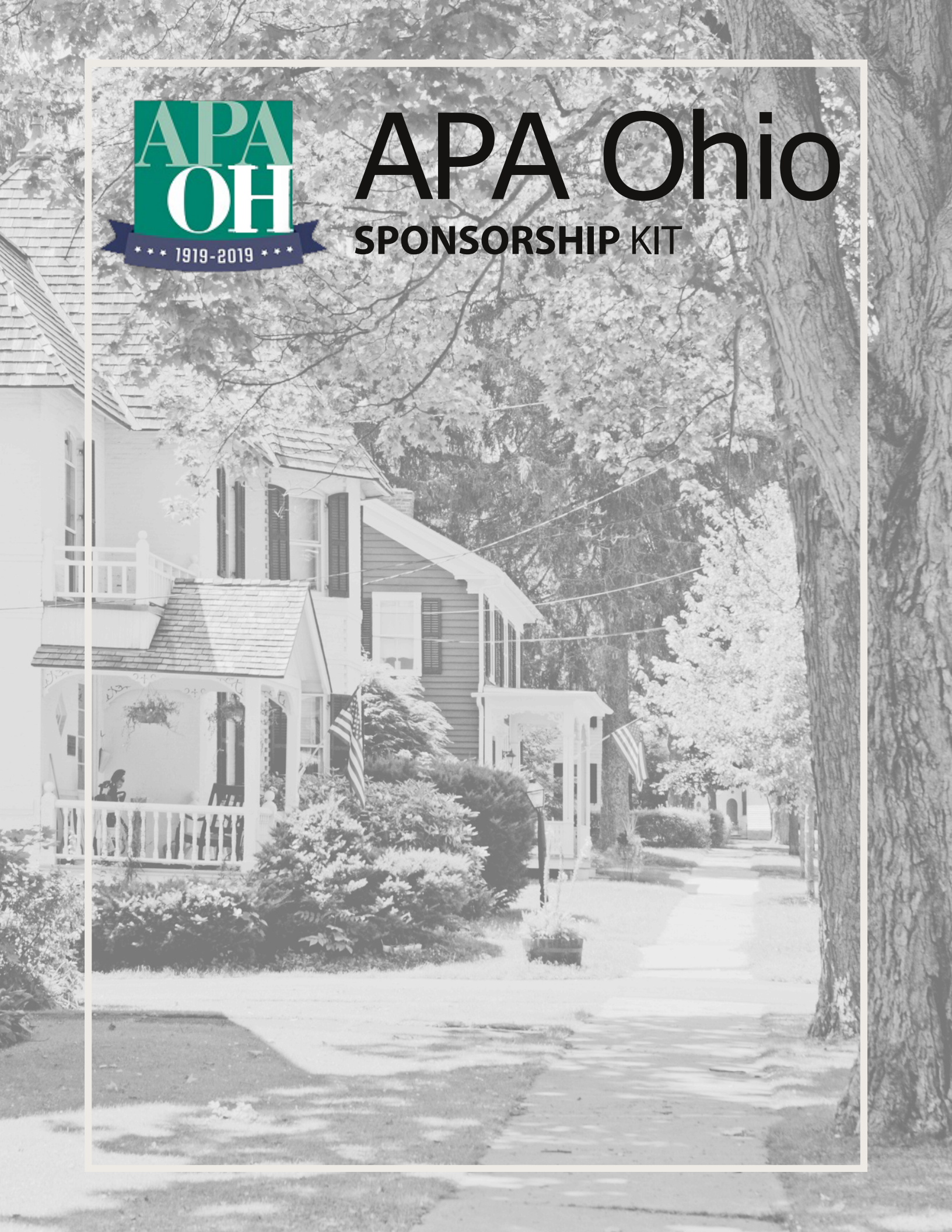
APA Ohio

SPONSORSHIP KIT

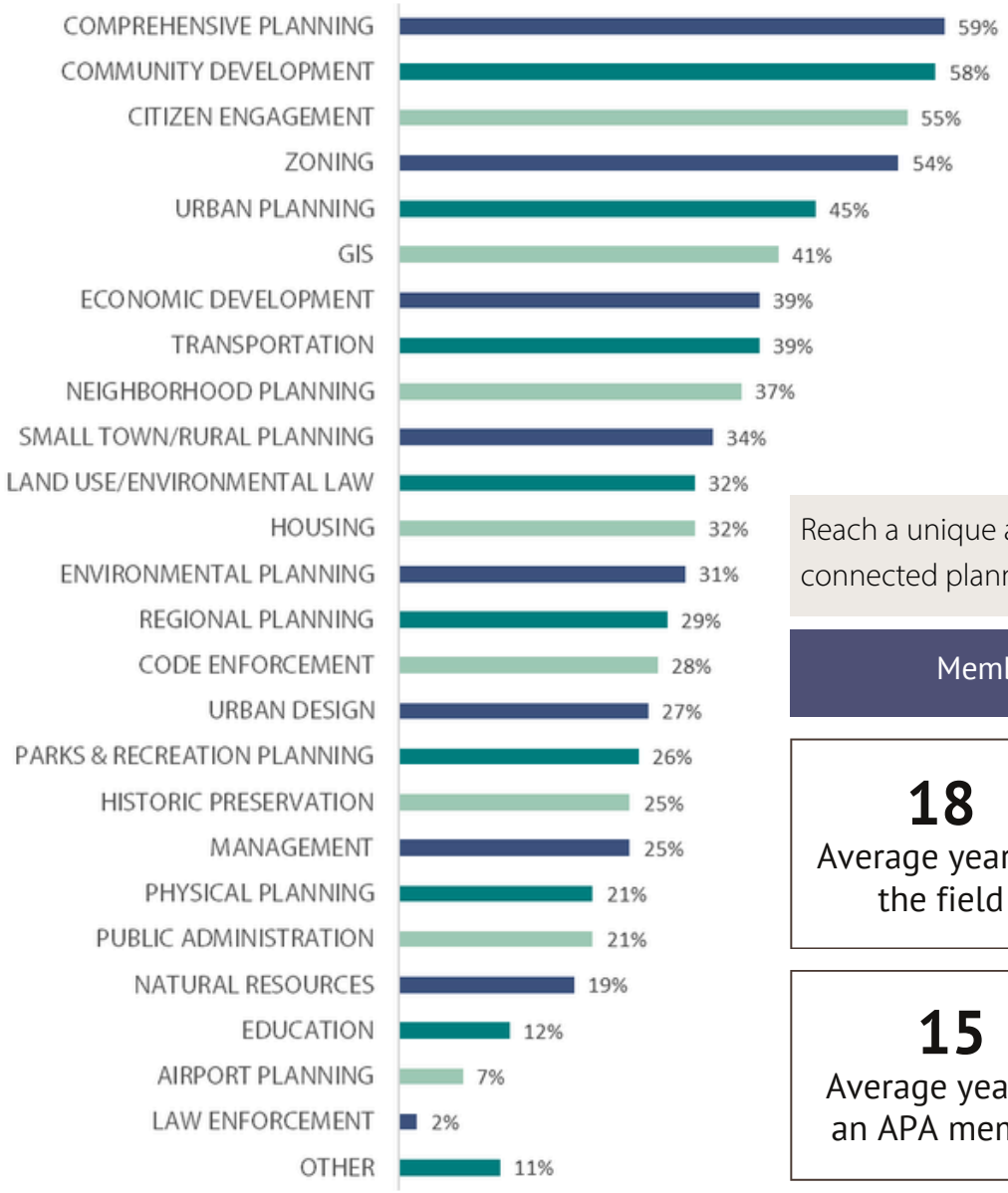


APA Ohio

SPONSORSHIP OVERVIEW

ABOUT US : Creating great communities for all. APA Ohio exists to elevate and unite a diverse planning profession as it helps communities, their leaders, and residents anticipate and meet the needs of a changing world.

APA Ohio members specialize in many areas, including:



Reach a unique audience of skilled, authoritative, well-connected planning and design professionals

Membership By The Numbers

18
Average years in the field

2,000+
Members

15
Average years as an APA member

5,000+
Network

info@ohioplanning.org

APA Ohio

SPONSORSHIP OFFERINGS

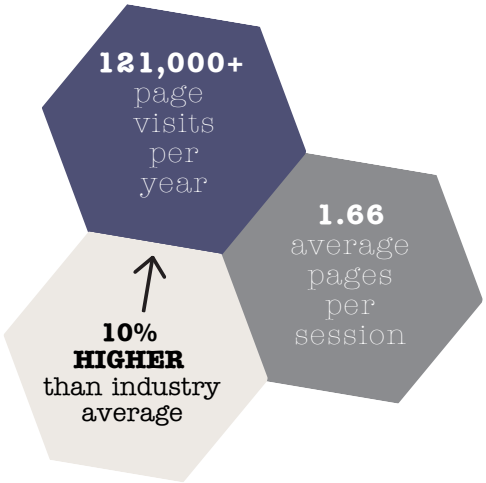
OUR OFFERINGS : Let us work with you to create an impactful marketing plan designed to drive leads and increase brand awareness on platforms where your clients and buyers are spending their time.

THE OHIO PLANNERS NEWS

The Ohio Planners News is a digital publication distributed on a quarterly basis with real-time content available through an interactive flipbook format.

51.5% AVERAGE OPEN RATE
24% HIGHER than industry average

14.2% AVERAGE CTR
11% HIGHER than industry average



OHIOPLANNING.ORG

The APA Ohio website is a top destination for news and information centered on the field of planning. It is popular not only with our members, but also with interested parties who come to APA Ohio to better understand planning issues and the profession itself, and to look for planning jobs, tools, research, consultants, and projects.

