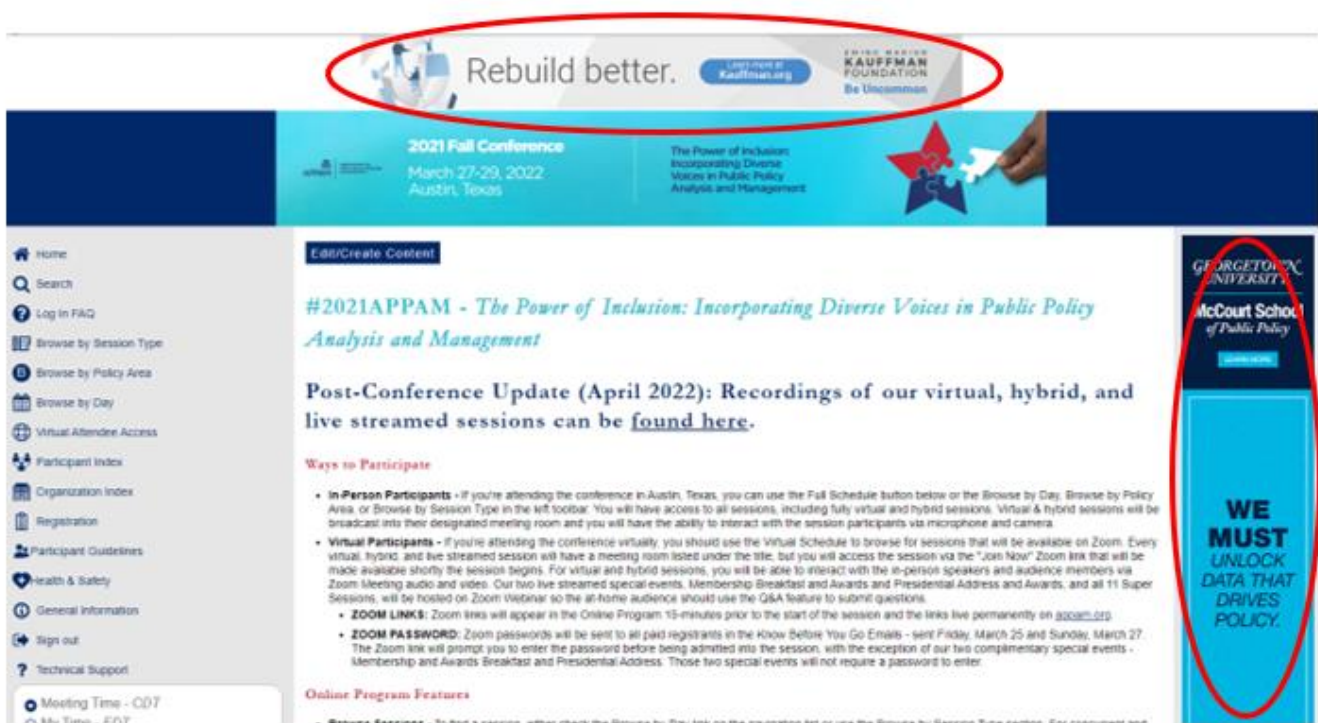




2022 APPAM Sponsorship Specs and Examples

Online Program Ads (Digital)

Digital Ads Due: July 1st, or as soon as possible.

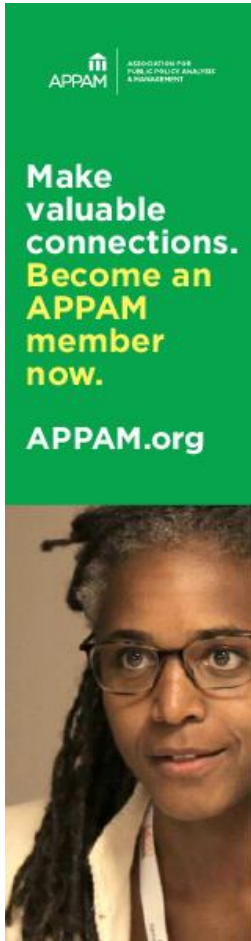


- **Ad layout** – You can see examples of all ads throughout the [2021 Online Program](#).
 - **Banner** – These are horizontal ads that will run along the top of the page.
 - Size: Both 728X90 and 468x60 for optimal display
 - File: JPG, GIF, or PNG
 - Link: These are clickable ads so please provide a redirect link
 - APPAM Example:



- ****Tower** – These are vertical ads that will run along the right side of the page.
 - Size: Both 160x600 and 728x90 for optimal display
 - File: JPG, GIF, or PNG
 - Link: These are clickable ads so please provide a redirect link

- APPAM Tower Example:



- **Ad placement –**

- Home Page – These ads are on the home (landing) page of the Online Program. Since there are multiple ad spots for this page, the ads will rotate with each page refresh. [2021 Home Page Example](#).
- Policy Area – There's one banner and one tower ad per policy area. The policy areas are reserved on a first come, first served basis. One of the most common ways our attendees browse the APPAM Online Program is by policy area - you can see the [2022 policy areas here](#). 2021 [Policy Area Page Example \(Crime, Justice, and Drugs\)](#).
- Interior Pages – These ads are on all interior pages of the Online Program. Since there are multiple ad spots for this page, the ads will rotate with each page refresh. Interior pages include but are not limited to the following pages: Search, Log In FAQ, Browse by Session Type, Browse by Day, Participant Index, and Organization Index. [2021 Interior Page Example \(Browse by Session Type\)](#).

