

Partner Spotlight: Sponsored Content Opportunity

Opportunity Overview

An exclusive print and digital opportunity to demonstrate thought leadership in the planning profession through a sponsored **Partner Spotlight** article, print display advertising, digital promotion, email placement, and social media support.

- 1 full page sponsored content article
- 1 full page print ad
- 1 week on APA homepage
- 1 week premium position *Planning* magazine homepage; always part of *Planning* archive
- 1 sponsored content article (from print) placement in *w/Planning* monthly email
- Social post in *Planning* format/template

The Partner Spotlight article will carry a clear “Sponsored Content,” “Advertisement,” or similar label.

Sponsored content article materials and display ad materials are due at the ad reservation date, one week earlier than the typical deadline for display ads.

All sponsored content requires Editor in Chief approval.

Copywriting services are not included. The *Planning* team will place approved materials in the standard design template and provide up to two rounds of review.

Material Specifications

Copy

Submit article copy in a Word or Google document. Copy should be written in third person.

- **Headline:** 4–8 words
- **Subhead/dek:** 15–20 words
- **Article text:** 370 words with one photo; 275 words with two photos
- **Caption:** Optional; 10–25 words
- **Links:** Hyperlinks may be included in the submitted copy for digital placement.

Art and Branding

- **Photos:** Submit 1–2 photos in RGB, 300 dpi.

Print Dimension:

Logo 300 dpi, 500x500 px

Imagery 1 horizontal photo: 300 dpi, 771x576 px wide minimum

1 tall photo: 300 dpi, 771x1,044 px minimum

Digital Dimension:

Thumbnail 150 dpi, 210x140 px Mini logo ?

Hero 150 dpi, 1168x659 px

- **Logo:** Submit as EPS, or PNG if EPS is not available. White and black reversed formats.
- **Review process:** Includes up to two rounds of review.

Sponsored Content Policy

APA's Editor in Chief will review all advertorial concepts before submission of final materials to ensure alignment with APA's mission and the magazine issue or website in which the sponsored content is to appear. The Editor in Chief will also review the final company-submitted ad.

Planning reserves the right to reject sponsored content that is poorly written, inappropriate, conflicts with APA's mission as an association, or otherwise does not meet *Planning* magazine's sponsored content and editorial guidelines. Sponsored content that is misleading, deceitful, discriminatory, fraudulent, or slanders another company or person will be rejected.

Offer Components

The Partner Spotlight opportunity could include the following print and digital components.

- One full-page sponsored content article
- One full-page print display ad
- One week on the APA homepage
- One week in a premium position on the *Planning* magazine homepage, with ongoing placement in the *Planning* archive
- One article placement in the *w/Planning* email
- One social post in the *Planning* format/template