

AAPC Media Kit

The AAPC's website is viewed monthly by over 50,000 political professionals during Pollie season (December thru March) and by over 20,000 individuals the balance of the year.

Pricing Effective until 2/1/2010

Banner Ad Options	Price/Month	Banner Ad Options	Price/Month
Stationary		Rotating	
<hr/>		<hr/>	
Leader board throughout Site	\$1,500	Leader board throughout Site	\$1,000
Home Page	\$1,000	Home Page	\$750
The Pollies (and pages therein)	\$750	The Pollies (and pages therein)	\$500
Membership	\$500	Membership	\$300
About	\$500	About	\$300
All other pages	\$350	All other pages	\$300
Text Advertisement** - All other pages	\$150		
Stationary Sidebar Email Ad***	\$350		

* Purchase of the Stationary Leader board includes one collaborative email and one month of Sidebar Email Advertisements

**All Text Advertisement is subject to rotation

***Email Advertisements can only be submitted in HTML, JPG or GIF

Advertising Deadlines:

Space reservations: All ad space is reserved on a first come, first serve basis. Space reservations along with payment should be sent as early as possible. Last possible date for space reservation is 9 am EST on the Tuesday prior to the start of the month in which you want your ads to run.

Materials: All artwork must be submitted no later than 9 am EST the Thursday prior to the start of the month in which you want your ads to run.

Advertising Specifications:

Please submit all advertisements via email in high resolution SWF or Gif formats along with the reference link. Text advertisements should be submitted in HTML.

Banners Advertisements: 468 wide x 60 high

Side Column Advertisements: 180 wide x 150 high

Text Advertisements: Up to 100 words including title

Web Advertisements: 120 wide x 200 high

Please submit artwork via email to:

Carrie Thomas cthomas@theaapc.org