

ASSOCIATION OF TEXAS
PROFESSIONAL EDUCATORS

MEDIA KIT

THE ATPE VISION

ATPE supports the state's largest community of educators who are dedicated to elevating public education in Texas.



ADVERTISING WITH ATPE

Reach up to **80,000** Texas educators by advertising with ATPE!

The Audience

The Association of Texas Professional Educators (ATPE) is a membership organization for Texas public school employees. More than 70% of all members are teachers, but the organization is inclusive and welcomes members ranging from school bus drivers to educational aides and administrators. In addition, ATPE communications reach Texas public school superintendents, legislators and other government officials, and members of the public. Current membership is nearly 80,000.

ATPE Digital Advertising Opportunities

ATPE offers multiple avenues for reaching our nearly 80,000 members and other stakeholders within the Texas public education community.

- Advertising is available on the **association's flagship website, atpe.org**, which serves as portal to all things ATPE for our nearly 80,000 members. They visit our website to access information about their benefits and member discounts.
- ATPE publishes a **statewide newsletter** (circulation of approximately 60,000) 21 times a year (semimonthly except in July, November, and December).
- Since 1980, the association has published award-winning content under the *ATPE News* umbrella. In fall 2024, we launched **atpenews.org, a public website inspired by the web presence of leading consumer magazines and optimized for social media sharing.** Content is published on a weekly basis, with six major releases of long-form content scheduled throughout the year. The content published on atpenews.org addresses the most important issues affecting public education in the state of Texas. Editorial content

includes in-depth articles that offer insight into the latest education debates, must-read articles offering how-to tips for the classroom, legal columns related to public school employment, updates on legislative actions that affect public schools, and news about the association and its members.

- The new **ATPE Online Community** offers a 24/7 opportunity for ATPE members and nonmembers to engage on classroom management and education issues. Nonmembers have limited access to the community, but their access includes areas where advertising is available.



LUIS GARCIA
Sharyland ISD

ATPE DIGITAL ADVERTISING—ATPE.ORG

Reach 80,000 Members All Year Long

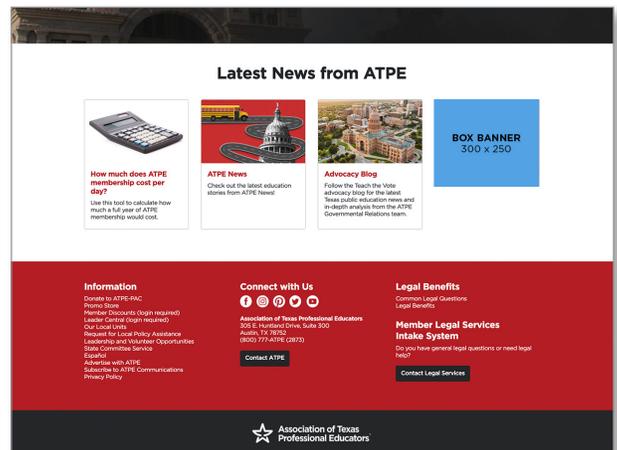
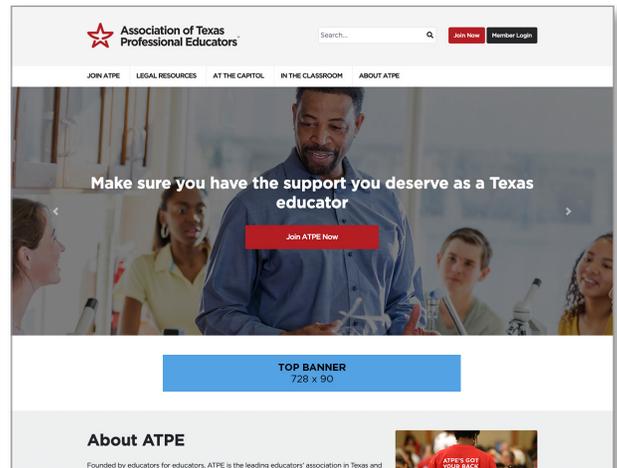
Advertising is available on the ATPE website where content is updated several times each week. The banner allows for your company's message to be displayed prominently on the homepage and section landing pages within the website. All positions are available on a first-come, first-served basis.

AVAILABLE AD SIZES AND PRICING

Home page and legal, advocacy, professional learning, about, and news landing pages (1 year) \$5,000
Top Banner 728 x 90 Pixels
Box Banner 300 x 250 Pixels

Need help with ad design?

Our graphic services are included.



