APA 2019 ADVERTISING OPPORTUNITIES
### Planning magazine

Our flagship print publication attracts more than 52,000 planning professionals in public, private, and academic settings. Practicing planners turn to *Planning* for authoritative coverage of industry issues.

| Why advertise in *Planning*? | 3 |
| 2019 *Planning* editorial calendar | 4 |
| *Planning* advertising rates | 5 |
| *Planning* ad specs & policies | 6 |

### NEW! Digital Planning

APA’s popular Digital *Planning* alerts readers of the latest content from APA’s *Planning* magazine. Become the exclusive sponsor of one or more monthly mailings to more than 37,000 readers.

| Ad specs, rates, & policies | 7 |

### APA website

With 117,000 unique visitors a month, APA’s website is a top destination for news and information about planning. Content keeps visitors up to date on the latest research, tools, and career resources.

| Web ad specs, rates, & policies | 9 |

### Interact

Reach more than 36,000 planning professionals with *Interact*, the association’s popular member e-newsletter.

| *Interact* ad specs, rates, & policies | 11 |

### APA Podcasts

To learn about opportunities to advertise in APA podcasts, please contact The Townsend Group at apa@townsend-group.com for more information.

### Consultant Services

APA’s networking tool connects consultants with potential clients and each other. The consultant directory in *Planning* is also available online as a reliable source of information and expert guidance for planners.

### Insertion orders

| Planning | 13 |
| Digital *Planning* | 14 |
| APA website | 15 |
| *Interact* | 16 |
| Consultant Services | 17 |
APA Advertising Opportunities | Why Advertise in Planning?

**Planning readers have influence all over America**

**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).

- 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%.

- Print Circulation: 26,000
- Pass-along: 26,000
- Total print readership: 52,000

**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 (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.

**Planning readers 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: 34%
- Land-use/environmental law: 32%
- Housing: 32%
- Environmental planning: 31%

**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.

**Planning readers have influence all over America and in communities of every size.**

South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV) 23.7%

Pacific (AK, CA, HI, OR, WA) 20.8%

East North Central (IL, IN, MI, OH, WI) 11.9%

Middle Atlantic (NJ, NY, PA) 9.3%

Mountain (AZ, CO, ID, MT, NM, NV, UT, WY) 10.5%

West South Central (AR, LA, OK, TX) 8.1%

West North Central (IA, KS, MN, MO, ND, NE, SD) 6.4%

New England (CT, MA, ME, NH, RI, VT) 3.4%

East South Central (AL, KY, MS, TN) 3.8%

Other (U.S. Territories, APO, FPO, international) 2.1%

**Population size within reader agencies’ jurisdiction**

- 1 million or more: 13%
- Less than 10,000: 5%
- 10,000–24,999: 14%
- 25,000–49,999: 11%
- 50,000–99,999: 10%
- 250,000–499,999: 7%
- 500,000–999,999: 6%
- 1 million or more: 13%

*Source: American Planning Association Proprietary Readership Study, Fall 2018

*Source: Planning distribution as of 10/1/18
APA Advertising Opportunities | 2019 Planning Editorial Calendar

- 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.

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.¹

¹ Source: American Planning Association Proprietary Readership Study, Fall 2018
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

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.

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 1st business day of every month.
- Digital Planning has an average open rate of 30 percent. The average click-through rate is 3 percent.

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: 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.

*Source: Real Magnet statistics for 1/3/18-12/3/18*

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. They viewed about 8.2 million pages, an average of 3.88 pages per session.

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!

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.

*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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
<th>Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner</strong></td>
<td>$30 CPM</td>
<td>728 pixels x 90 pixels</td>
<td>static</td>
</tr>
<tr>
<td><strong>Appears</strong>: across the top of the page, on data display pages&lt;sup&gt;1&lt;/sup&gt;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum buy: $2,700 (or 90,000 impressions)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Box</strong></td>
<td>$30 CPM</td>
<td>180 pixels x 150 pixels</td>
<td>static or animated</td>
</tr>
<tr>
<td><strong>Appears</strong>: stacked on the right-hand side bar or horizontally across middle of the page&lt;sup&gt;1&lt;/sup&gt;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum buy: $2,700 (or 90,000 impressions)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Footer</strong></td>
<td>$15 CPM</td>
<td>728 pixels x 90 pixels</td>
<td>static or animated</td>
</tr>
<tr>
<td><strong>Appears</strong>: across the bottom of the page&lt;sup&gt;1&lt;/sup&gt;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum buy: $1,500 (or 100,000 impressions)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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.

