



Association of Professional Chaplains Advertising Opportunities and Rates

APC Connect

Linking members to news and resources they value

Sponsorship of *APC Connect* broadcast emails include your name, logo and Website link to an audience of over 6,000 chaplains and spiritual caregivers throughout North America. The official publication of the Association of Professional Chaplains, *APC Connect*, is published the second and last week of every month. **A maximum of three** 1200 x 675-pixel ads per issue ensures your company or organization will be noticed! The average open rate is 45-50%.

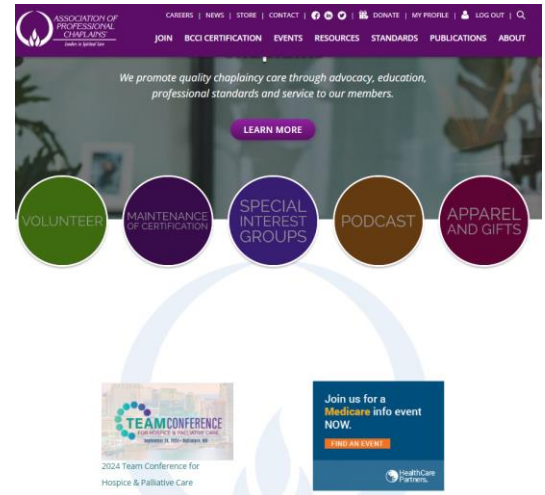
| | |
|---------------------|-------|
| Position A (top) | \$500 |
| Position B (middle) | \$350 |
| Position C (bottom) | \$200 |



APC & BCCI Website Home Pages

Showcase your organization by sponsoring www.apchaplains.org, home of the Association of Professional Chaplains, the largest chaplaincy care association in the U.S. A top search engine destination for chaplain information, jobs, education, certification and resources, the website attracts over 14,000 visitors per month. **With a maximum of two spotlight ads**, APC website sponsorship ensures maximum visibility for your organization and its support of professional chaplaincy.

| Specifications | Rate |
|------------------|---------------|
| 300 x 250 pixels | \$300 / month |



APC Professional Support Call email

Sponsorship of *APC Support Call email* includes your name, logo and website link to an audience of over 6,000 chaplains and spiritual caregivers throughout North America. The emails are typically sent twice per month (except for those months with other commitments such as the APC Annual Conference). Each email will be limited to two sponsor advertisements on the right side of the email with a 250 x 250 sized image. The sponsorships should be aligned with the mission of educating or self-care for chaplains (examples: publications/books, educational opportunities, resources).

| Specifications | Rate |
|------------------|---------------|
| 250 x 250 pixels | \$250 / email |

Bonuses and Discounts: Place three or more ads in *APC Connect* or on the *APC* website and get a 15% discount, plus a free three-month listing on the *APC* website *Professional Links* page.

More Advertising Options

APC has additional advertising opportunities including [Job Opportunities](#), [Continuing Education Opportunities](#), [Professional Contacts](#), and the [2025 APC Annual Conference](#). If you would like more information on how you can connect with APC's more than 5,000 members, please e-mail us at bill@innovativemediasolutions.com.

Association of Professional Chaplains Advertising Contract



Please complete this form and e-mail to bill@innovativemediasolutions.com or fax (309) 483-2371.

Payment: Payment for all advertisements will be invoiced electronically. Payment must be submitted prior to the date ad run date. Please complete all areas of the form below for prompt invoicing. If you wish to send a check, contact Bill Spilman, APC Sales Rep., at bill@innovativemediasolutions.com or (309) 483-6467. Published rates are net. An e-newsletter or link to your ad will be sent for your records following publication. Ad reservations and materials are due by the 15th of the month prior to running (e.g., January 15 for February ads).

| | | |
|----------------------|----------|--------|
| Name: | Phone | E-mail |
| _____ | | |
| Company/Organization | Web site | |
| _____ | | |
| Mailing Address | | |
| _____ | | |
| City | State | Zip |
| _____ | _____ | _____ |

I would like to take advantage of the following APC advertising opportunities (check all that apply):

APC Connect sponsorship: Ad reservations and materials are due by the 15th of the month prior to the publication month.

of Issue(s): _____ of 2024-25 FY (Our fiscal year runs Nov. 1 – Oct. 31)

Specify week(s): _____ of 2024-25 FY

Position A Position B Position C

Subtotal Connect \$ _____

APC & BCCI website home page spotlight ad (one-month listing)

300 x 250 pixels (\$300) Specify month(s): _____

Subtotal website sponsor \$ _____

Free listing on Helpful Links page with three or more newsletter or sponsor spotlight ads

Subtotal \$ _____

15% discount for three or more ads \$ _____

Total Payment Enclosed \$ _____

Copy and Contract Terms

All ads are subject to APC's approval. Advertiser/agency to supply all material. Payment is required before publication. Rendering payment to an advertising agency shall not release advertiser in case of nonpayment by agency. Advertiser and agency assume responsibility for all content of advertisements printed, as well as any claims arising therefrom against the publisher. Rates are subject to change at any time. Approved contracts in effect at the time of a rate change will be honored, but not extended. APC has the right to decline advertising in its sole discretion for any reason, which need not be disclosed.

I agree and understand the above contract terms:

Name: _____ Title: _____

Email: _____ Phone #: _____

Company/Organization: _____ Date: _____

For advertising assistance, contact Bill Spilman, APC Sales Representative
phone 309.483.6467 ▪ fax 309.483.2371 ▪ e-mail bill@innovativemediasolutions.com