



# College Health and Wellness in Action

## Advertising Rate Card

### About College Health and Wellness in Action

Published quarterly by ACHA and available online to **all members**, *College Health and Wellness in Action* contains feature articles that provide an in-depth discussion on some of the many trending topics in college health and wellness. The newsletter also features articles and columns from other departments with updates on advocacy, education, and research in the field of college health and wellness, as well as important news and exciting announcements from within ACHA.

### About ACHA

The American College Health Association serves as the principal leadership organization for the field of college health and wellness and advances the health of college students and campus communities through advocacy, education, and research.

Nearly **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. Included with institutional memberships are **executive memberships** for college and university presidents and provosts; other student affairs leaders; human resource directors; and heads of public relations, foundations, government relations, and institutional research.

ACHA also serves approximately **5,000 individual college health and wellness professionals**—administrators and support staff; physicians and 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 and in their campus offices to purchase or recommend products.

### RATES

	SUSTAINING MEMBER	NONMEMBER
Full-screen optimized ad (single issue)	\$1,000	\$2,000
Full-screen optimized ad (4 issues/full year) 20% discount	\$3,200	\$6,400

- Receive 5% off your total when you advertise in *College Health and Wellness in Action* and our other digital publication, *Healthy Campus Executive Update*!
- Annual meeting advertisers, exhibitors, and sponsors receive an additional 5% off their total.

## Digital Optimized Ad Specifications

With *College Health and Wellness in Action*, ACHA seeks to provide a positive reading experience for members on two device types: desktop and mobile.

To optimize your ad for our online publication, **you are encouraged to create separate files for each device type**, since it is unlikely that an ad created for a desktop will display as legibly on a mobile device. We also recommend that you **simplify your artwork for digital display** by using less text than you would for a print ad.

## Full-Screen Advertising Specifications

- Desktop (landscape orientation): 1920 pixels wide x 1080 pixels high
- Mobile (portrait orientation): 750 pixels wide x 1334 pixels high

## Submission Guidelines

- Supply a URL for where the digital ad should link
- All ads should be submitted as JPG or PNG files at a resolution of 72ppi
- File size should not exceed 1MB
- Email all ad units to Danielle Monroe at [dmonroe@acha.org](mailto:dmonroe@acha.org)

## PUBLICATION SCHEDULE

	Publication Month
Spring 2021	March
Summer 2021	June
Fall 2021	September
Winter 2021	December

- *Publication schedule is subject to change.*
- *Please email Danielle Monroe at [dmonroe@acha.org](mailto:dmonroe@acha.org) for submission deadlines.*

