

**AMERICAN
PAYROLL
ASSOCIATION**

2021 MEDIA KIT

The authority in payroll education since 1982

**AMERICAN
PAYROLL
ASSOCIATION**

Branding & Content

Promote Your Brand with APA Opportunities

PAYTECH

Brand your organization in PAYTECH Magazine, our monthly publication consumed by APA's dedicated audience of 20,000 members. Traditional, premium, and cover opportunities available.

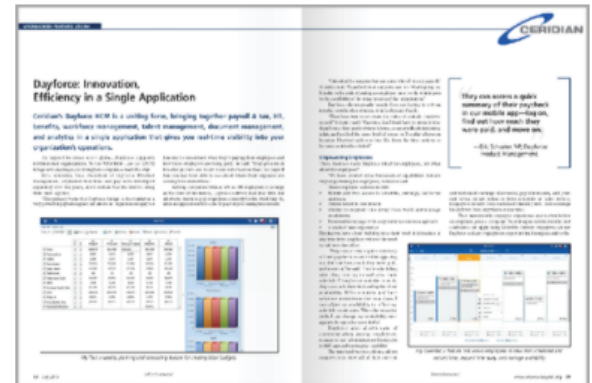
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PAYTECH Advertorials

Show thought leadership and expand the reach of your content by showcasing your product or expertise.

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PAYTECH Digital

Include your brand in the digital reproduction of our monthly print magazine or be featured in our email blast to members.

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Branding & Content

Annual Publication Advertising Opportunity: Full Page Ads

NEW in 2021!

- PayTrain eBook and hardcopy (Ad placement in front of book)
- PayTrain Fundamentals eBook and hardcopy (Ad placement in front of book)

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DIFFERENT GOALS. ONE SOLUTION.
PAYTRAIN FUNDAMENTALS

I want to **BOOST** my skills and increase my confidence on the job.
3 Years Payroll Experience

I'm ready to **EARN** my Fundamental Payroll Certification (FPC).
3 Years Payroll Experience

I need to **MAINTAIN** my credentials by earning recertification credits.
10 Years Payroll Experience

PayTrain® Fundamentals is the right choice to help you learn the skills necessary for basic payroll processing and gain an understanding of how the payroll industry operates. The program is updated each year to ensure that your knowledge is current. The format, options, games, and exercises help sharpen your skills for on the job and taking the FPC exam.

Get on track to achieve your payroll career goal with PayTrain® Fundamentals. Learn more at www.LearnPayroll.com/Fundamentals

AMERICAN PAYROLL ASSOCIATION
Advance your career with payroll training from the American Payroll Association.

APA Website Advertising

Reach thousands of payroll professionals with placements on our website. Traditional banner and native options available.

[Learn More](#)

AMERICAN PAYROLL ASSOCIATION

Compliance Membership Education & Certification Conferences News & Resources

Why join the APA? Find out about all the benefits here! »

The Nation's Leader In Payroll Education

We create opportunities and forge a community by providing the education, skills, and resources necessary for payroll professionals to become successful.

[ABOUT APA](#)

Looking to get certified? Get started today!

APA sets the standards for payroll excellence through certification programs at two levels. Explore the benefits of certification for you and your staff.

[GET CERTIFIED](#)

APA Website Article

Contribute valuable SEO content while showcasing your company as a thought leader in the payroll industry. This online blog can boast special links, images, and videos on its very own shareable link.

[Learn More](#)

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Compliance Membership Education & Certification Conferences News & Resources

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NEWS & RESOURCES

Chapter
Federal
Industry
State & Local
Industry

How COVID-19 Accelerated the Critical Need for a Daily Pay Benefit

By DailyPay | 10/22/20

[Facebook](#) [Twitter](#) [LinkedIn](#) [Reddit](#)

The past few months have rocked the world of every living person on the planet. The crisis we are facing is now has made us question and rethink everything we thought to be true, from the way the economy works, to how businesses thrive, to the way in which employees are both supported and empowered by their place of employment.

As we look toward a recovering economy, we know the way we work will have a "new normal" with some elements changing for the good, and others still up in the air. One of the elements that has seen notable change over the past few months is pay, which could very well be the core of the relationship between an employer and an employee.

