

ALL THINGS ADMIN MEDIA KIT 2023



AllThingsAdmin.com

INTRODUCTION

Hello,

When I started my first receptionist job, I had little training and zero awareness that I was starting down a career path with almost limitless potential.

Twenty-eight years later, I've found that the administrative profession is one of the most rewarding and potential-packed in the world! Today, admins occupy a valuable place in the 21st century office, and they play an integral role in keeping their executives and teams effective and productive.

This is why it's so important that admins receive the ongoing training and support they need to expand and improve their skills, advance their careers, and continue to enrich their companies.

All Things Admin was created to help fill this need.

Our mission is to provide innovative training opportunities, resources, and support to the global admin community. From our one-of-a-kind AdminPro Training VIP Pass to our Corporate Training, we offer a variety of ways for companies to invest in a core resource that keeps their offices running smoothly: their admins.

Skilled admins are the backbone of their companies and an extension of their executives. That's why it's essential that they receive the respect, support, and training they need to continue to perform at their peak.

I invite you to read on to learn more about All Things Admin, our training, and how we're helping to empower administrative professionals around the world.

Welcome to All Things Admin!

Julie Perrine

Julie Perrine
Founder & CEO

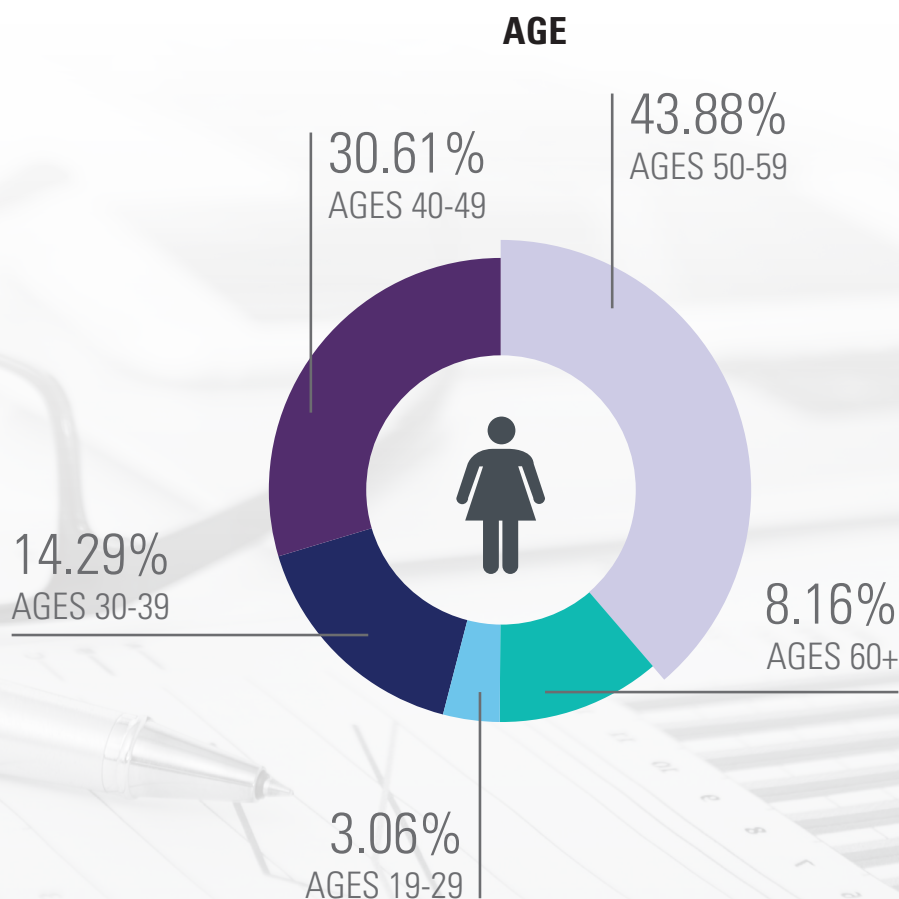
ABOUT ALL THINGS ADMIN

Julie Perrine founded All Things Admin in 2009 to guide, encourage, and connect administrative professionals to the latest technologies, ideas, resources, and people they need to advance their careers, maximize their skills, and rise to the profession's challenges.

