policy, and more!

*The Commissioner*

Reserve ad space by ..... April 19  
Materials due by ..... April 26

## JULY

### Small Town Success Stories

Economic development in rural America

*The Business of Planning*

The one-person planning department

Display your calling card!

Reserve ad space by ..... May 17  
Materials due by ..... May 24

## AUGUST/SEPTEMBER

### Special Issue on Hazards

Including: Post-disaster housing, cascading hazards planning, and tools to help planners predict, prepare, and respond.

*The Commissioner*

Display your calling card!

Reserve ad space by ..... June 14  
Materials due by ..... June 21

## OCTOBER

### Environmental Justice on the Ground

Planning equitably for difficult land uses

*The Business of Planning*

Talking about planning to nonplanners

*The Commissioner*

Also in this issue: APA celebrates National Community Planning Month

Reserve ad space by ..... August 16  
Materials due by ..... August 23

## NOVEMBER

### The Preemption Paradox

Balancing local planning goals, state mandates, and federal legislation

*Planning Practice*

Paying for affordable housing

Display your calling card!

Reserve ad space by ..... September 20  
Materials due by ..... September 27

## DECEMBER

### Inclusive Cities

Placemaking with women in mind

*Planning Practice*

Engaging minority youth

*The Commissioner*

Reserve ad space by ..... October 18  
Materials due by ..... October 25

**Planning recipients are experienced planners who influence their organizations' purchases.<sup>1</sup>**

<sup>1</sup> Source: American Planning Association Proprietary Readership Study, Fall 2018



RIVERVIEW PHOTOGRAPHY

**Key dates**

- **Published:** monthly; combined issue in August/September
- **Space reservation:** 3rd Friday of the month, two months prior
- **Ad submission:** 4th Friday of the month, two months prior

**Rates and dimensions**

**Second cover**

1x \$6,400 6x \$5,665  
3x \$5,980 11x \$5,140

**Third cover**

1x \$5,980 6x \$5,350  
3x \$5,665 11x \$4,930

**Fourth cover**

1x \$6,925 6x \$6,085  
3x \$6,400 11x \$5,560

**Double-spread bleed**

Page size: 17" W x 10.875" L  
Bleed must extend .125" beyond trim edge on all sides.

1x \$11,335 6x \$10,915  
3x \$11,125 11x \$10,390

**Full-page bleed**

Page size: 8.5" W x 10.875" L  
Bleed must extend .125" beyond trim edge on all sides.

1x \$5,875 6x \$5,245  
3x \$5,560 11x \$4,720

**2/3 page**

4.47" W x 9.625" L

1x \$4,300 6x \$3,880  
3x \$4,185 11x \$3,460

**1/2 page**

6.83" W x 4.75" L

1x \$3,670 6x \$3,250  
3x \$3,460 11x \$3,040

**1/3 page vertical bleed**  
(masthead page only)

Ad size: 2.78" W x 10.875" L  
Bleed must extend .125" beyond each trim edge.

1x \$3,145 6x \$2,725  
3x \$2,935 11x \$2,515

**1/3 page vertical**

2.11" W x 9.625" L

1x \$3,040 6x \$2,620  
3x \$2,830 11x \$2,410

**1/3 page square**

4.47" W x 4.75" L

1x \$3,040 6x \$2,620  
3x \$2,830 11x \$2,410

**1/6 page vertical**

2.11" W x 4.75" L

1x \$2,305 6x \$2,095  
3x \$2,200 11x \$1,885

**Reserve space**

Use the advertising insertion order form on page 13 to reserve your ad in *Planning*. Indicate:

- **Size** (Choose from the sizes listed on this page)
- **Frequency** (Number of insertions)
- **Issues** (The months in which you would like your ad to appear)

**Notes**

All rates are for four-color.

- APA must receive cancellations by 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).

**Contact**

**The Townsend Group**

Advertising Representative Firm  
apa@townsend-group.com  
202-367-2329

**Get noticed with an advertorial**

**Advertorials are highly effective print promotions.**

Contact The Townsend Group for custom pricing and submission guidelines. Two-page minimum.

