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.

14,000+ members and stakeholders

ASPA’s programs and services make us the go-to resource for students and new public administrators:

• More than 3,000 members every year
• Fresh audience annually
• Looking for education and certification

80 years as the premier professional association for public administration

29 Sections, including:

• Procurement and Contract Management
• Students and New Professionals
• Public Administration Education
• Personnel Administration and Labor Relations
• Women in Public Administration
• Conference of Minority Public Administrators

59 chapters

ASPA is the premier public administration membership Society. Differentiating us from other public service organizations is our unique ability to bridge theory with practice, uniting scholars and practitioners in all sectors across government. As a result, we have influence over myriad sectors’ decisionmakers including procurement, finance, telecommunications, technology, infrastructure, transit, defense and more—not to mention services specifically benefiting scholars, researchers and higher education. Look to us to get your message in front of public administration influencers across the country and at all levels of government.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
PA TIMES Magazine
Our popular member magazine focuses on the issues that face public managers today.

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

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

DIGITAL ASSETS

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. Editions are then saved online for future access.

ANNUAL CONFERENCE

Exhibits
Exhibitors connect one-on-one with 1,300+ 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.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
PA TIMES readers represent both academic and government communities, as well as students and retirees.

**TOP 3**

Sectors ASPA Members Serve

1. Colleges/Universities
2. State and Local Government
3. Federal Government

**PA TIMES readers purchase:**

- Higher education degrees and certifications
- Journals, books and magazines
- Grantwriting software and other technology
- Statistical software
- Professional association memberships
- Business consulting services
- HR/administrative services and tools

**Published online**

2 times each week

**Published in print**

4 times each year

**Distributed to**

14,000 members and stakeholders
ASPA members rely on PA TIMES for the latest breaking information in public service. Magazine editions are circulated via print (approx. 3,500 copies per edition) and electronically (approx. 11,000 copies), giving advertisers extra exposure from each edition. Readers spend, on average, almost 4 minutes on each visit to the online edition.

### 2019 EDITORIAL CALENDAR

**Spring**
- Space reservations due: Jan. 31, 2019
- Materials due: Feb. 1, 2019
- Ship by: March 7, 2019
- Content Theme: Public Service

**Summer**
- Space reservations due: May 30, 2019
- Materials due: June 1, 2019
- Ship by: July 21, 2019
- Content Theme: Infrastructure & Public Finance

**Fall**
- Space reservations due: Sept. 14, 2019
- Materials due: Sept. 15, 2019
- Ship by: Oct. 15, 2019
- Content Theme: Social Equity

### RATES

<table>
<thead>
<tr>
<th>Standard</th>
<th>1x-2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,405</td>
<td>$1,290</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$995</td>
<td>$930</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$770</td>
<td>$720</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$540</td>
<td>$515</td>
</tr>
</tbody>
</table>

Recruiter ads are $50 per inch and should be sent to ASPA as print-ready art.

<table>
<thead>
<tr>
<th>Premium</th>
<th>1x-2x</th>
<th>3x</th>
</tr>
</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>

### 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

Advertise for a job? PA TIMES magazine features a recruiter section for print job advertisements. Recruiter ads run at a special rate of $50 per column inch.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
Connect with ASPA members digitally through ASPA’s regular eNewsletters and on our websites.

**PA TIMES ONLINE EMAILS**

- Emailed twice weekly
- 9,000+ subscribers
- 23% open rate each edition

Engage ASPA members multiple times each 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 from more than 100 authors each year, this digest keeps subscribers informed with the latest knowledge in the discipline.

**INDIVIDUAL RATES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate ($/week OR $/month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner ad (600px x 100 px)</td>
<td>$650 per week OR $1,950 per month</td>
</tr>
<tr>
<td>Inset ad (300px x 250px)</td>
<td>$500 per week OR $1,500 per month</td>
</tr>
<tr>
<td>PATimes.org Rectangle</td>
<td>$520 per month</td>
</tr>
<tr>
<td>2 positions available (240 x 200 px)</td>
<td></td>
</tr>
</tbody>
</table>

**PATIMES.ORG**

- 20,000 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 web advertising!