Think about it—the act of pay establishes a critical relationship between the employee and employer. It creates a sense of trust and validation, a powerful agreement between two parties to provide value in return for value. Over the years, the act of pay has remained a powerful bond between an employer and an employee, but it has also become somewhat static, cold and even transactional. Isn't it time we visit the next evolution of pay, to understand how the COVID-19 pandemic contributed to it?

This paper will share:

- How the workforce sees its employers pre- and post-COVID-19
- How payroll changed during the pandemic work experience
- How payroll can evolve into the pay experience—PayEx
- How our post-COVID-19 society will not just embrace, but demand a pay experience

Section One: How the Workforce Sees Employers, Pre- and Post-

Branding & Content

PayTalk Podcast

PayTalk is a monthly podcast created by the American Payroll Association with the goal of sharing earned knowledge from high-level payroll professionals to the greater industry at large.

[Learn More](#)



Compliance TV

APA's monthly video compliance update. Exclusive pre-roll video ad opportunity available.

[Learn More](#)



APA Visa® Paycard Portal

Are you a payroll card provider? If so, this is the site specifically for you. This portal is a one stop shop resource for employers to learn all they need about all payroll card programs on the market. Become a sponsor to receive a dedicated page and branding across the entire site.

[Learn More](#)



Branding & Content

Buyer's Guides & Directories

Showcase your company's service offerings within our monthly product and service area Buyer's Guides, Directories, and Listings. Each month will coincide with our PAYTECH Magazine's highlighted topic theme or compliance related articles.

[Learn More](#)

AMERICAN PAYROLL ASSOCIATION

Vendor Showcase
Mid-Year Review

Business Software, Inc. BSI 888-293-3413 www.bsi.com BSI is a leading provider of U.S. payroll tax profile, tax location, tax withholding, tax calculation, tax deposit, tax filing, Form W-4, year-end, and wage attachment solutions in the cloud.	DailyPay daily pay 646-844-7192 www.dailypay.com DailyPay is the leading fintech provider of earned income software. We easily integrate with large companies' payroll and time management systems to give employees control over their pay.	Immedis immedis +1 732 692 0174 www.immedis.com Future-proofing global payroll with our purpose-built payroll platform. Focused on continuous innovation in line with the needs of global business, our enterprise-grade platform supports the complete end-to-end payroll cycle and provides advanced reporting and real-time data analytics.
Kronos Incorporated KRONOS 800-225-1561 www.kronos.com/payroll Guided by more than 40 years as the leading provider of workplace management solutions, Kronos offers solutions purpose-built for your industry, allowing you to streamline payroll, workforce, and HR management for instant access to reports and data to help you deliver the perfect paycheck and reduce compliance risk.	Money Network Money Network 203-417-8501 www.moneynetwork.com Money Network offers award-winning digital payment solutions to companies of all sizes. With our Electronic Payroll Delivery Service, achieve 100% electronic payment of wages, reduce administration costs, simplify payroll processes, and empower your employees with flexible, innovative money management options.	Netspend NETSPEND 913-378-4173 www.netspend.com/business Netspend provides organizations with prepaid cards and innovative tools for your business, including payroll, tip distribution, and incentive and reimbursement programs. Reduce paper checks and discover how to reward employees.

18 June 2020

Annual Vendor Listing

This is one listing you do not want to be left out of. Here is your chance to showcase your company as a payroll industry service provider when webinar visitors are researching payroll solutions. Be on the list!

[Learn More](#)

AMERICAN PAYROLL ASSOCIATION

Compliance Membership Education & Certification Conferences News & Resources

Vendors

Annual Vendor Listings

Bloomberg Tax
Bloomberg Tax provides timely news, analysis, and tools enabling payroll professionals to create effective policies and comply with federal, state, and international laws and regulations.
www.bna.com/payroll
800-372-1033

COMDATA
Comdata supports 4,000+ businesses with card programs that make life easier for payroll administrators and employees. Comprehensive implementation support and leading technology combine for the best program in the market.
www.comdata.com
800-COMDATA

Global Cash Card
Global Cash Card is the proven specialist in customized payment solutions that are simple to implement and easy to use. Our unmatched, fully customized, state-of-the-art technology and in-house customer service provide you with the best full-service payroll card solution in the industry.
www.globalcashcard.com

PREPARING FOR YEAR-END 2019

Global Cash Card
Make payroll easy

Local Chapter Opportunities

Connect with local payroll leaders across the country by reserving a Chapter Leadership Email Blast.