**Mechanical requirements**

- **Trim size:** 8.5" W x 10.875" L
- **Copy safe area:** .25" in from trim
- **Bleeds:** Must extend .125" beyond trim edges for specified ads (overall dimensions)
- **Columns:** Three (2" each)
- **Screens:** 133- or 150-line
- **Printing:** Sheetfed and web offset
- **Binding:** Saddle stitched



RIVERVIEW PHOTOGRAPHY

**Specifications**

Submit files electronically in one of the following formats:

- PDF with fonts included (preferred)
- JPG (minimum 300 dpi)
- Illustrator CC
- InDesign CC
- PhotoShop CC

If you submit the native files, please include copies of all fonts used in your ad. Without your fonts, it may be necessary for us to substitute fonts from the APA library at an additional charge.

Submit four-color ads in CMYK format only. PMS colors in ads will be converted to CMYK. Please convert all placed artwork to CMYK before saving as PDF or JPG. APA does not guarantee a perfect color match to specific PMS colors.

Check your ad for size and placement of crop marks. Include all crop marks for bleeds.

Please email files to Katherine Givan at [kgivan@townsend-group.com](mailto:kgivan@townsend-group.com).

*Questions? Contact The Townsend Group at 202-367-2329.*

**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.

*Planning* is published 11 times annually.

*Digital Planning* 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 37,000 engaged readers!**

**Digital Planning**

- *Digital Planning* is sent to **more than 37,000 APA members** and ***Planning* subscribers**.
- APA sends *Digital Planning* on the 1<sup>st</sup> business day of every month.
- *Digital Planning* has an **average open rate of 30 percent**<sup>1</sup>. The average **click-through rate is 3 percent**<sup>1</sup>.

**Advertising information** (\$4,500/month)

- *Specs*: 650 pixels x 90 pixels banner, plus 300-character text ad accompanied by heading and hyperlink.
- *Estimated monthly delivery*<sup>1</sup>: 37,000
- *Position/Placement*: Limited to one advertiser per issue.

**Digital Planning ad policy**

- A signed insertion order must be received at least 10 business days prior to your start date. Submit the ad file at least five business days before your ad is scheduled to start.
- 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 numbers of clicks, hits, or readership of an 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 artwork. 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.

<sup>1</sup>Source: Real Magnet statistics for 1/3/18-12/3/18

**650 x 90**

APA digital **PLANNING** DECEMBER 2018  
THE MAGAZINE OF THE AMERICAN PLANNING ASSOCIATION

**Highlights from the December issue of Planning**

The theme of equity runs through this month's issue of *Planning*.

Is gentrification an inevitable consequence of community revitalization? Our cover story, "The Scales of Gentrification," focuses on Detroit, Chicago, Atlanta, and other cities hoping to demonstrate the answer is "No."

"A New Direction for Natchez" tells how the Mississippi coastal town's just-adopted downtown plan was financed by local fundraising and developed with input from residents of all races and a diverse mix of business, social, and community groups. Planners, aware of past injustices, made extra efforts to engage Natchez's historically underserved and disenfranchised African-American population.

Colorful examples of community participation in planning are on display in "The Art of Public Engagement." In Oklahoma City, Indianapolis, and Fargo, North Dakota, planners are using public art to draw residents into the process of planning.

**ADVERTISEMENT**

**Earn a Penn State degree in Community and Economic Development**

Learn how to navigate the complexities of communities and community organizations to inspire positive changes on local, regional, and national levels with a Penn State degree. Complete your course work online, studying where and when you want. [Request a brochure and get started today](#)

These stories, "The Commissioner," and more are at your fingertips in *Planning's* digital edition, available now on your browser or in a [free mobile app](#). As you read, click on any highlighted headline to see the article in a larger, scrollable format.

Thank you for reading *Planning*.

P.S. Remember to check out "We Ask, You Answer" in "Intersections." This month we ask you to describe your community's strategy for equitable growth in 2019.

