The Source: ACHA’s Weekly Email Newsletter

Advertising Rate Card

About The Source
Distributed weekly to all members, The Source serves as the primary form of membership-wide communication at ACHA. Each week’s newsletter contains association announcements; industry news and resources; advocacy and policy highlights related to health and higher education; and featured job opportunities pulled from our careers website.

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. **ACHA serves more than 700 institutions of higher education.** These institutions represent the diversity of the higher education community—two and four year, public and private, large and small. **ACHA also serves over 7,000 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.

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<tr>
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<th>MEMBER RATES</th>
<th>NONMEMBER RATES</th>
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<tbody>
<tr>
<td></td>
<td>ONE MONTH</td>
<td>2+ MONTHS</td>
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<tr>
<td>PREMIUM PLACEMENT</td>
<td>$1,400</td>
<td>$1,120 per month</td>
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<tr>
<td>STANDARD PLACEMENT A</td>
<td>$1,150</td>
<td>$920 per month</td>
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<tr>
<td>STANDARD PLACEMENT B</td>
<td>$900</td>
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eNewsletter Ad Specifications

To optimize your ad for email, we recommend that you simplify your artwork for digital display and use significantly less text than you would for a printed advertisement.

Ads will be published as is from provided digital files. ACHA will not design or format ads nor be responsible for quality of original files. Digital artwork is accepted via e-mail in these formats: JPG or PNG files that have embedded fonts and are optimized for the web.

- Ads should be 300 pixels wide by 250 pixels high
- Please also provide a URL for where the digital ad should link

Submission Guidelines

- Supply a URL for where the digital ad should link
- Submit artwork as JPG or PNG files at a resolution of 72ppi
- Artwork should be submitted at least one week in advance
- Email artwork to Danielle Monroe (dmonroe@acha.org) and Emma Glasgow (eglasgow@acha.org)
ACACHA UPDATE

THE SOURCE

January 25, 2023

ACACHA NEWS

New ACACHA White Paper on Addressing E-cigarette Use and Vaping on Campus

This white paper examines the immediate need for action on campus, outlines key areas for intervention, and provides recommendations for addressing E-cigarette use and vaping on campus.

ACACHA-ACHA Fall 2022 Summary Reports Available

The fall 2022 report on campus data and trends is now available on the ACACHA website. Reports are available for full members and annual members only and can be accessed through the website.

Now Accepting Nominations for ACHA Awards, Leadership Internships, and ACACHA Funding Opportunities

Nominations are now being accepted for ACHA awards, leadership internships, and ACACHA funding opportunities. Nominations are due by February 1, 2023.

ACACHA in the News

- ACACHA Receives $1 Million Grant from CDPHP and Huckleberry
- ACACHA and ACHA Collaborate on Mental Health Workshops
- ACACHA Hosts National Conference on Substance Use and Prevention

UPCOMING EVENTS

Upcoming ACACHA events:

February 15: Outstanding Achievement Awards for Administrators, Faculty, and Students

February 26: ACHA Annual Meeting

SAVE THE DATE

ACACHA 2023 Annual Meeting

July 9-12, 2023

ACACHA Member Health Survey Now Available

The ACACHA Member Health Survey is available for all members. This survey provides valuable insights into the health needs and priorities of college students.

ACACHA member meeting in your area? Contact ACACHA for more information.