



Healthy Campus Executive Update Advertising Rate Card

About Healthy Campus Executive Update

Published three times each year by the American College Health Association (ACHA) and available online to members, including **our institutional members' designated executives**, *Healthy Campus Executive Update* contains feature articles that provide an in-depth discussion on campus health and wellness on an executive level. The newsletter also includes articles with a focus on legislative and policy issues that affect campus wellness; metrics and measures that provide insight on students' health, behaviors, perceptions, and impediments to academic performance; as well as spotlights on executives who have used ACHA programs and to improve the health and wellness of their campus communities.

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 more than **7,000 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) + rectangle ad in announcement email (NEW!)	\$1,000	\$2,000
Full-screen optimized ad (3 issues/full year) + rectangle ad in announcement email (NEW!) <i>20% discount</i>	\$2,400	\$4,800

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

Digital Optimized Ad Specifications

With *Healthy Campus Executive Update*, 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 will need 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 Ad Specifications

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

Rectangle Ad Specifications (NEW!)

- 300 pixels wide x 250 pixels high
- Rectangle ad will be included in the email announcement

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

PUBLICATION SCHEDULE

	Publication Month
Fall 2021	November
Winter/Spring 2022	March
Summer 2022	August

- *Publication schedule is subject to change.*
- *Please email Danielle Monroe at dmonroe@acha.org for submission deadlines.*