APA  
American Planning Association  
Making Great Communities Happen

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**Contact**

**The Townsend Group**

*Advertising Representative Firm*  
apa@townsend-group.com  
202-367-2329

**Email ad files to Katherine Givan at kgivan@townsend-group.com.**

**Your ad on the APA website will be viewed hundreds of thousands of times per month!**

In the last 12 months, more than **1.4 million unique visitors** came to [planning.org](http://planning.org). They viewed about **8.2 million pages**, an average of 3.88 pages per session.<sup>1</sup>

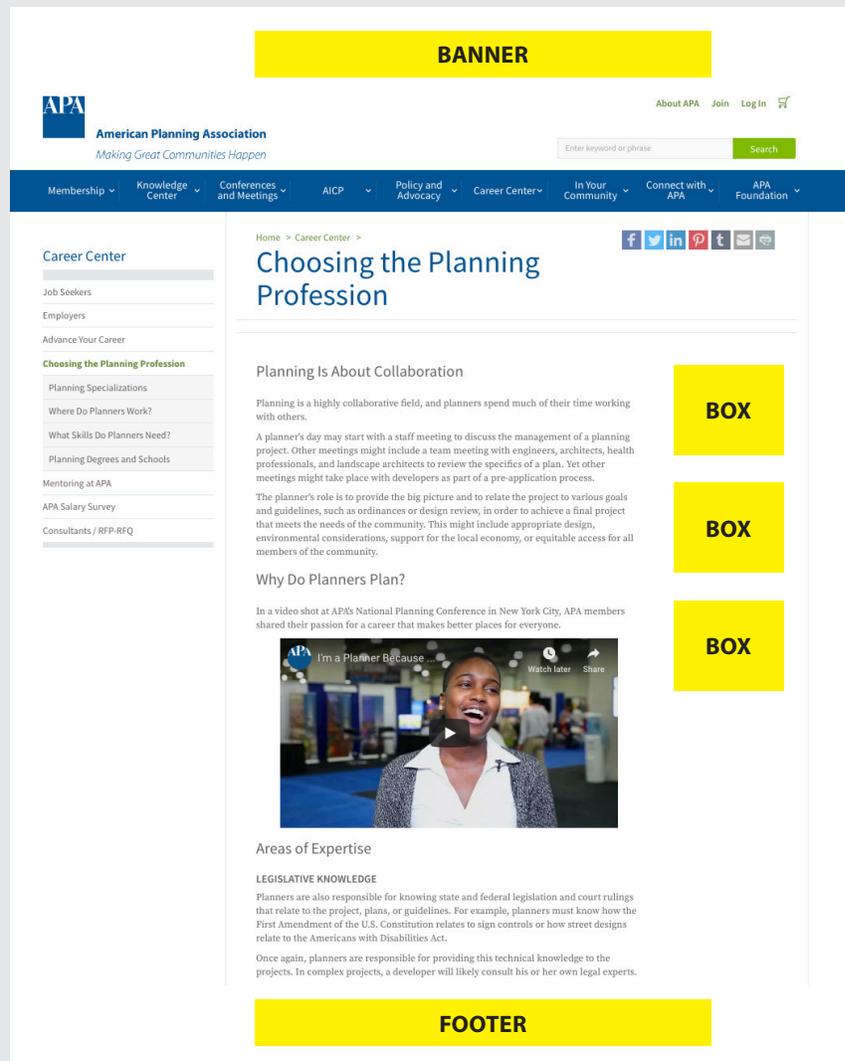
**Use APA web power to drive motivated customers your way.**

**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.

Advertise on the APA website and benefit from continuous traffic prompted by growing interest in planning issues, citations in *Planning* magazine, links from our member and subscriber newsletters, and a host of other sources.

**Our visitors hang around.**

An average visitor to the APA website **views 3.88 pages per session** and spends **3.15 minutes per visit**. What's more, the website draws more than **930,000 page views per month** and delivers results: the click-through rate for banner ads is **2x higher** than industry average.



**Check out [planning.org](http://planning.org)!**

Our responsive layout offers advertisers flexibility and exposure for their ad buys. High-visibility banners, footers, and box ads appear on almost every page, including search results and popular destinations like job listings and certification maintenance pages. Strategic placement draws **maximum viewer attention** to your message.

Call **The Townsend Group at 202-367-2329** to learn more about the website and to reserve space.

<sup>1</sup>Source: Google Analytics web statistics for 9/1/17–8/31/18



Choose the ad size and target number of impressions that suit your needs and budget.