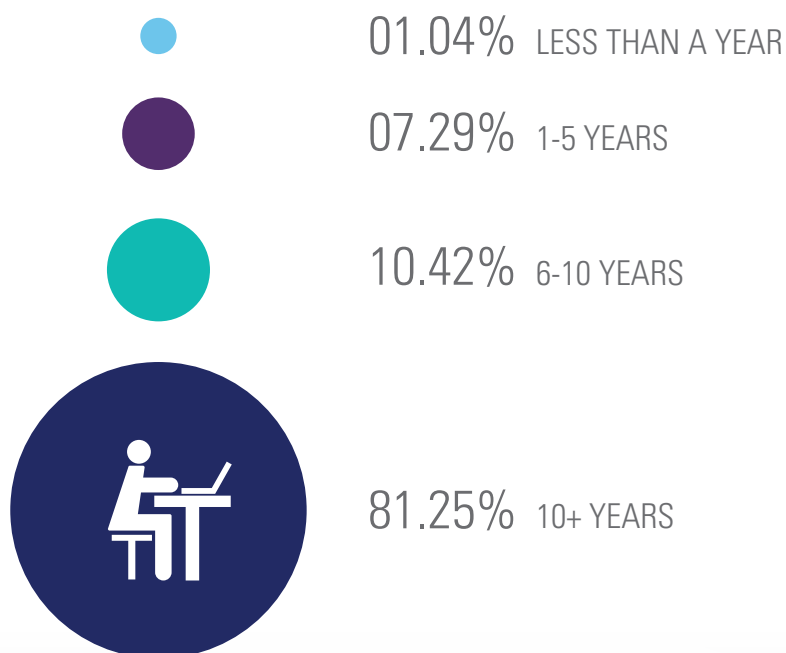
Through its exclusive online and on-site training opportunities, All Things Admin arms administrative professionals with the knowledge they need to innovate their careers and become leaders within their organizations.

Our proprietary tools and books enable admins to be more productive, efficient, and successful in their daily responsibilities and achieve their long-term professional goals.

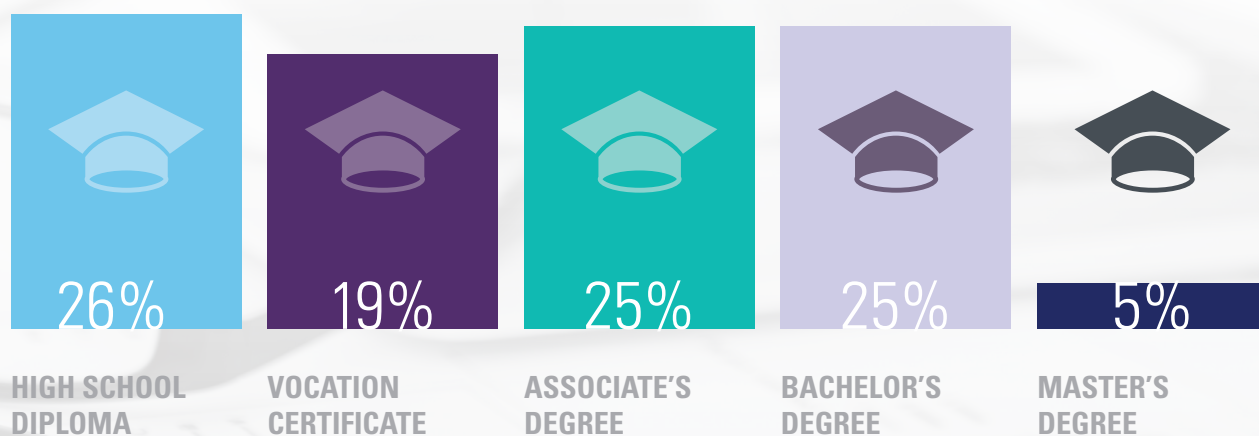
Audience Profile



YEARS AS AN ADMIN



HIGHEST LEVEL OF EDUCATION



REACH

All Things Admin reaches more than 20,000 administrative professionals around the world each week through publications, as well as social media. These communications offer valuable advice, training information, and resources that help admins develop their skills, enrich their professional lives, and advance their careers.

