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 800 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 5,000 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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<thead>
<tr>
<th></th>
<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</td>
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<tr>
<td>STANDARD PLACEMENT A</td>
<td>$1,150</td>
<td>$920</td>
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<td>STANDARD PLACEMENT B</td>
<td>$900</td>
<td>$720</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)
New ACHA White Paper on Addressing E-cigarette Use and Vaping on Campus

ACHA Updates

January 25, 2021

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

Dear ACHA Members,

I am pleased to announce the immediate release of our newest white paper, which examines the current state of e-cigarette use and vaping on college campuses across the U.S. This comprehensive report highlights trends, challenges, and best practices for addressing this critical health issue. It also includes recommendations for policy changes and strategies to mitigate the health impacts of e-cigarette use.

Read the white paper here: [White Paper Link]

ACAA-ACHA Fall 2020 Summary Reports Available

The full 2020 ACAA-ACHA Fall Summary Reports are now available on the ACA-ACHA website. These reports offer valuable insights into the state of college health and well-being. Access them here: [Report Link]

Low-Cost ACAA-ACHA, Leadership Internships, and ACMF Funding Opportunities

Are you interested in the ACAA-ACHA, Leadership Internships, and ACMF Funding Opportunities? Learn more about these opportunities and how to apply by visiting the ACAA-ACHA website: [Opportunity Link]

ACA in the News

- [Article 1]
- [Article 2]
- [Article 3]

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ACCA 2021 Annual Meeting

Save the Date!

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