The leading professional association for those who practice, study and teach public administration.
ASPA seeks to improve public service by helping members acquire the knowledge, technical skills and resources necessary to be excellent public servants.

12,000+ members and stakeholders

ASPA’s programs and services foster core public service values, including:

- Accountability and performance
- Professionalism
- Social equity
- Ethics at the local, national and international levels

78 years as the leading professional association for public administration

29 Sections, including:

- Procurement and Contract Management
- Ethics and Integrity in Governance
- Public Administration Education
- Personnel Administration and Labor Relations
- Transportation Policy and Administration

60 chapters

Why ASPA?
**PRINT** Pages 4-5

**PA TIMES Magazine**

Our popular member magazine focuses on the issues that face public managers today.

**PA TIMES Online** Page 6

**PA TIMES Online**

A twice-weekly eNewsletter featuring new content and fresh insights on trends that affect how public servants do their jobs.

**PATIMES.org**

Home to the articles featured in the twice-weekly email, this website receives high traffic and impressive engagement.

**WEBSITES** Page 7

**ASPA.net.org**

The hub of key information for public service professionals, this recently re-launched website features headline news, professional development training, career opportunities and events.

**The Bridge**

Twice monthly, ASPA subscribers are updated about the Society, career resources and professional development opportunities.

**ANNUAL CONFERENCE** Page 8

**Exhibits**

Exhibitors connect one-on-one with 1,200+ attendees eager to learn more about their programs, products and services.

**Conference Program Book**

Includes essential meeting information attendees need to know, including session schedules and floor plans. This resource has a 24-month shelf life and is relevant long after the conference is over.

**Sponsorships**

A host of great opportunities are available to get exhibitors even more exposure to attendees at the annual meeting. Call ASPA for more information.
Why PA TIMES?

**Distributed to**

12,000 members and stakeholders

**Published**

4 times a year

**PA TIMES readers buy:**

- Conference and educational program registration
- Industry publications, journals and books
- Degree and certificate programs
- Educational webinar registrations
- Professional association memberships
- Business consulting services
- Computer hardware and software
- Life/health insurance
- Auto insurance

**TOP 3 Reasons ASPA Members read PA TIMES**

1. For real-world best practices
2. To acquire knowledge and skills to be excellent public servants
3. To find the resources for getting the job done

**PA TIMES readers purchase or recommend products and services used in their organizations**

Distributed to 12,000 members and stakeholders.
ASPA members rely on PA TIMES for the latest breaking information in public service.

2017 EDITORIAL CALENDAR

Spring
Space reservations due May 10, 2017
Materials due May 15, 2017
Ship by June 1, 2017
Content Theme: Law Enforcement

Summer - Education Issue
Space reservations due Aug. 10, 2017
Materials due Aug. 15, 2017
Ship by Sept. 1, 2017
Content Theme: A Look at the Military

Fall
Space reservations due Oct. 10, 2017
Materials due Oct. 15, 2017
Ship by Nov. 1, 2017
Content Theme: Evidence Based Decisionmaking

Winter 2018
Space reservations due Feb. 10, 2018
Materials due Feb. 15, 2018
Ship by March 1, 2018
Content Theme: Workforce Management

RATES

<table>
<thead>
<tr>
<th>Standard</th>
<th>1x-2x</th>
<th>3x-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
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<td>$720</td>
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<tr>
<td>1/8 Page</td>
<td>$540</td>
<td>$515</td>
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</table>

Classified ads are 99¢ per word; an additional $10 for border and/or logo.

<table>
<thead>
<tr>
<th>Premium</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1,700</td>
<td>$1,275</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,605</td>
<td>$1,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,900</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Magazine Release Email
Sponsor the email in which members receive the electronic version of the magazine!

| Banner Ad (600px x 200px) | $1,000 |

CONTENT OPPORTUNITY

A Q&A positioning you as a subject-matter expert on your category:

• Exclusive! No one but you can cover your specific category.
• A full article Q&A featuring your program, product or service – we’ll provide the questions.
• Layout will include an applicable photo of your choice.
• One- and two-page spreads available.

One-Page Includes half-page advertorial and half-page ad $1,600
Two-Page Spread Includes full-page advertorial and adjacent full-page ad $3,300

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
Connect with ASPA members online through your message in regular eNewsletters and on websites.

**PA TIMES ONLINE**

- Emailed twice weekly
- 9,000+ subscribers
- 18% consistent open rate

Engage ASPA members multiple times a week!

Arriving in subscriber inboxes twice weekly, PA TIMES Online provides the most current information on public administration and insights on trends that affect how public servants do their jobs. Featuring original content, this keeps subscribers up to date on the latest thought-leadership in the discipline.

**INDIVIDUAL RATES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Week Rate</th>
<th>Month Rate</th>
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<tbody>
<tr>
<td>Banner ad (600px x 100px)</td>
<td>$650</td>
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<tr>
<td>Inset ad (300px x 250px)</td>
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<td>$1,500</td>
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<tr>
<td>PATimes.org Rectangle 2 positions available (240 x 200px)</td>
<td>$520</td>
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</table>

**COMBINED RATES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Banner and PATimes.org (Full month)</td>
<td>$2,325</td>
</tr>
<tr>
<td>Inset and PATimes.org (Full Month)</td>
<td>$1,890</td>
</tr>
</tbody>
</table>

**PATIMES.ORG**

- 19,000 average monthly visits
- 30,000 average monthly page views
- 1.3 average pages per visit

Take your PA TIMES exposure one step further by incorporating digital messaging!

