



# Media Kit

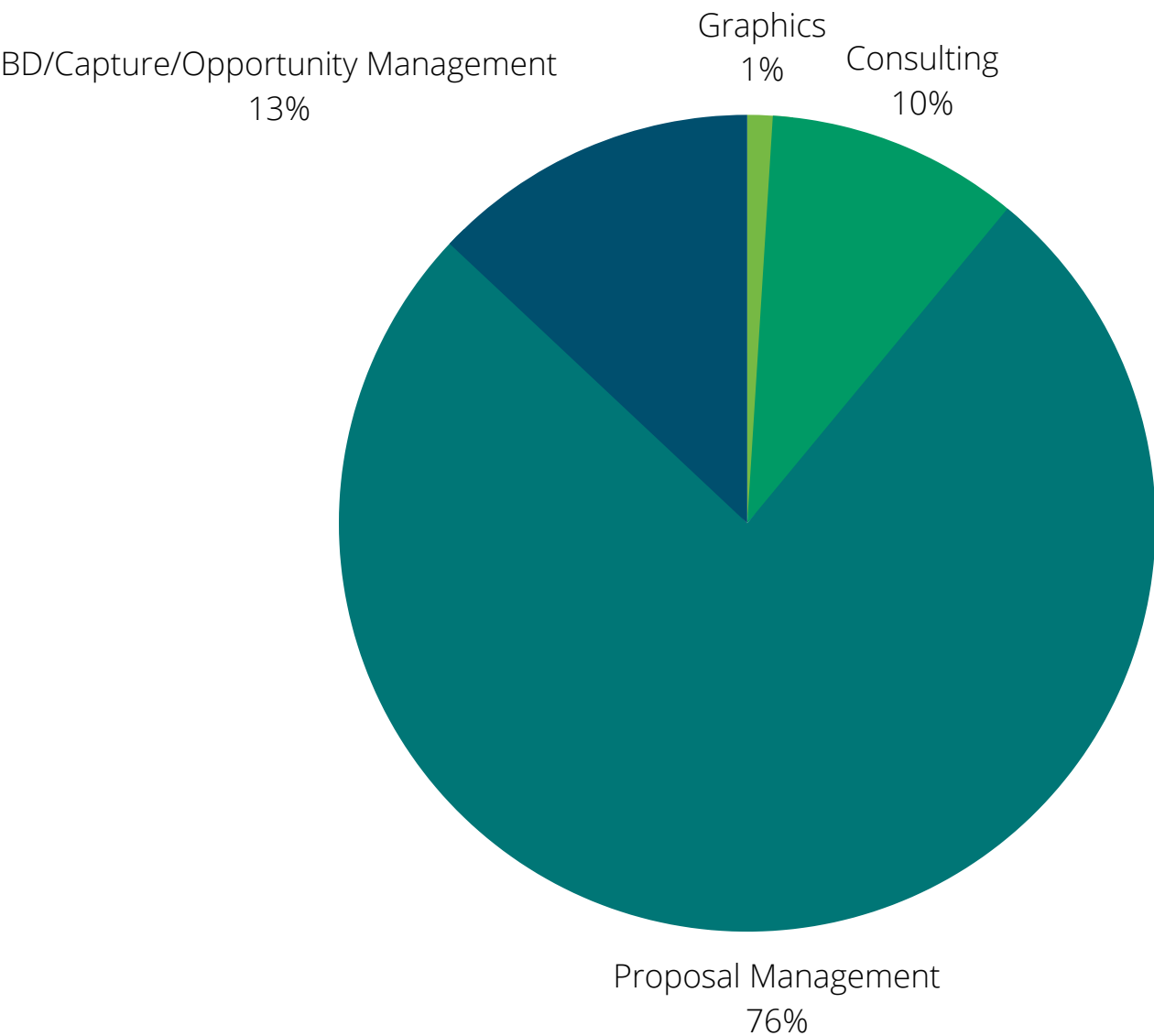
Industry Awareness • Thought Leadership • Brand Recognition



Gain **access** to a  
global network of  
professionals who win  
business.



APMP's Top Industry Practices in 2020



**10,000+**  
members in  
**72**  
countries

WHO WE ARE

The Association of Proposal Management Professionals (APMP) is the worldwide authority for individuals dedicated to the process of winning business through proposals, bids, tenders and presentations.

Our members work in the commercial, federal, academic and consulting sectors in a multitude of roles, including proposal management and writing; capture, sales and business development; graphic design; marketing; pricing and more.

In addition to an industry-recognized certification program, APMP delivers both practical information and forward-thinking insights via professional development, tailored education and high-quality communications.

Connect with this audience and expand your reach by sharing your company’s message through one of APMP’s various advertising opportunities.

Contact **Tony Round**, APMP director of business development, at [tony.round@apmp.org](mailto:tony.round@apmp.org) for more information.