**Web ad details by type**

**Banner** \$30 CPM

- *Appears:* across the top of the page, on data display pages<sup>1</sup>
- Minimum buy: \$2,700 (or 90,000 impressions)
- *Size:* 728 pixels x 90 pixels
- *Format:* static

**Box** \$30 CPM

- *Appears:* stacked on the right-hand side bar or horizontally across middle of the page<sup>1</sup>
- Minimum buy: \$2,700 (or 90,000 impressions)
- *Size:* 180 pixels x 150 pixels
- *Format:* static or animated

**Footer** \$15 CPM

- *Appears:* across the bottom of the page<sup>1</sup>
- Minimum buy: \$1,500 (or 100,000 impressions)
- *Size:* 728 pixels x 90 pixels
- *Format:* static or animated

**Web ad specs**

- Maximum 72 DPI
- File size less than 40K
- Submit static web ads as JPG, animated ads as GIF

**Web ad terms**

- All web ad contracts are sold by impressions.
- Use APA's web ad insertion order form on page 15 to reserve your ad. Indicate ad type, starting month, and duration.
- Agency commission is 15% of gross billing (recognized agencies only).

**Web ad policies**

- A signed insertion order must be received at least 10 business days prior to your start date. Submit the ad file at least five business days before your ad is scheduled to start.
- 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 numbers of clicks, hits, or readership of an 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 artwork. 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.

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<sup>1</sup>Ads do not appear on the APA home page and section landing pages.

*Interact* is our association's **popular member weekly e-newsletter**. It's full of news about APA events, opportunities, resources, products, and member benefits, with lots of links to our website. Survey results show that *Interact* is one of our members' favorite ways to keep up with APA. And for advertisers, it's a great way to **reach more than 36,000 receptive readers** in the planning profession.

**Interact**

- *Interact* is the **best online medium** for communicating with all association members.
- APA sends *Interact* every week to an audience that averages more than **36,000 members**.
- *Interact's* regular edition has an **average open rate of 26 percent<sup>1</sup>**. The average **click-through rate is 6.5 percent<sup>1</sup>**
- 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.

The screenshot shows the top portion of the Interact e-newsletter. At the top is a header image with the word "INTERACT" in large letters and the date "08.01.18". Below this is a "POLICY AND ADVOCACY" section with a sub-header "Take action: Support the Senate's Farm Bill". The text discusses the August recess and the importance of the Farm Bill. There is a small image of the U.S. Capitol building. Below this is a yellow box labeled "AD 1". The next section is "EVENTS" with a sub-header "Water and Planning Connect" for September 11-12 in Kansas City, Missouri. It describes a water resource management event. Below that is another yellow box labeled "AD 2". The "OPPORTUNITIES" section features "Great news, bookworms!" and a 30 percent discount on a book from Routledge, with a coupon code "APA30". Below this is a collage of book covers from Planners Press and The Charrette Handbook. Another yellow box labeled "AD 3" is below. The "AICP" section has a sub-header "Why hire a certified planner?" and a video thumbnail about Melissa Zornitta, AICP.

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<sup>1</sup>Source: Real Magnet statistics for 9/1/17–8/31/18

**Advertise in Interact!**

Interact offers the opportunity for advertisers to provide a **300-character text ad** accompanied by a heading and hyperlink for **\$2,500/month** (or four weekly issues). APA must approve text and link.

**Advertising information** (\$2,500/month)

- *Specs:* 300-character text ad accompanied by heading and hyperlink
- *Estimated monthly impressions<sup>1</sup>:* 140,000
- *Placement/Pricing:* Maximum three ads per issue. Ads will be rotated weekly.

**Interact ad policies**

A signed insertion order must be received by the 10th of the month prior to your start date. Submit the ad file at least five business days before your ad is scheduled to start. 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. APA does not guarantee numbers of page views, clicks, hits, or readership of an advertisement.

APA is not liable for any errors in text, content, or any other aspect of an electronic ad.

Advertisers and their agencies assume full responsibility for any claims arising from their ad against APA, its staff, or its website developers.

Use the insertion order form on page 16.



**POLICY AND ADVOCACY**  
**Take action: Support the Senate's Farm Bill**  
 Today marks the start of Congress's August recess, when elected officials return to their districts and states to connect with constituents. During this recess, APA is calling on planning advocates to ask their representatives in Congress to support the Senate version of the Farm Bill.  
 While the bipartisan Senate measure advances important planning and local-food initiatives, expands access to healthy food, and builds on communities' efforts to improve rural economies, the House version does not. Planners who explain how to elected officials why the Senate bill is better for planning may influence the eventual legislative outcome.  
 The challenge: Call your member of Congress! APA's goal is 100 calls during the month of August and our policy team is tracking the number. When you've called your representative's office, please inform APA Public Affairs Manager Emily Pasi at [epas1@planning.org](mailto:epas1@planning.org).