[Learn More](#)

American Payroll Association

A Message from an APA Sponsor

Dear Chapter Leader,

We appreciate your commitment to taking a leadership role within APA, and acknowledge the time and energy you dedicate each week to supporting the members of your chapter. Strong local chapter leadership inspires strong chapter growth. It's exciting to see so many leaders rise to the occasion and help their members boost their careers.

wisely by ADP

Surprising, too, is how often the most effective leaders are those who felt they were unqualified for the role when they first accepted it. Despite their misgivings, each accepted the challenge and proved ahead, determined to give it their best. It makes you wonder, "What do they have in common?"

While each effective leader brings different experiences and skill sets to the table, there are three common characteristics they consistently share:

- A drive for the common good
- A commitment to inspire others, and
- An unwavering belief that they must provide practical benefits.

The result is that members feel appreciated, eagerly get involved, and view their membership as a valuable asset in their career. In short, the chapter and its members flourish.

Events & Sponsorships

Be part of APA Conferences and Events

Congress Xstream: A Virtual Conference & Expo

Be a part of the payroll industry's biggest virtual event. Reserve virtual booth space, sponsor special in-platform events, and more.

[Learn More](#)



National Payroll Week

Distinguish yourself as a leader by sponsoring the payroll industry's widest-reaching public awareness campaign. Feature your brand on national TV spots, marketing materials, and NPW merchandise.

[Learn More](#)

NATIONAL PAYROLL WEEK 2021

Events & Sponsorships

Be part of APA Conferences and Events

Niche Conferences

Target unique markets with exclusive sponsorship opportunities at APA's niche conferences.

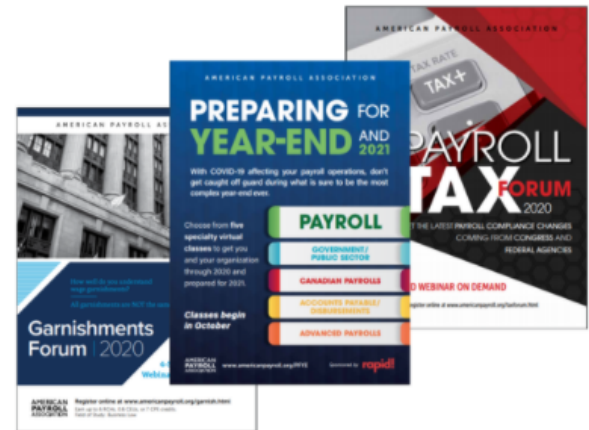
[Learn More](#)



Specialty Seminars

Specialty Seminars showcase your brand alongside APA in-person and online education, while also providing excellent lead generation.

[Learn More](#)



APA's Top Payroll Education & Certification Preparation Courses

NEW for 2021!

Showcase your support as a leading payroll service provider alongside payroll professionals as they work to elevate their careers. What better way to gain recognition, leave a lasting impression, and receive the benefit of sponsoring one of APA's most prestigious educational offerings.

[Learn More](#)



Lead Generation

Generate Leads with APA Opportunities

Webinars

Share your industry knowledge and promote your brand to thousands of payroll professionals by conducting an APA Thought Leader Webinar or sponsoring APA educational content.

[Learn More](#)

Major Trends and Potential Changes in Employer Reporting

A free webinar sponsored by ADP

Thursday, September 10
1:00 p.m. - 2:00 p.m. ET

Gain an overview of important topics and approaches to help you have a successful year-end. This interactive session will be facilitated by Pete Isberg, ADP's head of government relations, and will feature subject matter experts from within ADP.

- By attending this webinar, you will learn:
- Tax refund fraud and implications for employers
 - Federal limits and expiring provisions
 - Emerging state issues and pending legislation



Sponsored by: **ADP**

See website for Field of Study, RCH, CEU, and CPE credit info.

eBooks

Acquire thousands of leads with an APA eBook sponsorship. Gather important information to qualify prospects and direct visitors to your website to learn more about your products and services. Gain an average of 4,000 - 5,000 leads!