### 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.

---

<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 percent1. The average click-through rate is 6.5 percent1
- 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.

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.

1Source: 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**: 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.

---

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

---

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.
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—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 readers1 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.

### What kind of consultants do planners hire?2

<table>
<thead>
<tr>
<th>Consultant Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>34%</td>
</tr>
<tr>
<td>Engineering</td>
<td>32%</td>
</tr>
<tr>
<td>Legal</td>
<td>22%</td>
</tr>
<tr>
<td>Architectural/Design</td>
<td>19%</td>
</tr>
<tr>
<td>Financial</td>
<td>18%</td>
</tr>
<tr>
<td>Landscape architecture</td>
<td>13%</td>
</tr>
<tr>
<td>Real estate</td>
<td>12%</td>
</tr>
<tr>
<td>Mapping/GiS</td>
<td>12%</td>
</tr>
<tr>
<td>Project management</td>
<td>10%</td>
</tr>
<tr>
<td>Conservation/Preservation/Restoration</td>
<td>10%</td>
</tr>
</tbody>
</table>

Other types of firms hired include2

- Insurance
- Facility management
- Administrative management
- Risk management
- Videography

### Get noticed online

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

---

1Source: APA Proprietary Readership Survey, Fall 2018
2Source: Readex Research Planning 2011 Editorial Audit
3Source: Google Analytics web statistics for 9/30/17–10/1/18
“When we advertise in Planning, we know we’re reaching planners, architects, local decision makers, and students. We’re confident our media dollars are well invested. And you can quote me on that.”

Colleen Browning, Marketing Director, Sage Computing, Inc.
APA Advertising Insertion Order | Digital Planning

Advertiser information

Advertiser

Address

City  State  ZIP

Phone  Fax

Contact person

Email address

Please reserve space in Digital Planning as indicated

Issue(s)

☐ January 2019  ☐ July 2019
☐ February 2019  ☐ Aug./Sept. 2019
☐ March 2019  ☐ October 2019
☐ April 2019  ☐ November 2019
☐ May 2019  ☐ December 2019

Price

Rate per issue _______ x Number of issues _______ = Total _______

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

Digital Planning statistics

- Released monthly: average distribution more than 37,000
- Average open rate: 30 percent for issues
- Average click-through rate: 3 percent for issues

Source: Real Magnet statistics for 1/3/18-12/3/18
**Advertiser information**

Advertiser

Address

City  State  ZIP

Phone  Fax

Contact person

Email address

Please reserve space on the APA website as indicated

<table>
<thead>
<tr>
<th>Ad type</th>
<th>CPM</th>
<th># of Impressions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$30</td>
<td>(90,000 min)</td>
<td>$</td>
</tr>
<tr>
<td>Box</td>
<td>$30</td>
<td>(90,000 min)</td>
<td>$</td>
</tr>
<tr>
<td>Footer</td>
<td>$15</td>
<td>(100,000 min)</td>
<td>$</td>
</tr>
</tbody>
</table>

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 statistics¹

- 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

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

Save on web + print advertising!  
Boost your web ad power with an ad in APA’s flagship magazine, *Planning.*

¹Source: 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

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Rate per one-month run</th>
<th>Starting issue (week of)</th>
<th>Duration (# of months)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text ad</td>
<td>$2,500</td>
<td></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

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

Get into Interact

- Released weekly: average distribution more than 36,000
- Average open rate: 26 percent for issues
- Average click-through rate: 6.5 percent 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

Source: Real Magnet statistics for 9/1/17–8/31/18
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 2¼” x 1½” 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 ___________________________.
(Send your file to 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, 202-367-2424)

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

For office use only

☐ Consultant directory art
☐ Website registration