



THE OFFICIAL NEWSLETTER OF THE
American College Health Association

COLLEGE HEALTH IN

Action



About ACHA

Since its inception in 1920, ACHA has been the principal leadership organization for the field of college health, serving college health professionals who care for students at colleges and universities across the country. Our mission is to provide advocacy, education, communications, products, and services, as well as promote research and culturally competent practices to enhance our members' ability to advance the health of all students and the campus community.

Over 800 student health services at institutions of higher education are members of ACHA. These member institutions represent the diversity of the higher education community — two and four year, public and private, large and small. ACHA also serves over 2,700 individual college health care professionals — administrators and support staff, physicians, physician assistants, nurses and nurse directors, health educators, mental health providers, nutritionists, and pharmacists. Many of our members are in a position in their health center to purchase or recommend products.

About College Health in Action

Published quarterly by the American College Health Association (ACHA), *College Health in Action* contains articles and updates on both the association and college health. This newsletter features articles on news, events, and current health trends or issues, written by college health professionals in the field. All ACHA members receive a copy of *Action* as a benefit. Average yearly circulation is 2,500.

Ad Sizes/Rates*

	1X	2X or more
Full-page Interior	\$650	\$585
Half-page Interior	\$450	\$400
Half-page Back Cover	\$650	\$585

Sustaining Members: 10% off total
Ad Agencies: 15% discount

**No more than one ad per issue, per advertiser will be accepted. ACHA reserves the right to refuse ads.*

***Back cover may not be reserved for more than four consecutive issues. If back cover ad space remains unreserved at time of closing date for an issue, it may be reserved by the previous advertiser.*

Available Issues and Closing Dates

	Closing Date*	Material Deadline**
Jul/Aug/Sep 2012	6/14/2012	6/28/2012
Oct/Nov/Dec 2012	8/3/2012	8/17/2012
Jan/Feb/Mar 2013	11/2/2012	11/16/2012
Apr/May/June 2013	2/7/2013	2/21/2013

**Closing dates include insertion orders and cancellations.*

***Materials not received by the material deadline will incur a cancellation charge of 10% of ad price unless otherwise specified. All ad changes or cancellations must be submitted in writing.*

RATE



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For Office Use Only
 Jul12 Oct12 Jan13 Apr13
 IR _____ PR _____
 AR _____ PP _____
 45904042ACT _____

Advertising Insertion Order

Organization Name _____
 Contact Person _____ Title _____
 Address _____
 City, State, Zip _____
 Phone _____ Fax _____ E-mail _____
 Signature _____ Date _____

AD SIZES/RATES

Ad space is sold on a first-come, first-served basis and may be limited. You will be contacted if we are unable to place your ad in the issue you have selected.

	Single Insertion	2X or more
Full-page Interior (b/w) – 7.5"w x 10"h; bleed size 8.75"w x 11.25"h	\$650 (per issue)	\$585 (per issue)
Half-page Interior (b/w) – 7.5"w x 4.5"h; no bleed	\$450 (per issue)	\$400 (per issue)
Half-page Back Cover (b/w) – 7.5"w x 4.625"h; bleed size 8.75"w x 5.75"h	\$650 (per issue)	\$585 (per issue)

NOTE: Newsletter is 8.5"w x 11"h. Keep text and important imagery at least .25" away from edge or .375" away if ad bleeds.

SELECT ISSUE(S) FOR INSERTION:

- Jul/Aug/Sep 2012 Jan/Feb/Mar 2013
 Oct/Nov/Dec 2012 Apr/May/June 2013

Subtotal (from selection above) \$ _____
 Less 10% for ACHA Sustaining Members \$ _____
TOTAL DUE \$ _____

PAYMENT

___ Check (payable to the American College Health Association)
 ___ Credit Card ___ Visa ___ MasterCard ___ American Express
 Card Number _____ Card Security Code (from back of card) _____ Exp. Date _____
 Cardholder Name _____
 Cardholder Signature _____

ARTWORK SPECIFICATIONS

Ads will be printed as is from furnished files. ACHA will not design or format ads nor be responsible for quality of original files. Digital artwork is accepted via e-mail or PC-formatted CD/DVD in these formats: TIFF, PDF, and EPS files that have embedded fonts and are optimized for press. Ads must be accompanied by hard copy proof.

TERMS

ACHA reserves the right to refuse advertisements. Advertisers may not depict, reproduce, or distribute images of American College Health Association (ACHA) products or resources, including ACHA corporate or project names (including the acronym ACHA), logos, cover art, or other proprietary images or information belonging to ACHA in any form. Additionally, the contents of all material on the ACHA website (www.acha.org), including the design and organization, are copyrighted by ACHA unless otherwise indicated. Content may not be reproduced, disseminated, published, or transferred in any form or by any mean, except with the prior written permission of ACHA.

Send insertion order, artwork, or questions to . . .

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