PUBLICATIONS

All Things Admin Weekly E-Newsletter

Approximate weekly readership: 8,500



All Things Admin Website

Approximate monthly readership: 16,500



SOCIAL MEDIA

All Things Admin Facebook Page

facebook Followers: 9,096



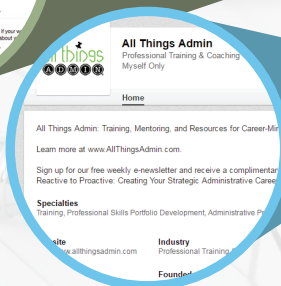
Julie Perrine's Twitter Account

twitter Followers: 5,282



All Things Admin LinkedIn Company Page

LinkedIn Followers: 46,550



TESTIMONIALS

Thanks
for all that you do
for the admin profession. The
resources you make available to us are
innovative and comprehensive. Your website
offers helpful tools and relevant training. You
generously provide us with interesting reading
materials, convenient learning tools, and free
templates throughout the year. I encourage all
admins to take advantage of your professional
development offerings to sharpen their skills
and to advance their careers. Your
continued support is very much
appreciated.

You make my job easier
and much more simple to
understand. Please don't ever stop
teaching, guiding, and supporting all
of your audience. You make our office
atmosphere awesome with the
knowledge you've taught me!

**Kandis, government program
Medicare sales**

Ellen C., executive assistant, Seattle

I cannot express to
you how pleased I am to have
found All Things Admin. I was feeling
really stuck and uninspired, but all of the
knowledge and resources that you share
have completely changed my attitude.
I can say that I am excited about my
career again. I can't wait to
see what's next!

**Hollie D., office manager/
paralegal, Waterloo, Iowa**

I just want to thank you
and your team for sharing
generously with your audience
on All Things Admin, especially during
Administrative Professionals Week! I get
very little recognition in my place of work,
especially from my boss, and it helps
tremendously to get it from you all on
a daily basis!

Leigh Ann S., executive assistant

ADMIN TRAINING PROGRAMS & PRODUCTS

The goal of our training programs and products is to provide admins with the tools and education they need to maximize their talents, expand their careers, and be as effective and efficient as possible. To achieve this objective, we've created the following training opportunities for admins and their employers.

All Things Admin Corporate Training

All Things Admin Corporate Training is designed to help companies better utilize their administrative professionals by providing affordable training options that improve and strengthen their skills, increase the value they bring to executives and organizations, and enrich and advance their careers.

From virtual corporate training sessions with All Things Admin Founder Julie Perrine to the AdminPro Training VIP Pass, a comprehensive online training portal, our continuing education options are an affordable alternative to other professional training mediums.

All Things Admin Corporate Training will:

- Improve admins' ability to use their time and skills to increase the overall efficiency and productivity of their executives and organizations.
- Boost admins' job satisfaction and engagement within an organization.
- Foster better working relationships between admins and their executives.

To learn more about All Things Admin Corporate Training, and discover how your admins can be invaluable assets to your organization, contact us at **AdminSuccess@AllThingsAdmin.com**.



AdminPro Training VIP Pass

The AdminPro Training VIP Pass provides virtual career training for success-minded admins. This pass gives admins access to a full suite of on-demand training so they can advance their skills and learn new ones – all at their own pace and on their own time.

This pass is our premier training option and gives members access to the entire All Things Admin training library, including:

- Five online courses
- 65+ Training on Demand Webinars
- Five 5-Day Challenges
- 13 Learning Tracks
- Any new courses and webinars we add to the library
- Completion certificates

With this training, admins can learn and develop a variety of skills, including:

- Developing a partnership with your executive
- Implementing systems to reduce overwhelm and increase productivity
- Using technology to better manage projects
- Minute-taking and speedwriting techniques
- Coordinating hassle-free travel arrangements
- Leveraging your unique organizational style
- Preparing yourself for career opportunities and transitions
- Increasing your business acumen
- Overcoming impostor syndrome
- And more!

To learn more about the AdminPro Training VIP Pass, or inquire about group pricing, please contact us at **AdminSuccess@AllThingsAdmin.com**.