Registration Ads (Digital)

Digital Ads Due: July 1st, or as soon as possible.

There will be one sponsor ad per registration form that will appear along the right side of the form's page, as shown below. You can see the [expired 2021 Registration Form](#) as a live example.

The screenshot displays the top of the APPAM website. The header includes the APPAM logo (a green building icon above the text 'APPAM'), the full name 'ASSOCIATION FOR PUBLIC POLICY ANALYSIS & MANAGEMENT', a green 'Member Logout' button with a lock icon, and a search bar with the placeholder text 'Search our Articles...'. Below the header is a dark navigation bar with white text links: 'Logout', 'About', 'Membership', 'Public Policy News', 'Conferences & Events', 'Publications:', 'Awards', and 'Careers & Education'. The main content area is split into two columns. The left column has an 'Error' section with a red-bordered box containing the text 'This form has expired.'. The right column contains a 'Quick Links' section with buttons for 'Job Board', 'Events', 'Podcasts', and 'Become an APPAM Member'. Below that is a 'Our Sponsors' section featuring a red square advertisement for USCPrice with the text 'USCPrice INNOVATIVE. DRIVEN. DYNAMIC.' and a 'Learn More' link. At the bottom of the right column is a 'Follow Us On Twitter' section with the text 'Tweets by @APPAM_DC' and a Twitter icon.

Registration Ad Specs:

- Size: 220 x 220 px
- File: JPG
- Link: These are clickable ads so please provide a redirect link

Mobile App (Platinum/App Sponsors Only)

Rotating Banner Ad

- Size: 768w x 160h.
- File Format: png or jpg
- Redirect Link: The ads are clickable so please provide the desired URL
- Misc. Notes:
 - Ensure any text is legible when the image is viewed at half of its size (zoom out so the image is only 50% of its size - can you still read all the text?)
 - Avoid gradients so the graphic can blend into the background color of the ad space. You can pick that color on image upload for each graphic.
- **Mobile App Ads Due: Friday, August 19**

Push Notification

- Title (the short pop-up notification message): 90 characters max
- Message (the full message once the pop-up notification is opened): 7,500 character max
- **Mobile App Push Notifications Due: Friday, October 7**

Pocket Guide Ads (Print)

Print Ads Due: September 30th (Firm)

The pocket guide is condensed version of APPAM's previous full printed program. Since this book is meant to fit in your pocket so it's a narrow, spiral bound book. You can view a PDF version of the [2021 Pocket Guide here](#). There are three placement options available for purchase in 2022:

- **Cover Ads**– There are three covers spots available - Inside Front Cover, Inside Back Cover, and Back Cover. The below is an example of the back cover from 2021, which will be the most in-demand and likely entered into the lottery due to its high visibility:

RUSSELL SAGE FOUNDATION
New and Recent Titles

CRADLE TO KINDERGARTEN
A New Plan to Combat Inequality, 2nd ed.
Ajay Chaudry, Taryn Morrissey, Christina Weiland, and Hirokazu Yoshikawa
\$29.95 | Mar 2021 | 978-0-87154-013-3

AFTER PRISON
Navigating Adulthood in the Shadow of the Justice System
David J. Harding and Heather M. Harris
\$37.50 | Aug 2020 | 978-0-87154-449-0

STATES OF BELONGING
Immigration Policies, Attitudes, and Inclusion
Tomás R. Jiménez, Deborah J. Schildkraut, Yuen J. Huo, and John F. Dovidio
\$35.00 | Oct 2021 | 978-0-87154-481-0

WHO SHOULD PAY?
Higher Education, Responsibility, and the Public
Natasha Quadlin and Brian Powell
\$37.50 | Jan 2022 | 978-0-87154-685-2

THE OTHER SIDE OF THE COIN
Public Opinion Regarding Social Tax Expenditures
Christopher Ellis and Christopher Faricy
\$29.95 | Feb 2021 | 978-0-87154-440-7

ASIAN AMERICANS AND THE IMMIGRANT INTEGRATION AGENDA
Jennifer Lee and Karthick Ramakrishnan, eds.
FREE | Volume 7.2 | Apr 2021

WEALTH INEQUALITY AND CHILD DEVELOPMENT
Implications for Policy and Practice
Christina Gibson-Davis and Heather D. Hill, eds.
FREE | Volume 7.3 | Aug 2021

HOLDING FAST
Resilience and Civic Engagement Among Latino Immigrants
James A. McCann and Michael Jones-Correa
\$29.95 | Oct 2020 | 978-0-87154-569-5