[Learn More](#)



Get your Guide to Successful Electronic Payments.

A free members-only benefit!

APA's 2020 Guide to Successful Electronic Payments, sponsored by rapid! is here!

This eBook provides payroll professionals with the information they need to successfully implement or improve the electronic pay process at their companies. The nature of electronic payments is changing rapidly and this guide has been updated with the latest information on:

- On-demand pay
- International payments
- The upcoming expansion of same-day ACH transaction capabilities, including:
 - Adding a new processing window later in the day
 - Increasing the per-transaction dollar limit

It also provides all you need to know about:

- Direct deposit
- Third-party payments
- Reversals

What's the price for this valuable resource?

It's FREE - for APA members!

Download Your eBook Now

First Name:

Last Name:

Job Title:

Job Role (Please select most applicable):

Company Name:

Email:

Company Headquarters Zip Code:

Number of employees you pay:

Industry:

Approximate First Salary Increase (as a Percent):

Does Your Company Offer Payroll Center Support?

Surveys

Harness the combined knowledge and expertise of APA's membership, while gaining an **average of 900+ valuable leads**, with a membership survey opportunity.

[Learn More](#)

Netpend Membership Survey

Workforce Trends Survey
An APA and Netpend Survey

By participating in this survey, you consent to the transfer of information you submit to the American Payroll Association and to Netpend Corporation. Netpend will not share your contact information with other third-party companies. You may opt out at any time by clicking unsubscribe on the link included in emails we send you. We may share the results of this survey with the public in anonymized or aggregated forms. Netpend takes your privacy seriously. Click [here](#) to read Netpend's Privacy Policy.

* 1. What percentage of your workforce is full-time (vs. part time)?

0 Percent of workforce that is full time 100

* 2. What percentage of your workforce are employees (vs. independent contractors)?

0 Percent of workforce that are employees 100

* 3. What percentage of your workforce is year-round (vs. seasonal)?

0 Percent of workforce that is year-round (NOT seasonal) 100

Resources

2021 Editorial Calendar

View upcoming articles and listings for 2021 issues of PAYTECH Magazine.

[View Now](#)



PAYTECH

Editorial Calendar

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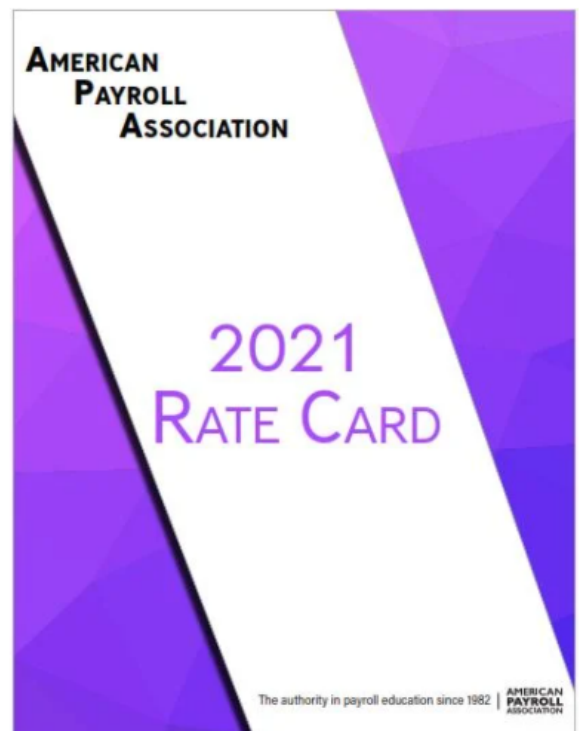
2021
MEDIA KIT