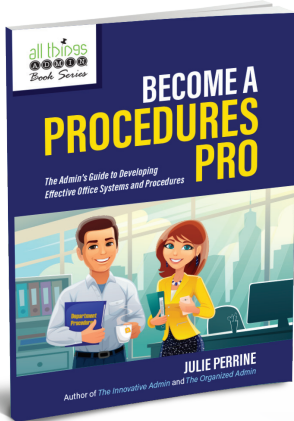


ADMIN PRO[®]
TRAINING

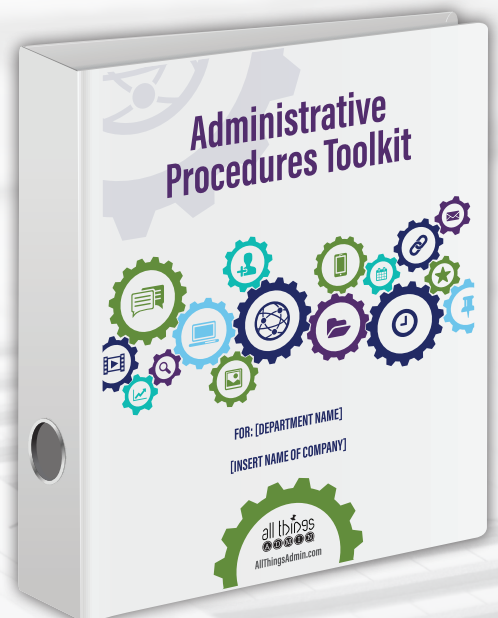
Administrative Procedures & Office Systems

Systems are at the heart of an efficient and well-run office. Administrative procedures are vital tools that enable admins to keep offices running smoothly and to showcase their abilities. Yet many admins struggle with creating this valuable resource.

All Things Admin offers several products that simplify the process and help admins create and update their procedures, including:



- ***Become a Procedures Pro Book*** – This book simplifies the process of creating your procedures by giving you the information, resources, and tools you need to successfully complete your procedures and keep them updated.
- **Administrative Procedures Toolkit Binder** – The digital toolkit template takes admins step-by-step through the process of creating their administrative procedures and binder with sample procedures organized into sections.
- **Administrative Procedures Toolkit Binder OneNote Edition** – The toolkit includes everything an admin needs to quickly get started creating their administrative procedures manual in a digital OneNote notebook that mirrors the print version of their procedures binder.
- **Kick-Start Creating Your Administrative Procedures Binder Self-Guided Course** – This online course includes several modules that simplify the procedures creation process into week-by-week plans of action so completion is easier to achieve.
- **5 Days to Better Office Procedures Challenge** – This five-day challenge provides admins with daily guidance on how to create and complete their administrative procedures binder, including daily training videos, plans of action, templates, and sample procedures.



ABOUT JULIE PERRINE



Certified Administrative Professional® – Organizational Management

Certified Myers-Briggs Type Indicator® Administrator

Microsoft Office Specialist Associate

Julie Perrine is an executive assistant turned CEO and the founder of All Things Admin. She is also an enthusiastic trainer, author, and Certified Myers-Briggs Type Indicator Administrator.

As an advocate of the administrative profession, Julie encourages admins to be prepared, hone their skills, and always keep their minds open to new career opportunities. Her mission is to help assistants thrive, build and strengthen their professional relationships, and become assets to their executives and organizations. She believes that people in the administrative profession have the ability to go anywhere they want to professionally – from a desk in the C-suite supporting a top executive to becoming an executive and running their own business. Julie's upbeat, step-by-step approach to handling the opportunities and challenges admins face includes proactive strategies for developing a plan, creating forward motion, and achieving great results.

In 2009, Julie founded All Things Admin to provide accessible, affordable training, resources, and guidance to admins worldwide. Since then, Julie and her company have become integral parts of the administrative training world by inspiring admins to transform their careers, embrace innovation, and realize their potential. She has also authored four books, *The Innovative Admin*, *The Organized Admin*, *Become a*

Procedures Pro, and *Prove Your Skills! With a Powerful Professional Portfolio*.

Julie grew up with her three sisters on a farm in Iowa, where she learned to never wear shorts while baling hay and that wildly flailing your arms in a cattle lot is a big mistake. She's not a big fan of hiking, camping, or scary movies. But she can pack a suitcase or moving boxes like nobody's business. She loves working and living in Indianapolis. And if she ever retires, she'd like to spend her time traveling with her husband, Todd, taking her nieces and nephews on educational adventures, and learning how to use the manual settings on her DSLR camera.