JUDGING INEQUALITY
State Supreme Courts and the Inequality Crisis
James L. Gibson and Michael J. Nelson
\$35.00 | Aug 2021 | 978-0-87154-503-9

AN UGLY WORD
Rethinking Race in Italy and the United States
Ann Morning and Marcello Maneri
\$35.00 | Apr 2022 | 978-0-87154-678-4

AFTER PRISON
Navigating Adulthood in the Shadow of the Justice System
David J. Harding and Heather M. Harris
\$37.50 | Aug 2020 | 978-0-87154-449-0

SKIN COLOR, POWER, AND POLITICS IN AMERICA
Mara Cecilia Ostfeld and Nicole Yadon
\$35.00 | Apr 2022 | 978-0-87154-637-1

STATE MONETARY SANCTIONS AND THE COSTS OF THE CRIMINAL LEGAL SYSTEM
How the System of Monetary Sanctions Operates and The Consequences of Monetary Sanctions
Alexes Harris, Mary Pattillo, and Bryan L. Sykes, eds.
FREE | Volume 8.1 and 8.2 | Jan 2022

HIJACKING THE AGENDA
Economic Power and Political Influence
Christopher Witko, Jana Morgan, Nathan J. Kelly, and Peter K. Enns
\$35.00 | May 2021 | 978-0-87154-573-2

RUSSELL SAGE FOUNDATION
russellsage.org/publications
rsfjournal.org

- **Cover Specs:**
 - Trim: 3.5" W x 7.5" H
 - Bleed: Add 1/4" bleed
 - File: PDF

- **Full Page Ads** – Below shows two side-by-side full page ads. These ads are on different pages and separated by the spiral binding.

WHAT'S NEW AT MAXWELL?

Lopoo appointed to prestigious Volcker Chair



Leonard Lopoo

Leonard Lopoo, professor of public administration and international affairs, has been named the Paul Volcker Chair in Behavioral Economics. The chair is named in honor of the late Paul Volcker, a former Maxwell School Advisory Board member whose distinguished career included serving as chair of the Board of Governors of the Federal Reserve under Presidents Carter and Reagan, president of the Federal Reserve Bank of New York, and chair of the National Commission on Public Service.

Herrold joins Public Administration and International Affairs Department



Catherine Herrold

The department is pleased to welcome Catherine Herrold as associate professor of public administration and international affairs and a research associate in Maxwell's Program for the Advancement of Research on Conflict and Collaboration. Herrold studies how citizens mobilize for democracy and how public organizations can better support citizen-led democracy building efforts. She is the recipient of the 2021 ARNOVA Virginia A. Hodgkinson Research Book Prize for her work "Delta Democracy: Pathways to Incremental Civic Revolution in Egypt and Beyond" (Oxford University Press, 2020).

Golden named inaugural Pontarelli Professor of Environmental Sustainability and Finance



Jay Golden

Jay Golden has joined the Maxwell School as the inaugural Pontarelli Professor of Environmental Sustainability and Finance, a faculty research affiliate in the Center for Environmental Policy and Administration, and founder of the Dynamic Sustainability Lab. An internationally recognized researcher and thought leader in corporate sustainability and natural resource supply chain sustainability, Golden has penned over 150 articles, testified before Congress on sustainability and secured more than \$30 million in research funding.

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40 Years of Serving the Public Good

Celebrating its 40th anniversary, the School will soon have a new home — a building that will provide students with a place to study, discuss big ideas and **do good**.

BEST GRAD SCHOOLS
A WORLD REPORT
US News
PUBLIC AFFAIRS
2022

MOVING IN JUNE 2022

UNIVERSITY OF MARYLAND
SCHOOL OF PUBLIC POLICY

spp.umd.edu

- **Full Page Specs:**
 - Trim: 3.5" W x 7.5" H
 - Bleed: Add 1/4" bleed
 - File: PDF

- **Half Page Ads** – Below shows four half-page ads. The stacked ads appear on the same page, but the side-by-side ads are printed on different pages and separated by the spiral binding.

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policylab.rutgers.edu

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NYC / 2025
 NYU WAGNER

Led by Professors **Thad Calabrese** and **Martha Stark**, NYC 2025 is an initiative to promote forward-thinking proposals for the new NYC Mayor and City Council. From health and housing to public finance and transportation, NYC 2025 provides evidence-based policy reforms that foster an inclusive pandemic recovery for all New Yorkers while balancing the economic priorities that ensure every community can thrive.

Professor Martha Stark helps lead Tax Equity Now New York, a coalition of homeowners, civil justice organizations, and rental property owners working to reform NYC's property tax system to make it more fair and equitable.



Professor Thad Calabrese has published work focusing on the management and governance of public and not-for-profit organizations, as well as the institutions that affect managerial decision-making in these entities.



NYU ROBERT F. WAGNER GRADUATE SCHOOL OF PUBLIC SERVICE #wagner@nyu.edu

- **Half Page Specs:**
 - Trim: 3.2" W x 3.5" H
 - Bleed: None
 - File: PDF