Month/ Issue	Space Closing	Final Materials	Highlights	Buyer's Guides (BG)/ Directories
January	11/05/20	11/12/20	<ul style="list-style-type: none"> Workforce Management Best Practices National Payroll Week® Review 	Workforce Management BG
February	12/03/20	12/10/20	<ul style="list-style-type: none"> Payroll Benchmarking Disaster Preparedness Outsourcing 	Payroll Service Providers Solutions BG
March	01/07/21	01/14/21	<ul style="list-style-type: none"> National Conference Preview (APFA Congress) Managing a Virtual Workforce 	Congress Expo Showcase
April	02/04/21	02/11/21	<ul style="list-style-type: none"> Payroll Card Implementation HR Trends (Technology, Legislation, Recruiting, Employee Engagement, Software, and more) Wellness for the Payroll Professional 	Wage Access Options BG
May	03/04/21	03/11/21	<ul style="list-style-type: none"> Meet APFA's New President Going Global—What Does That Mean? Systems Security and Data Privacy 	Global Payroll BG
June	04/08/21	04/15/21	<ul style="list-style-type: none"> Navigating Mergers & Acquisitions Self-Service Solutions AI/Robotics—How Technology Improves Efficiency 	Cloud Based Payroll Solutions BG Vendor Showcase— Mid-Year Review
July	05/13/21	05/21/21	<ul style="list-style-type: none"> On-Demand Pay Special Section Garnishment Issues Audit & Internal Payroll Controls 	Wage Garnishments Solutions BG
Aug./Sept.	07/08/21	07/15/21	<ul style="list-style-type: none"> National Conference Review (APFA Congress) Year-End Challenges & Best Practices How SaaS/Other Technology Benefits Payroll 	Year-End Solutions BG
October	08/05/21	08/12/21	<ul style="list-style-type: none"> Time Reporting Best Practices Ensuring Tax Compliance Consultancy—Your New Future? University Payroll Issues 	Payroll Consultants Directory (NEW)
November	09/09/21	09/16/21	<ul style="list-style-type: none"> Payroll Best Practices Cryptocurrency Payroll at the Heart of HRM 	HRIS BG
December	10/07/21	10/14/21	<ul style="list-style-type: none"> Payroll Card Best Practices Preventing Payroll Fraud Meet APFA's Chapter of the Year What Is Your Ultimate Payroll Solution? 	Payroll Solutions Directory

2021 Rate Card

View base rates and pricing information for APA opportunities.

[View Now](#)

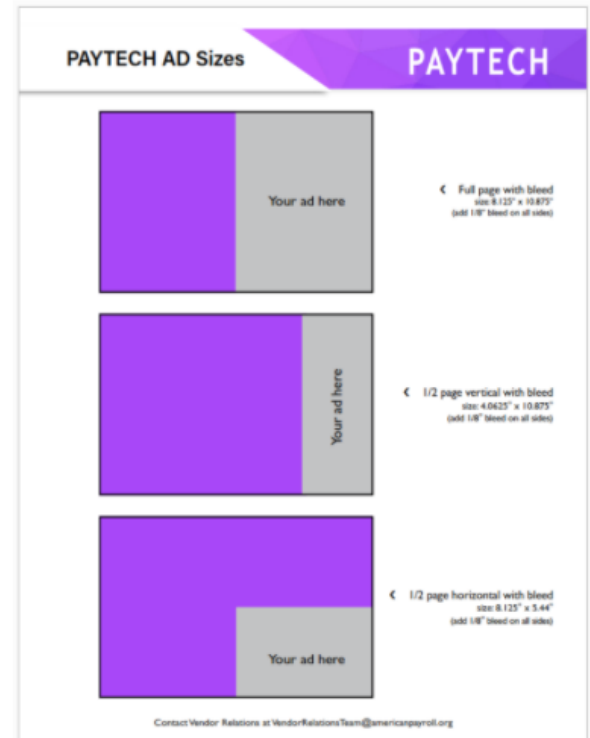


Resources

PAYTECH Spec Sheet

Specifications for advertisements, premiums, and covers in PAYTECH Magazine.

[View Now](#)



2021 GPMI Media Kit

Looking to reach your global audience beyond the U.S.?

Reach your audience through sponsorship, advertising, and exhibiting opportunities with the 2021 GPMI Media Kit.

[View Now](#)



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Our goal is to partner with you to create a powerful marketing campaign for your organization, so you can maximize your business growth and strengthen client/partner relationships for success.

All opportunities can be bought individually; however, we highly recommend working together to create an overall campaign that will fit your objectives and budget.

Campaigns include discounts for your overall commitment and provide you with a comprehensive approach which includes opportunities in brand awareness, lead generation, thought leadership, content contributions, and face-to-face sales opportunities.

We're here to help! [Contact us today](#) to start connecting with the largest audience of payroll professionals!

VendorRelationsTeam@americanpayroll.org