Julie speaks on a variety of topics that are relevant to the administrative field, including:

- Organization
- Administrative procedures
- Advancing your administrative career
- Professional portfolio development – print and digital
- Developing effective office systems
- Innovation
- Communication
- Partnering with your executive
- Social media
- Productivity
- Networking
- Developing your business acumen
- Travel planning
- Personal branding and professionalism
- Personality type
- Event planning
- Strategic career planning
- Digitization in the workplace



PAST EVENT APPEARANCES:

- 3M
- American Society of Administrative Professionals (ASAP)
- Administrative Professionals Conference (APC)
- Administrative Professionals Conference (APC) Canada
- Beyond Rubies Women's Conference
- Business Management Daily Admin Pro Forum
- Booz Allen Hamilton
- Delaware State University
- Duke University Health Systems
- Emory University
- Executive Leadership Support Forum
- Executive Secretary LIVE
- Executive Secretary Training
- Fannie Mae
- Foellinger Foundation
- Granger
- International Association of Administrative Professionals (IAAP) Chapter and Division Conferences
- IAAP International Conferences
- International Management Assistants
- Iowa Association of Community College Presidents' Assistants
- Johnson & Johnson Ethicon
- Johnson & Johnson Women's Leadership Initiative
- Kaiser Permanente
- Kirkwood Community College
- McGraw Hill Financial
- Microsoft Business Support Educational Conference
- Missouri Healthcare Assistants
- North Carolina Health Administrative Professionals
- Office Dynamics Conference
- office* Show UK
- Prudential Financial
- Q1 Productions
- Rose-Hulman Institute of Technology
- State of Tennessee
- Stella-Jones
- Turner Broadcasting
- U.S. Securities and Exchange Commission
- Waukesha County Technical College
- Young Presidents Organization (YPO)

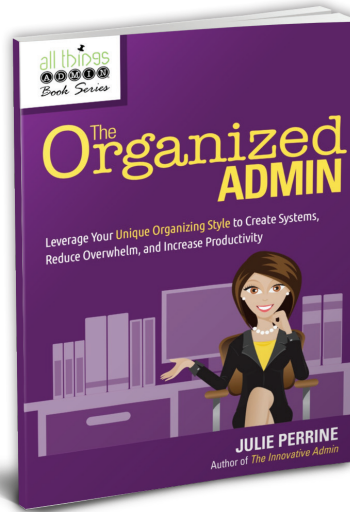


BOOKS



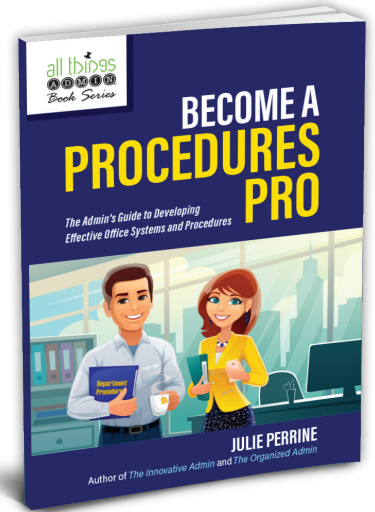
The Innovative Admin

TheInnovativeAdmin.com



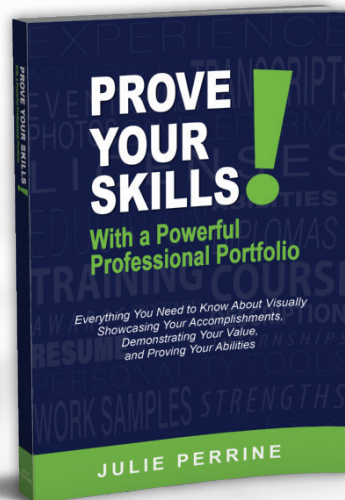
The Organized Admin

TheOrganizedAdmin.com



Become a Procedures Pro

ProceduresPro.com



Prove Your Skills! With
a Powerful Professional
Portfolio

ProveYourSkillsBook.com

ADVERTISE WITH ALL THINGS ADMIN

Advertising Philosophy

Our goal is to inform and support administrative professionals worldwide – and this goal drives our advertising program as well. We seek advertising partnerships with companies, individuals, and organizations that align with the All Things Admin mission and seek to improve the professional lives of admins.

Advertising Opportunities

ADVERTISE ON THE ALLTHINGSADMIN.COM HOMEPAGE

Description: Advertisers that choose this option will have their ad featured on the homepage of AllThingsAdmin.com.

Ad placement: Right rail of the AllThingsAdmin.com homepage.

Ad size: 250 x 250 pixels

Rate: \$750/month*

* Discount rates available for multiple ad runs in the same calendar year.



ADVERTISE IN THE ALL THINGS ADMIN E-NEWSLETTER

Description: Advertisers that choose this option will have their ad featured in the All Things Admin e-newsletter (published every Thursday*).