When you advertise in the eNewsletter, your ad will also appear on patimes.org! Double the exposure for one price!
Receive maximum exposure when you feature your ad in these essential ASPA digital resources!

**ASPANET.ORG**

Engage public administration professionals in the go-to source for everything PA!

- 17,000 average monthly visitors
- 62,000 average monthly page views
- 3.7 average pages per session

As the hub of key information for public service professionals, the new ASPAnet.org features headline news, professional development training, membership benefits and details, career opportunities and critical discipline publications.

Your ad will appear on eight main landing pages and more than 50 secondary pages.

**RATES**

Vertical Skyscraper (1st position)  $2,290 per month
(120px x 600px)

Vertical Skyscraper (2nd position)  $2,290 per month
(120px x 600px)

**THE BRIDGE**

- Emailed twice monthly
- 12,000+ subscribers
- 23% consistent open rate

Be the exclusive sponsor for each eNewsletter!

*The Bridge* is the only source for ASPA members and other public administrators to stay current on key issues, domestic updates and worldwide news throughout the public administration field.

**RATE**

Banner: $780 per eNewsletter

Advertisers may either submit an ad 600w x 200h pixels, RGB, JPG format only, or send 40 words, a logo and URL for linking.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
Boost your visibility to ASPA members at the Annual Conference!

March 9-13, 2018 | Denver Hyatt | Denver, Colorado

EXHIBITS

Connect one-on-one with 1,200+ government workers, nonprofit administrators and public admin faculty eager to learn more about your program, product or service!

Exhibit space measures 8x10.

<table>
<thead>
<tr>
<th>Group</th>
<th>Through Jan. 19, 2018</th>
<th>After Jan. 19, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
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<td>$1,900</td>
</tr>
<tr>
<td>Government/Nonprofit</td>
<td>$1,350</td>
<td>$1,450</td>
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</tbody>
</table>

CONFFERENCE PROGRAM BOOK

Increase your visibility by advertising in the highly demanded conference program book!

As the exclusive onsite publication for the ASPA Annual Conference, the Conference Program Book includes essential meeting information attendees need to know.

Audience and distribution
Distributed to all attendees at registration.

Content
Session dates, times and descriptions, exhibit hall information, details on presenters, best-practice workshops and special events, floor plans and conference sponsor listings.
This resource has a 24-month shelf life and is relevant long after the conference is over.

<table>
<thead>
<tr>
<th>Group</th>
<th>Through Jan. 19, 2018</th>
<th>After Jan. 19, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Page</td>
<td>$1,665</td>
<td></td>
</tr>
<tr>
<td>Half-Page</td>
<td>$1,120</td>
<td></td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$910</td>
<td></td>
</tr>
<tr>
<td>Premium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,340</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,005</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,005</td>
<td></td>
</tr>
<tr>
<td>Tab</td>
<td>$2,005</td>
<td></td>
</tr>
</tbody>
</table>

DEADLINES

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservation/payment due</td>
<td>Jan. 31, 2018</td>
</tr>
<tr>
<td>Materials due</td>
<td>Feb. 5, 2018</td>
</tr>
</tbody>
</table>

Rates are for four-color ads.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page file.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Digital ad materials due 10 days prior to publication. All digital ads should be sent as JPGs, with file sizes no bigger than 200kb. Send files to ASPA communications department: kgarrett@aspanet.org.

Important notes

- All advertising is subject to ASPA approval.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All agreed upon ads are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

PA TIMES magazine ad sizes and dimensions

<table>
<thead>
<tr>
<th>(width x height)</th>
<th>Publication Trim Size: 8.25&quot; x 10.875&quot;</th>
<th>Safety/Live Area: All text and graphics not intended to bleed. (1/2&quot; from trim)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, IFC, IBC Bleed</td>
<td>8.5&quot; x 11.25&quot; Trim 8.25&quot; x 10.875&quot; Safety/Live Area 7.75&quot; x 10.375&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Bleed</td>
<td>Bleed 8.5&quot; x 8.75&quot; Trim 8.25&quot; x 8.5&quot; Safety/Live Area 7.75&quot; x 8&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Conference Program Book ad sizes and dimensions

<table>
<thead>
<tr>
<th>(width x height)</th>
<th>Publication Trim Size: 8.5&quot; x 11&quot;</th>
<th>Safety/Live Area: All text and graphics not intended to bleed. (1/2&quot; from trim)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9.5&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Tabs</td>
<td>9&quot; x 11&quot;</td>
<td></td>
</tr>
</tbody>
</table>

eMedia ad sizes and dimensions

<table>
<thead>
<tr>
<th>(width x height)</th>
<th>PA Times Online • ASPAnet.org • PATIMES.org</th>
</tr>
</thead>
<tbody>
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<td>Banner Ad</td>
<td>600 x 200 pixels</td>
</tr>
<tr>
<td>Inset Ad</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>Vertical Skyscraper (first position)</td>
<td>120 x 600 pixels</td>
</tr>
<tr>
<td>Vertical Skyscraper (second position)</td>
<td>120 x 600 pixels</td>
</tr>
<tr>
<td>Rectangle Ad (first position)</td>
<td>240 x 200 pixels</td>
</tr>
<tr>
<td>Rectangle Ad (second position)</td>
<td>240 x 200 pixels</td>
</tr>
</tbody>
</table>

Advertising Sales Representatives

Fox Associates Inc.
116 West Kinzie
Chicago, IL 60654
312-644-3888 ext 116

For advertising information

Chicago 312-644-3888
New York 212-725-2106
Los Angeles 805-522-0501
Detroit 248-626-0511

Send ad materials to:
ASPA Communications Dept.
kgarrett@aspanet.org