Submission Requirements

All ads should be submitted via email to ejburgos@associationrevenuepartners.com.

ART REQUIREMENTS:

- Acceptable file types: .png, .jpg, .gif
- File size: up to 150 KB

Contact Information

Association Revenue Partners
500 N. Central Expressway, Suite 231
Plano, TX 75074
(855) 790-0001
info@associationrevenuepartners.com

CONDITIONS

ATPE reserves the right to reject any advertising for any reason. Alcohol, tobacco, and firearms product advertising as well as any service or product of a sexual nature will not be accepted. Advertising may be labeled "Advertisement" and/or boxed.

CANCELLATIONS

All ad placements are limited in nature, and all cancellation requests must be made in writing within three days of purchase.

ATPE DIGITAL ADVERTISING—E-NEWSLETTERS

Reach Approximately 60,000 Texas Educators Twice Per Month

Advertising is available in the ATPE (twice monthly*) newsletters. From legislative updates to benefits and discounts, the content in the ATPE newsletters keeps members engaged. Newsletters are sent to all members with the latest news from the ATPE state office and across Texas.

AVAILABLE AD SIZES AND PRICING

Banners	6 months	1 year
Top Banner 600 x 100 Pixels	\$3,500	\$5,950
Side Banner 160 x 300 Pixels	\$3,000	\$5,100
Body Banner 600 x 100 Pixels	\$3,000	\$5,100
Featured Showcase (3 total)	6 months	1 year
160 x 160 pixels, 70 words or less	\$2,500	\$4,250
Premium Showcase (1 total)	6 months	1 year
600 x 300 pixels, 70 words or less	\$5,000	\$8,500

*July, November, and December will feature only one ATPE newsletter.

TOP BANNER
600 x 100



Your ATPE Newsletter

A MESSAGE FROM ATPE STATE PRESIDENT

Header

Story Copy Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga. Ruptatur? Parumquis apide ra quatit as re esequame odatur acipsa. Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga. Ruptatur? Parumquis apide ra quatit as re esequame odatur acipsa. Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga. Ruptatur? Parumquis apide ra quatit as re esequame odatur acipsa. Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga.

SIDE BANNER
160 x 300

BODY BANNER
600 x 100

Header

Story Copy Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga. Ruptatur? Parumquis apide ra quatit as re esequame odatur acipsa. Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga.

FEATURED SHOWCASE
160 x 160

Header

Story Copy Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga. Ruptatur? Parumquis apide ra quatit as re esequame odatur acipsa. Quiae nonsequia etus cus escisat inculiqua volupta quaturn? Ic let et alias sit aceturum si te parciis essi odicijs andiam fuga.