eNEWS

APA Ohio eNEWS is APA Ohio's popular weekly e-newsletter for members. It is full of news about events, opportunities, resources, products, and member benefits.

54% AVERAGE OPEN RATE
25% HIGHER than industry average

13% AVERAGE CTR
12% HIGHER than industry average

info@ohioplanning.org

APA Ohio

SPONSORSHIP PRICE LIST

OUR GUARANTEE: 100% of sponsorship dollars goes right back into our organization. Support through sponsorship allows us to continue providing quality professional development and networking opportunities to planners across Ohio along with advocating at the state and federal level for issues important to Ohioans.

PACKAGES

FEATURES	TIER I $3,000	TIER II $2,000	TIER III $1,000
Inclusion in Digital Consultant Directory (ohioplanning.org/consultants)	●	●	●
Linked Logo on APA Ohio Website (ohioplanning.org)	●	●	●
Advertisement in Ohio Planners News (quarterly digital magazine publication)	● *Full Page*	● *Half Page*	○
Linked Logo on APA Ohio eNEWS (weekly e-newsletter)	● *Prominent*	●	●
Mention on APA Ohio Social Media Platforms (Facebook, Instagram, LinkedIn)	●	○	○
Employment + RFP Board Postings (ohioplanning.org/careers)	●	○	○

A LA CART

Consultant Directory (ohioplanning.org/consultants)	$850
Policy Advocate (ohioplanning/policy)	Inquire
Planning Webcast Series (ohioplanning.org/planningwebcast)	Inquire
Employment + RFP Board Postings (ohioplanning.org/careers)	$75/posting (free for members)

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