



# ACHA Connect: ACHA's Online Members Community

## Daily Digest Advertising Rate Card

### About ACHA Connect

ACHA Connect is ACHA's exclusive, members-only online community designed to facilitate member-to-member networking and collaboration. Participants can ask and answer questions with their peers, search and share content in the Resource Library, connect with colleagues through the Member Directory, collaborate on ACHA projects, and more.

### Daily Digest

ACHA Connect participants can customize their delivery options, opting to receive message in real time, solely via the website, or as a daily digest. The daily digest—the default and most popular method of delivery with approximately **9,500 subscribers**—is an HTML-formatted email with a table of contents that features links to messages from the past 24 hours.

The digest is delivered five days each week—Monday through Thursday, plus a weekend digest for Friday through Sunday delivered on Sunday nights—which means you have the opportunity to reach almost every member via email approximately **20 times throughout the month**.

### AD RATES

	ACHA Member Price	Nonmember Price
One Month	\$1,000	\$1,200
Three Month Bundle	\$2,400 (20% discount)	\$2,880 (20% discount)

- Please note that only one ad will be featured per month.
- Ad space is sold on a first come, first served basis.
- Advertisers may not purchase more than three (3) months at a time.

## ACHA Connect Daily Digest Advertising 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 should be **728 pixels wide x 90 pixels high**

## Submission Guidelines

- Supply a URL for where the digital ad should link
- Submit artwork as JPG or PNG
- Artwork should be submitted at least one week in advance
- Email artwork and insertion order form to Danielle Monroe at [dmonroe@acha.org](mailto:dmonroe@acha.org)
- Questions about ACHA Connect can be sent to Aisha Ali at [aali@acha.org](mailto:aali@acha.org)

SAMPLE DIGEST








**YOUR AD HERE**

[Open Forum](#)

[Post New Message](#)

Feb 1, 2021

### Discussions

- [EHR options](#)  started 7 hours ago, [Betty Tykwinski](#) (0 replies)
1. [Hello, Our Health Services and Counseling...](#) Betty Tykwinski
- [Influenza and strep standing orders](#)  started 13 hours ago, [Andreea Baker](#) (0 replies)
2. [Good Morning, We have recently received the...](#) Andreea Baker
- [BinaxNOW testing](#)  started 3 days ago, [Nissa Fall](#) (2 replies)
3. [1. How many tests were you able to run in one...](#) JP Barfield
4. [The number of test per day depends on how man...](#) Andrew Guertler
- [CHANGE IN PROCESS w/ VACCINE](#)  started 3 days ago, [Chelsea Collins](#) (1 reply)
5. [That's a great question. We are watching...](#) Joanne Clinch
- [WHAT ARE YOU CHANGING AS STAFF GETS VACCINATED?](#)  started 12 days ago, [Sara Parris](#) (2 replies)
6. [We are changing NOTHING since immunized as there...](#) Beth Carlson

1. [EHR options](#)

[Reply to Group](#)

[Reply to Sender](#)