

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**.

	MEMBER PRICE	NONMEMBER PRICE
One Month	\$1,000	\$1,200
Three Month Bundle	\$2,400	\$2,880

- 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.

Available Discounts

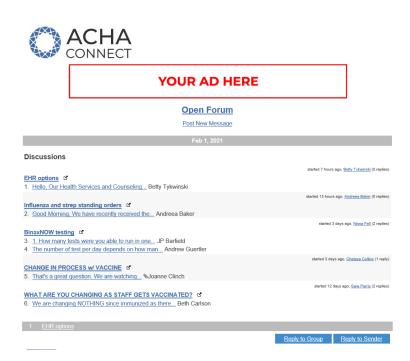
- Receive a 5% discount off your total when you advertise in both the Daily Digest and The Source. Advertisements in The Source may either be display ads or sponsored content.
- Insertion orders for The Source and Daily Digest must be submitted at the same time for the discount to be applicable.

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
- Questions about ACHA Connect can be sent to Aisha Ali at <u>aali@acha.org</u>



SAMPLE DIGEST



ACHA Connect: Daily Digest Advertising Insertion Order Form

Organization Name			
Contact Person	Title		
Address			
City, State, Zip			
Phone	Fax E-ma	il	
Signature	Date		
Insertion Order			
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) mont	ths at a time. You will be contacted if w	ve are unable to place your ad	
in the month(s) you have selected.			
	ACHA Member Price	Nonmember Price	
One Month	\$1,000	□ \$1,200	
Three Month Bundle (20% discount)	□ \$2,400	□ \$2,880	
Months for Insertion	Total	Due \$	
Payment			
□ via Invoice			
☐ Check (payable to the American Coll	ege Health Association)		
□ Credit Card Visa Master	Card American Express D	Discover	
Card Number	Card Security Code	Exp. Date	
Billing Zip Cardhold			
Cardholder Signature			

Artwork Specifications

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 728 pixels wide x 90 pixels high

Please also supply a URL for where the digital ad should link.

Terms

Ad space is sold on a first-come, first-served basis and is limited to a total of three ads per issue (one

premium placement and up to two standard placements). Ad space is considered reserved once your

order form has been submitted. You will be contacted if we are unable to place your ad in the month(s) you

have selected. ACHA reserves the right to refuse advertisements.

If ACHA fails to run ads as promised, you will be issued a refund, or you may choose to receive free

placement in a future issue. If you choose to cancel your ad run, ACHA will grant you credit to advertise in a

future issue instead. ACHA will offer a refund for a cancelled ad run only if we are able to sell your previously

reserved spaces to another advertiser.

Advertisers may not depict, reproduce, or distribute images of American College Health Association (ACHA)

products or resources, including ACHA corporate or project names (including the acronym ACHA), logos,

cover art, or other proprietary images or information belonging to ACHA in any form. Additionally, the

contents of all material on the ACHA website (www.acha.org), including the design and organization, are copyrighted by ACHA unless otherwise indicated. Content may not be reproduced, disseminated, published,

or transferred in any form or by any mean, except with the prior written permission of ACHA.

By advertising in The Source, you agree to these terms.

Send insertion order, artwork, or questions to...

Danielle Monroe

email: dmonroe@acha.org