**EVENTS**  
**Water and Planning Connect**  
 September 11-12, Kansas City, Missouri  
 Attend APA's **Water and Planning Connect** for thoughtful discussions on integrated water resource management during sessions and site visits in and around Kansas City. Speakers and panelists span the full range of land use planning and water resource management. [Follow the program](#). **CM | 9.75** (includes **CM | 1.5** | Law)  
**Timely help for the Wildland-Urban Interface**  
 APA's Green Communities Center has released a **Multihazard Planning Framework** and accompanying **Audit Tool**. The planning framework provides a menu of planning tools to address wildfire and other natural hazards faced by communities in the Wildland-Urban Interface. The audit tool will help them assess how their current plans and policies address multihazard risks and evaluate how plans, policies, and public investments align.



**OPPORTUNITIES**  
**Great news, bookworms!**  
 Get a 30 percent discount when you order any Planners Press book from Routledge.com. Enter discount code **APA30** at checkout. Ship now.



**AICP**  
**Why hire a certified planner?**  
 In a new video in APA's employer-focused marketing campaign, Melissa Zornitta, AICP, Executive Director of the Hillsborough County (Florida) City-County Planning Commission, discusses how her agency's AICP-certified planners bring added credibility to their work.

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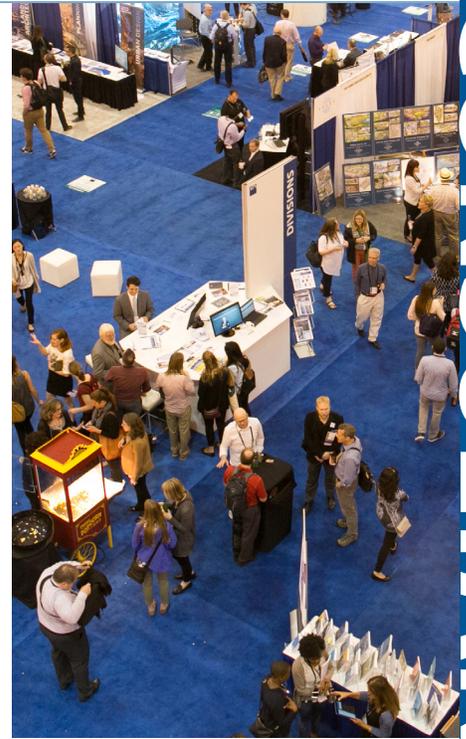
<sup>1</sup>Source: Real Magnet statistics for 1/1/18–6/30/18

If you're a planning consultant or a consultant who works with planners, subscribe to APA's Consultant Services for **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.

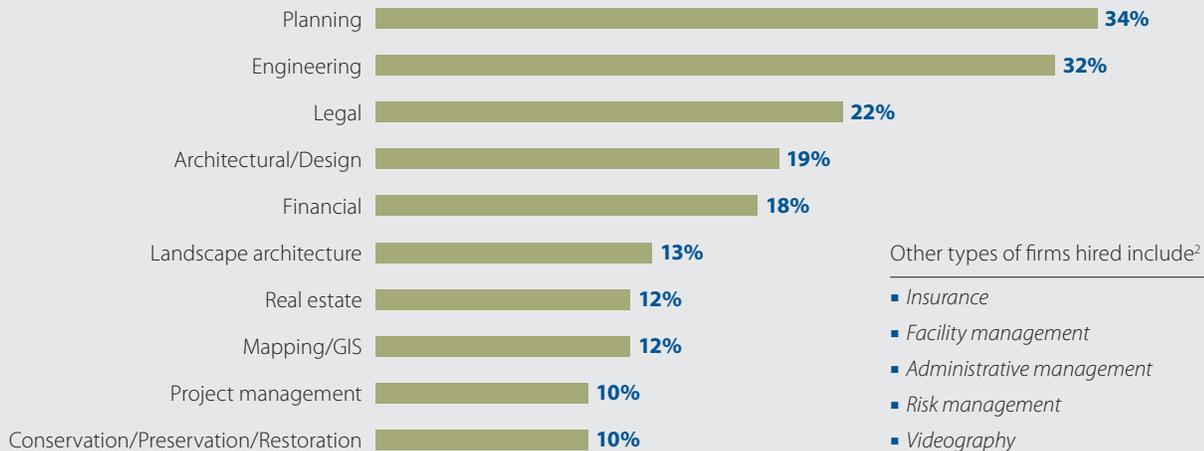
Reader surveys show that *Planning* readers work for organizations—both public and private—that hire consultants for a wide range of projects. **Sign up for Consultant Services and put its resources to work for your firm.**

- Display your business card in *Planning* six times a year. Reach more than 50,000 *Planning* readers<sup>1</sup> including directors of planning and other public agencies, consultants, and potential clients who look first 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.