FEATURED SHOWCASE
160 x 160

SPONSORED CONTENT

PREMIUM SHOWCASE
600 x 300

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FEATURED SHOWCASE
160 x 160

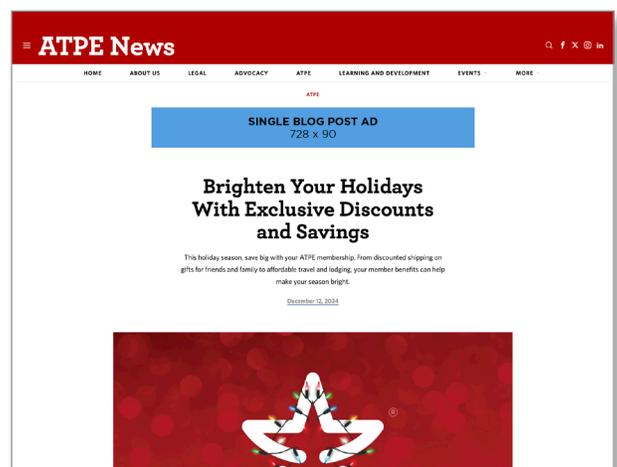
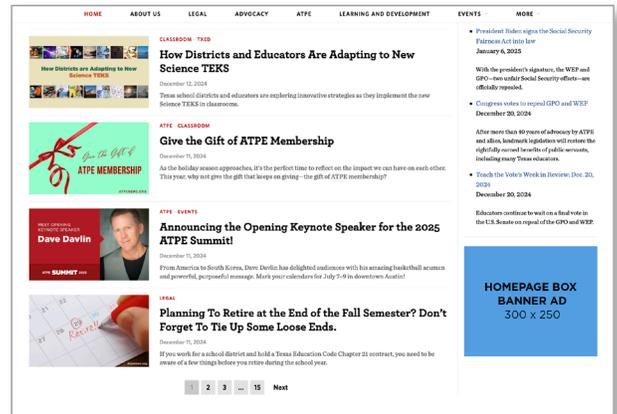
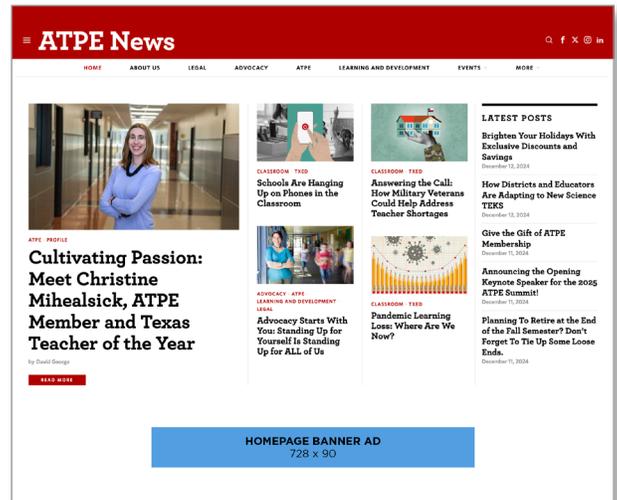
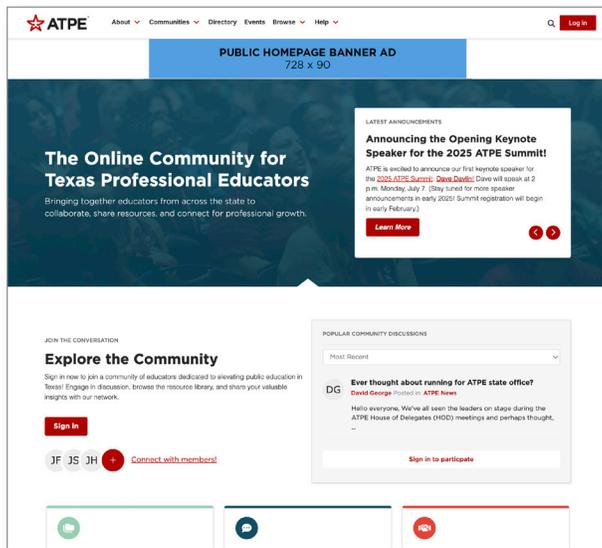
ATPE DIGITAL ADVERTISING—ATPENews.ORG AND COMMUNITY.ATPE.ORG

Reach Texas educators on ATPE’s newest information platform, *atpenews.org*, as well as the recently launched ATPE Online Community

ATPE is now publishing Texas education news and long-form content on *atpenews.org*, a website inspired by leading consumer magazine websites. Plus, you can now reach Texas educators 24/7 on the new ATPE Online Community, launched in November 2024.

AVAILABLE AD SPACE - \$2,500 PACKAGE/YEAR

- Homepage banner ad on *atpenews.org* (728 x 90 px)
- Homepage box banner ad on *atpenews.org* (300 x 250 px)
- Ads on *atpenews.org* interior pages (728 x 90 px)
- ATPE Online Community ad (728 x 90 px)



ATPE WEBSITE RETARGETING SOLUTIONS



TARGET THE MEMBERS OF ATPE,

representing the leading educators' association in Texas and the largest independent educators' association in the United States.

Website retargeting is effective due to its ability to ensure greater online sales and traffic by placing your company's message up front and center. Through website retargeting with ATPE, visitors help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching industry leaders that have visited their most trusted industry resource!

TRADESHOW

3 Months
250,000 Impressions

\$5,000

HALF YEAR

6 Months
500,000 Impressions

\$9,000

FULL YEAR

1 Year
1,000,000 Impressions

\$16,000

BENEFITS:



**CAMPAIGN SET UP
FEE WAVED**



**TARGETED ATPE
MEMBER AUDIENCE**



**FREE
CREATIVE SERVICES**



**MOBILE
OPTIMIZATION**



**MONTHLY REPORTING
UPON REQUEST**

ARP ASSOCIATION REVENUE PARTNERS

Association Revenue Partners is proud to work with ATPE. We have teamed up to provide an online marketing solution to reach the visitors to ATPE's websites through programmatic website retargeting.

ATPE Website Monthly Metrics

Average Page Views: 47,219
Average Visitors: 21,409
Average Unique Visitors: 17,113

ATPE Member Information:

80,000 Texas Educators, Para Educators, Administrators, Retired Educators and Para Educators, Student Teachers, Teacher Trainees, and Public Members