

2024 Sponsorship Opportunities — APTA Learning Center



The following sponsorship opportunities are available on the APTA Learning Center platform.

2024 APTA Learning Center Sponsorship Opportunities	
Single Course Sponsorship (logo/intro) (In Person, Hybrid, and Virtual)	\$2,500
CE Affiliates Catalog or Course Links – 6 month or one-year packages	\$3,000-\$5,500
Top of home page banner – static - two months maximum unless space available	\$3,000/month
CE Company Promotion with APTA Promo Code Discount Link	Minimum advertising fee of \$25,000, plus 50/50 split

2024 APTA Learning Center Advertising Opportunities	
Rotating Ad on APTA Learning Center Homepage – below header	\$1,000/month
Ad banner on monthly Learning Center e-newsletter	\$975/monthly

Descriptions (prices not final)

Single Course Sponsorship (logo/intro) (In Person, Hybrid, and Virtual): \$2,500 per course

- On-site signage acknowledgement for live events; online logo placement and acknowledgement for virtual/hybrid events.
- Mention of sponsor in any course promotions to members.
- Logo with link to sponsor’s site on the course description on the APTA Learning Center.
- Sponsor logo on introductory slide during the Course.

CE Affiliate Link – Courses and/or Catalogs: \$3,000 for six months/\$5,500 for one year

- Listing as affiliate with logo and link on a special CE Affiliates area on site
- Mention as an affiliate in three Learning Center e-newsletters per year (sent to APTA Learning Center registrants)

Top of Page Sponsor Banner on APTA Learning Center: \$3,000/month (sole sponsor)

- Banner with link to sponsor’s site at top of page above APTA Learning Center header
- May purchase in two-month increments/year unless more become available, first come-first served
- May package this with a single course sponsorship for **\$4,000**, which will give a one-month banner and a single course sponsorship re: above.

Ad Banner on APTA Learning Center Home Page, Under Header: \$1,000/month

- Banner with link to sponsor's site on left/middle menu of APTA Learning Center home page
- Ad will rotate with other advertisers
- May package this with a CE monthly e-news banner; speak with rep for details

CE Company Promotion with APTA Promo Code Discount Link: advertising revenue split 50/50 plus \$25K investment

Special section on APTA Learning Center home page.

Specs:

Top of page static banner: 850x90 pixels. No animation. Jpg file. 72 DPI or higher resolution. Use RGB color mode when designing. Include URL for linking.

Below-header banner: 728x90. No animation. Jpg file. 72 DPI or higher resolution. Use RGB color mode when designing. Include URL for linking.

E-newsletter banner: 500x100 pixels. Same specs as above.