Ad placement: Between the first and second training session (e-newsletter)

Ad size: 600 pixels x 100 pixels

Rate: \$300/week

** If a holiday falls on one of these days, the email will be sent the day before or the day after, at our discretion.*



ADVERTISE WITH US

FILE GUIDELINES

File type: Ad files need to be in JPEG, JPG, PNG, or GIF format

File size: 150 KB or smaller

Image size: Website – 250 x 250 pixels
E-newsletter – 600 pixels x 100 pixels

Image resolution: 72 dpi

Note: Ads cannot be animated as our website and emails do not support this format.

BROADCAST EMAIL

Description: Advertisers that choose this option will have their email content (up to 400 words, plus up to three images) distributed to the entire All Things Admin newsletter subscriber list (approx. 27,000) via a standalone email.

Ad size: 400 words and up to three high-resolution images – 960 pixels wide.

Rate: \$1,000

** Discount rates available for multiple ad runs in the same calendar year.*

BLOG POST

Description: Advertisers that choose this option will have their content (up to 500 words) featured in the All Things Admin blog on AllThingsAdmin.com. The post will also include relevant tags so that it's easy for readers to locate it on the site.

Ad placement: The first blog post on AllThingsAdmin.com for the week the post is published. Thereafter, the post will be listed permanently on the site in chronological order based on publish date.

Ad size: 500 words or less

Rate: \$650

** Discount rates available for multiple blog posts in the same calendar year.*

WEBINAR/TRAINING SPONSORSHIP

Description: Advertisers that choose this option will have their logo and company featured in All Things Admin event materials, including listing on the event's webpage on AllThingsAdmin.com and AllThingsAdminTraining.com, the event's social media promotions, and the emails that are distributed to participants.

Rate: \$2,500

File Guidelines: To be determined upon execution of ad contract.

** Discount rates available for multiple sponsorships in the same calendar year.*

SOCIAL MEDIA CONTENT SHARING

- Description:** Advertisers that choose this option will have their social post, including image, content, and URL) published on the All Things Admin social media page of their choosing. (Rates vary based on social channel.)
- Ad size:** High-resolution image – 1200 pixels wide – plus 25 words and URL for Facebook and LinkedIn posts; up to 280 characters, including URL, for Twitter.
- Rate:** LinkedIn: \$500/social post, Facebook: \$250/social post, Twitter: \$150/social post*
- File Guidelines:** To be determined upon execution of ad contract.

** Discount rates available for multiple social media ad runs in the same calendar year.*

2023 ADVERTISING RATES

Ad Type	X1	X3	X5	X7
Website Ad	\$750	\$700	\$650	\$600
Ezine Ad	\$300	\$275	\$250	\$225
Sponsored Content in Ezine	\$750	\$700	\$650	\$600
Broadcast Email	\$1,000	\$900	\$800	\$700
Blog Post	\$650	\$600	\$550	\$500
Event/Webinar Sponsorship	\$2,500	\$2,300*	---	---
Social Media	LI: \$500	LI: \$450	LI: \$400	LI: \$350
Content Sharing	FB: \$250	FB: \$225	FB: \$200	FB: \$175
	Twitter: \$150	Twitter: \$125	Twitter: \$100	Twitter: \$75

SUBMISSION GUIDELINES

A signed All Things Admin advertising contract agreement and payment for the ad are required prior to the space being reserved.

Please submit artwork and desired hyperlink for the ad to **Advertising@AllThingsAdmin.com** no later than two weeks prior to the ad's publication date.

REVIEW

All ads are subject to review and approval by All Things Admin. We reserve the right to reject or remove any ad in our sole discretion for any reason. We also reserve the right to request modifications to an ad and/or require factual substantiation for any claim made in an ad.



CONNECT WITH ALL THINGS ADMIN

WEBSITE

AllThingsAdmin.com

EMAIL

AdminSuccess@AllThingsAdmin.com

SOCIAL MEDIA



Facebook.com/AllThingsAdmin



Twitter.com/JuliePerrine



LinkedIn.com/company/All-Things-Admin



ADMIN PRO[®]
TRAINING

AdminPro Training VIP Pass

Practical Career Training for Success-Minded Administrative Professionals

Train
your
team.

Improve
morale.

Prepare
for the
future.

Enroll Your Admin Team Now!