Increase your exposure. Advertise with APMP.

**Connect** with your  
audience of business-  
winning professionals.





# Media Opportunities

Banner Ads • Thought Leadership • Sponsored Content





**WinningTheBusiness.com** is the premier content source for bid, proposal, business development and capture professionals.

The site provides forward-thinking perspectives from those leading the industry on topics such as best practices, business writing, content management, technology trends and implementation, leadership, team-building and more.

WinningTheBusiness.com is the go-to information resource for those who play a role in winning business for their organizations.

# ADVERTISING

Secure a banner ad on the WinningTheBusiness.com website.  
Drive traffic to where you want readers to go online.

### Banner Ad Specifications

- All images must be 72 DPI.
- Convert all CMYK images to RGB.
- File size should not exceed 1 MB.
- Valid file types: GIF, JPG/JPEG, PNG, SWF, JS, HTML
- Animation allowed (unless otherwise specified by APMP); must be 10 seconds or less.

All ads, except for bottom leaderboard, are displayed on homepage and interior pages. Bottom leaderboard shows on homepage only.

Ad Type	Dimensions	Rate: Monthly	Rate: 3 Months	Rate: 6 Months	Rate: 12 Months
Top leaderboard*	728x90 px	\$900	\$2,430	\$4,590	\$8,640
Bottom leaderboard	728x90 px	\$700	\$1,890	\$3,570	\$5,760
Top square	300x250 px	\$550	\$1,485	\$2,805	\$5,280
Bottom square	300x250 px	\$400	\$1,188	\$2,040	\$3,840

*\*Reserved for APMP platinum and partner-level sponsors. If you are not an APMP sponsor, please contact [Tony Round](#) for advertising pricing.*

# THOUGHT LEADERSHIP

Provide innovative insights and showcase your company's subject-matter expertise by securing a thought leadership article. This sponsored content opportunity offers a direct editorial connection to bid, proposal, business development and capture professionals, while increasing your organization's brand awareness and credibility as a thought leader.

Content must adhere to [APMP’s Sponsored Content Guidelines](#). Review the guidelines for additional information on specifications as well.

### Submission Details

- All articles must be educational and journalistically written.
- Content will be reviewed and edited by APMP staff.
- 900-1,100 words

**Rate: \$900**





# Promotional Opportunities

Webinars • Digital Event Bag • Email Blast • APMP Store



# SPONSORED WEBINARS

Bring your company's hot topic, product or service to the desktop, laptop or cellphone of bid and proposal professionals around the world with a sponsored webinar. Whether you want to demo a new product or share findings from your latest research, this opportunity puts you in front of your audience right where they are — online.

## Additional Details

- The sponsored webinar cycle is available in four-week intervals, with the webinar promoted to APMP membership via two email blasts and a web banner on the APMP.org homepage.
- Attendance varies by topic and sponsor-driven targeted marketing; webinars receive an average of 800-825 registrations. Registrants have an opt-in to allow their data to be shared with sponsors.
- Sponsors have the option to tailor a post-event email blast to all registrants that can include offers, links or downloads.
- Webinars run for up to an hour and include a hosted Q&A.
- APMP members and non-members may attend at no cost, allowing you to leverage your investment with a promotion to your prospects and existing clients.

**Rate: \$3,500**

# DIGITAL EVENT BAG

Also known as the virtual swag bag, the digital event bag is distributed to all attendees at every APMP event. The advertisement in the bag is editable by you and will be updated prior to every APMP event, so you can customize your content and call to action. With more events moving online, the bag is a new way to connect with APMP members and keep your message top of mind.

**Rate: Available on an all-event annual license for \$1,250 per annum per advertisement**

*Includes pre-event distribution to attendees, in-event promotion and a final post-event circular to all attendees before the bag closes one-month post-event.*



# MEMBER EMAIL BLAST

Grab APMP members' attention right in their inbox with an email blast. Availability is limited, but this opportunity offers the ability to inform the bid and proposal community about your latest innovation, product/service or promotion.

Sponsors are responsible for the content and design of the email.

**Rate: \$4,950**

# APMP STORE

Display your organization's products and services in APMP's online store — the dedicated space our members visit to find the essentials that help them deliver success and win more business for their organizations. Product categories include training providers, RFP and proposal software providers, proposal assessments and support, and more.

**Rate: \$400 per product/service listing per annum**

*Advertising is also available in APMP's weekly e-newsletters:*

- [The Reporter](#)
- [The European Reporter](#)







# Let's talk.

Contact **Tony Round**, director of business development, to explore your advertising opportunities with APMP.

**Email:** [tony.round@apmp.org](mailto:tony.round@apmp.org)

**Mobile:** +44 (0)7415-769418 (EST+5)

**Office:** +1 (866) 466-2767 (then dial 0)

**Website:** [www.apmp.org](http://www.apmp.org)

