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 11,000 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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<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>
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<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 Aisha Ali (aali@acha.org)
ACMA Updates

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

This new paper provides important insights into the challenges and opportunities for addressing e-cigarette use and vaping on campus. It offers strategies for prevention, intervention, and support, and highlights the role of ACMA in fostering a safer campus environment.

ACMA-ACHA Fall 2023 Summary Reports Available

The full reports can be accessed through the ACMA website. These summaries provide valuable insights into trends and issues affecting college health.

Low-Cost for ACMA-ACHA Annual Conference

The conference offers significant savings for ACMA members. Early registration is recommended to take advantage of the discounted rates.

ACCA in the News

- The latest news and updates on the American College Health Association and its initiatives.
- Information on recent publications and research findings.

Upcoming Events

- Network DC: Student Affairs Internship Program for Healthcare Professionals Through Career Services
- February 12: Walk for Health Initiative: Register Now

ACMA 2023 Annual Meeting

The ACMA 2023 Annual Meeting will be held in [insert location]. Save the Date!

ACMA-MCHP Scholarship Opportunities

ACMA offers scholarships to support students pursuing careers in college health. Applications are due [insert date].

Contact Us

For more information, please contact ACMA at [insert contact information].