

Advertisement and Promotional Activities Policy

(released on January 2024)

As a member focused organisation, we recognise that our members are interested in promoting their own practise within the APCDA community as well as other organizations.

This document explains all of the options. Similar opportunities are available on each of our digital spaces, including our website, community platform (Tradewing), conference software, and all our social media platforms like LinkedIn, Facebook, WhatsApp etc. Promotional opportunities include news blogs, announcements, and exhibit booths.

For Advertising in News Blog or Membership Community

Article	\$500	Includes an article (with images) on an appropriate news page which will be available for one year.
Announcement	\$300	Includes an announcement on the Announcements page which will be displayed for up to 2 months (One “Promo” graphic plus text)
Graphic and Link	\$200	Includes a “Promo” graphic, a headline, and a link to the advertiser website. 100 characters max, including blank spaces.

Notes: Each advertisement will be published twice. We will hold the 2nd publishing for a short news blog, unless instructed otherwise. The staff would work with the advertisers on the dates of publishing.

APCDA Community Website

APCDA has an online community website with virtual sponsor booths for 365 days a year. The cost for this is \$550 USD annually. However, for all Conference Exhibitors and Advertisers, it will be available for an additional \$200.

Annual Conference

Exhibitors and Advertisers	Through January	Through March 15	March 16 & after
Exhibitor Booth	\$550	\$580	\$620
Program Advertisement – Full Page	\$500	\$530	N/A
Half Page	\$300	\$330	N/A
Quarter Page	\$200	\$230	N/A

Notes: All items on this list are priced separately. Exhibitor Booth includes a virtual booth through the Whova software and an in-person table, plus attendance at all presentations for one person. Other items do not include conference registration.

It is important to note that we continue to offer reciprocal opportunities to other professional associations of career practitioners, as well as other non-profit and social enterprise initiatives, who we call “co-sponsors” because of the reciprocal nature of the arrangement.

Note: All prices are USD