



2023 APA RECRUITMENT GUIDE

AT THE



AMERICAN
PSYCHIATRIC
ASSOCIATION

ANNUAL MEETING

May 20-24, 2023 • San Francisco



SHOWCASE YOUR ORGANIZATION AND OPEN POSITIONS TO TOP TALENT!

The 2023 APA Recruitment Guide is a print and fully interactive digital booklet that will be released at the start of the 2023 APA Annual Meeting. The guide will feature full-page advertisements from the nation's top psychiatry employers who are seeking to fill open positions with skilled new or experienced professionals.

CHOOSE FROM THE FOLLOWING PACKAGES:

Basic – \$850

- Full-page black & white ad in the print version and full-page color ad in the digital version of the guide

Enhanced – \$1,200

- Full-page black & white ad in the print version and full-page color ad in the digital version of the guide
- One 30-day job posting on APA JobCentral

Ultimate – \$1,350

- Full-page black & white ad in the print version and full-page color ad in the digital version of the guide
- Job emailed to thousands of APA members and job seekers

Job postings must be used within 30 days after the recruitment guide is released

HOW WILL YOUR AD AND THE GUIDE BE SEEN?

It will be:

- Handed out as printed booklets to attendees of the 2023 APA Annual Meeting
- Sent directly to thousands of APA members and JobCentral job seekers in a dedicated email blast
- Featured and available for download on APA JobCentral for 60 days
- Highlighted at the top of the APA JobCentral "New Psychiatric Jobs" email in June
- Posted on APA's social media channels
- Linked within the Annual Meeting mobile app
- Included in APA's member newsletters
- Advertised in the Annual Meeting program book with a QR code that links to the guide

ADDITIONAL INFORMATION:

Add-Ons

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|---|----------------|
| • Decrease the legwork on your end and let us create the ad for you | \$175 |
| • Receive access to the APA JobCentral CV database for 30 days | \$400 |
| • Add an embedded video on its own page next to your ad in the digital version of the guide | \$500 |
| • Upgrade your ad to color in the print version of the guide | \$500 |
| • Increase visibility by showcasing your ad on the inside front cover of both the print and digital versions of the guide | \$2,000 |
| • Increase visibility by showcasing your ad on the back cover of the print version and in the first three ads in the digital version of the guide | \$3,000 |

Ad Specifications

- Size recommendation for ads is 5 inches wide by 7.75 inches tall for optimal viewing experience
- Ads should be submitted as PDF files with no bleed
- All video links for embedded videos must be links to YouTube, Vimeo, or a URL ending in ".mp4"

Ad Submission Deadline

- All ads must be submitted by May 2, 2023 at 4:00 pm EDT to be included in the guide

The only official recruitment guide
sponsored and endorsed by APA.

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Secure Your Spot Today!

Please contact Jim Cook at 727-497-6552 or by email at jim.cook@communitybrands.com for more information.