RIVERVIEW PHOTOGRAPHY

## What kind of consultants do planners hire?<sup>2</sup>



## Get noticed online

On average, APA's Consultant Services webpages attract 15,000 unique page views every month.<sup>3</sup> That translates to lot of eyes on your listing.

<sup>1</sup>Source: APA Proprietary Readership Survey, Fall 2018

<sup>2</sup>Source: Readex Research Planning 2011 Editorial Audit

<sup>3</sup>Source: Google Analytics web statistics for 9/30/17–10/1/18





**Advertiser information**

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact person \_\_\_\_\_

Email address \_\_\_\_\_

**Please reserve space in *Digital Planning* as indicated**

Issue(s)	
<input type="checkbox"/> January 2019	<input type="checkbox"/> July 2019
<input type="checkbox"/> February 2019	<input type="checkbox"/> Aug./Sept. 2019
<input type="checkbox"/> March 2019	<input type="checkbox"/> October 2019
<input type="checkbox"/> April 2019	<input type="checkbox"/> November 2019
<input type="checkbox"/> May 2019	<input type="checkbox"/> December 2019
<input type="checkbox"/> June 2019	
Price	
Rate per issue _____ x Number of issues _____ = <b>Total</b> _____	

**Payment options**

Send invoice

Credit card:  MasterCard  Visa  American Express  Discover

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on credit card \_\_\_\_\_

**Billing address (if different from above)**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Accepted by advertiser (signature) \_\_\_\_\_ Date \_\_\_\_\_

<sup>1</sup>Source: Real Magnet statistics for 1/3/18-12/3/18



**Digital Planning statistics<sup>1</sup>**

- Released monthly; average distribution more than 37,000<sup>1</sup>
- Average open rate: 30 percent<sup>1</sup> for issues
- Average click-through rate: 3 percent<sup>1</sup> for issues

**Contact**

**The Townsend Group**  
*Advertising Representative Firm*  
 2025 M Street, NW  
 Suite 800  
 Washington, DC 20036  
 apa@townsend-group.com  
 Phone: 202-367-2329  
 Fax: 202-367-2173



**Advertiser information**

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact person \_\_\_\_\_

Email address \_\_\_\_\_

**Please reserve space on the APA website as indicated**

Ad type	CPM	# of Impressions	Total
<input type="checkbox"/> Banner	\$30	(90,000 min)	\$ (\$2,700 min)
<input type="checkbox"/> Box	\$30	(90,000 min)	\$ (\$2,700 min)
<input type="checkbox"/> Footer	\$15	(100,000 min)	\$ (\$1,500 min)

Run Dates/Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Accepted by advertiser (signature) \_\_\_\_\_ Date \_\_\_\_\_

**Payment options** *(To reserve placement, pay by check or credit card.)*

Send invoice     Check, payable to APA

Credit card:     MasterCard     Visa     American Express     Discover

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

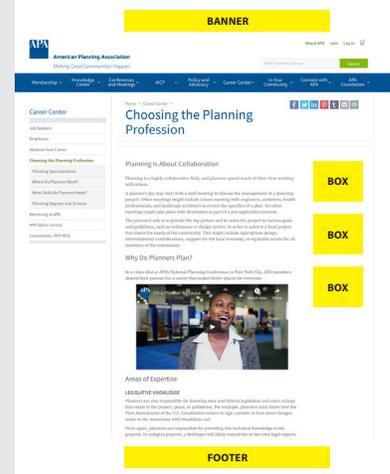
Name on credit card \_\_\_\_\_

**Billing address** *(if different from above)*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_



**APA website statistics<sup>1</sup>**

- More than 8.2 million pages viewed
- More than 1.4 million unique visitors
- Average visit: 3.15 minutes; 3.88 pages/session viewed