When you advertise in the eNewsletter, your ad could also appear on patimes.org! Double the exposure for one price!

**COMBINED RATES**

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

**PURCHASE THESE TOGETHER & SAVE 25%!**

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
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!

- 21,000 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, ASPAnet.org features headline news, professional development training, membership benefits and details, career opportunities and critical discipline publications.

Your ad will appear throughout the site, including locked, members-only pages.

**RATES**

| Vertical Skyscraper (1st position) (160px x 600px) | $2,290 per month |
| Vertical Skyscraper (2nd position) (160px x 600px) | $2,290 per month |

**THE BRIDGE**

- Emailed twice monthly
- 12,000+ subscribers
- 29% open rate

Be the exclusive advertiser for each eNewsletter!

*The Bridge* is the only source for the public administration discipline to stay current on key issues, domestic updates and worldwide news throughout the field. Recipients span member and non-member audiences.

**RATE**

Banner: $780 per eNewsletter

Ads are 600w x 200h pixels, RGB, JPG format.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
EXHIBITS

Connect one-on-one with 1,300+ government workers, nonprofit administrators and faculty eager to learn more about your program, product or service!

Exhibit space measures 8x10. For more exhibiting details, see page 12.

<table>
<thead>
<tr>
<th>RATES</th>
<th>Group</th>
<th>Through Jan. 18, 2019</th>
<th>After Jan. 18, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commercial</td>
<td>$1,575</td>
<td>$1,900</td>
</tr>
<tr>
<td></td>
<td>Government/Nonprofit</td>
<td>$1,350</td>
<td>$1,450</td>
</tr>
</tbody>
</table>

CONFERENCE 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, presenter data, 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.

RATES

<table>
<thead>
<tr>
<th>Standard</th>
<th>Full-Page</th>
<th>$1,665</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Half-Page</td>
<td>$1,120</td>
</tr>
<tr>
<td></td>
<td>Quarter-Page</td>
<td>$910</td>
</tr>
</tbody>
</table>

Premium

| Back Cover     | $2,340             |
| Inside Front Cover | $2,005              |
| Inside Back Cover    | $2,005              |
| Tabs: choose from 7 positions including: plenaries and lectures; special events and activities, Friday sessions, Saturday sessions, Sunday sessions, Monday Sessions, Tuesday Sessions | $2,005 |

DEADLINES

Space reservation/payment due | Jan. 31, 2019
Materials due | Feb. 5, 2019

Rates are for four-color ads.

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com
### Mechanical Specifications

**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, TIFF or EPS format, binary encoding (no JGP 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%.
- 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.

**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 signed agreements 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.
- Digital ad materials due 10 days prior to publication. All digital ads should be sent as JGP, with file sizes no bigger than 200kb. Send files to ASPA communications department: kgarrett@aspanet.org.

**eMedia ad sizes and dimensions**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>600 x 100</td>
</tr>
<tr>
<td>Inset Ad</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Rectangle Ad</td>
<td>240 x 200</td>
</tr>
<tr>
<td>Vertical Scraper (first position)</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Vertical Scraper (second position)</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

**PA TIMES magazine ad sizes and dimensions**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>Full Bleed</td>
<td>8.25&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Trim</td>
<td>8.25&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Safety/Live Area</td>
<td>7.75&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>Back Cover Bleed</td>
<td>6.5&quot; x 9&quot;</td>
</tr>
<tr>
<td>Recruiter Ads</td>
<td>Sold by the inch; $50/in.</td>
</tr>
</tbody>
</table>

**Conference Program Book ad sizes and dimensions**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>Tabs</td>
<td>9&quot; x 11&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.5&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.87&quot; x 5.5&quot;</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.87&quot; x 2.4&quot;</td>
</tr>
</tbody>
</table>

**Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.**

### Important notes

For advertising information please call 800-440-0231 ext. 116 or email adinfo.ASPA@foxrep.com

**Advertising Sales Representatives**
- Fox Associates Inc.
  - 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