



Association of Professional Chaplains Advertising Opportunities and Rates

Chaplaincy Today

The official peer-reviewed e-journal of APC, [Chaplaincy Today](#) is published twice a year. It has more than 4,000 subscribers and is carried in many libraries and institutions. A set maximum of three ads per issue ensures your company or organization will be noticed.

Through articles on practical aspects of chaplaincy ministry, research on current practice and articles of personal reflection and poetry, *Chaplaincy Today* serves to educate, inform and enrich the work of chaplains. Authors represent a broad variety of faith and cultural backgrounds, as well as varied specialized chaplaincy settings.



| Position | Specifications | Rate |
|---------------------------------|------------------|-------|
| Right column of contents page | 200 x 200 pixels | \$300 |
| Banner, bottom of contents page | 500 x 200 pixels | \$400 |



APC e-News

Sponsorship of [APC e-News](#) blasts your name, logo and Web site link to an audience of nearly 4,000 chaplains and spiritual caregivers throughout North America. The official newsletter of the Association of Professional Chaplains, *APC e-News* is published eight times a year. A set maximum of three sponsors per issue ensures your company or organization will be noticed. *APC e-News* brings results, with an impressive click-through rate of over 40%. (Average click-through rate for nonprofits is 11.2%, according to the "E-mail Benchmarks in the Nonprofit Sector" study by online fundraising firm Kintera Inc., San Diego.)

| Specifications | Rate |
|------------------|-------|
| 100 x 150 pixels | \$200 |

APC Web site

Advertise your company or organization with a three-month link on www.professionalchaplains.org, a top search engine destination for information related to chaplains. Renewals can be made at the same rate. Link listings include name, 100-word description and link to your Web site. All applications are reviewed and approved by APC. Please visit the APC Web site [Links](#) page for additional information.

| Organization | Rate |
|--------------|-------|
| Non-profit | \$100 |
| For-profit | \$200 |

Bonuses and Discounts

Place three ads in any combination of the APC publications listed above and get a 15% discount, plus a free three-month link on the APC Web site.