**Contact**

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 Washington, DC 20036  
 apa@townsend-group.com  
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 Fax: 202-367-2173

**Save on web + print advertising!**

**Boost your web ad power with an ad in APA's flagship magazine, *Planning*.**

<sup>1</sup>Source: Google Analytics web statistics for 9/30/17–10/1/18



**Advertiser information**

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact person \_\_\_\_\_

Email address \_\_\_\_\_

**Please reserve space in *Interact* as indicated**

Ad type	Rate per one-month run	Starting issue (week of)	Duration (# of months)	Total
<input type="checkbox"/> Text ad	\$2,500			\$

Accepted by advertiser (signature) \_\_\_\_\_ Date \_\_\_\_\_

**Payment options** (To reserve placement, pay by check or credit card.)

Send invoice    Check, payable to APA

Credit card:    MasterCard    Visa    American Express    Discover

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on credit card \_\_\_\_\_

**Billing address** (if different from above)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

<sup>1</sup>Source: Real Magnet statistics for 9/1/17–8/31/18



**Get into Interact**

- Released weekly; average distribution more than 36,000<sup>1</sup>
- Average open rate: 26 percent<sup>1</sup> for issues
- Average click-through rate: 6.5 percent<sup>1</sup> for issues

**Contact**

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 Washington, DC 20036  
 apa@townsend-group.com  
 Phone: 202-367-2329  
 Fax: 202-367-2173



**Sign me up for Consultant Services**

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact person \_\_\_\_\_

Email address \_\_\_\_\_

APA will send your Consultant Services user name and password to this email address. Your user name and password will give you full access to the Consultant Dashboard.

**One full year of Consultant Services costs just \$1,500.**

**Campaign dates (required)**

Start Issue \_\_\_\_\_ End Issue \_\_\_\_\_

**Payment options**

- Payment is enclosed
- Send invoice
- Credit card:  MasterCard  Visa  American Express  Discover

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

**Billing address (if different from above)**

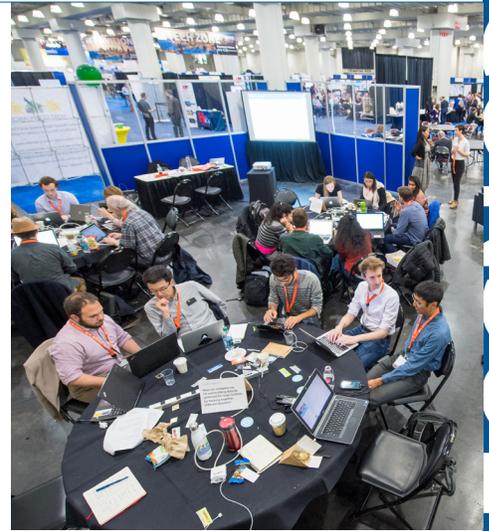
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Your 2 1/4" x 1 1/2" business card will appear in the Consultant Services section of *Planning* — and color costs the same as black and white! Tell us how you will submit your business card.**

- An electronic file of our business card is enclosed.
- We will email an electronic file of our business card to APA by \_\_\_\_\_ Date \_\_\_\_\_  
(Send your file to [kgivan@townsend-group.com](mailto:kgivan@townsend-group.com))
- Our business card is not available in electronic form.  
(To arrange submission of camera-ready art, contact Katherine Givan, [kgivan@townsend-group.com](mailto:kgivan@townsend-group.com), 202-367-2424)



RIVERVIEW PHOTOGRAPHY

**Contact**

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 Phone: 202-367-2329  
 Fax: 202-367-2173

**For office use only**

- Consultant directory art
- Website registration



## **American Planning Association**

*Creating Great Communities for All*

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### **CHICAGO**

American Planning Association  
205 N. Michigan Ave., Suite 1200  
Chicago, IL 60601-5927  
Phone: 312-431-9100  
Fax: 312-786-6700

### **WASHINGTON, D.C.**

American Planning Association  
1030 15th St., NW Suite 750 West  
Washington, DC 20005-1503  
Phone: 202-349-1016  
Fax: 202-872-0643

### **ADVERTISING SALES**

The Townsend Group  
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[apa@townsend-group.com](mailto:apa@townsend-group.com)  
Phone: 202-367-2329  
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