



The Source: ACHA’s Weekly Email Newsletter Display Ad 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. **The Source is delivered to approximately 9,500 subscribers each week.**

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 nearly 12,000 individual college health care professionals—**administrators and support staff, physicians, physician assistants, nurses and nurse directors, health educators, mental health providers, nutritionists, pharmacists, student affairs professionals, and more. Many of our members are in a position in their health center to purchase or recommend products.

| | MEMBER RATES | | NONMEMBER RATES | |
|------------------|--------------|---------|-----------------|---------|
| | 4 WEEKS | 8 WEEKS | 4 WEEKS | 8 WEEKS |
| LEADERBOARD | \$1,400 | \$2,240 | \$1,650 | \$2,640 |
| FIRST RECTANGLE | \$1,550 | \$2,480 | \$1,800 | \$2,880 |
| SECOND RECTANGLE | \$1,350 | \$2,160 | \$1,600 | \$2,560 |

Available Discounts

- Receive a 5% discount off your total when you advertise in both The Source and the ACHA Connect Daily Digest. 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.

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.

- Leaderboard ads should be 468 pixels wide by 60 pixels high
- Rectangle 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)



AMERICAN
COLLEGE
HEALTH
ASSOCIATION

The Source: Advertising Insertion Order Form

Organization Name _____
Contact Person _____ Title _____
Address _____
City, State, Zip _____
Phone _____ Fax _____ E-mail _____
Signature _____ Date _____

MEMBER RATES

| Ad Type/Rate | Start Date (must start on a Thursday) |
|--------------------------------------|--|
| 4 Weeks — Leaderboard (\$1,400) | |
| 4 Weeks — First Rectangle (\$1,550) | |
| 4 Weeks — Second Rectangle (\$1,350) | |
| 8 Weeks — Leaderboard (\$2,240) | |
| 8 Weeks — First Rectangle (\$2,480) | |
| 8 Weeks — Second Rectangle (\$2,160) | |

Total Due \$ _____

NONMEMBER RATES

| Ad Type/Rate | Start Date (must start on Thursday) |
|--------------------------------------|--|
| 4 Weeks — Leaderboard (\$1,650) | |
| 4 Weeks — First Rectangle (\$1,800) | |
| 4 Weeks — Second Rectangle (\$1,600) | |
| 8 Weeks — Leaderboard (\$2,640) | |
| 8 Weeks — First Rectangle (\$2,880) | |
| 8 Weeks — Second Rectangle (\$2,560) | |

Total Due \$ _____

Payment

☐ via Invoice

☐ Credit Card ____ Visa ____ MasterCard ____ American Express ____ Discover

Card Number _____ Security Code _____ Exp. Date _____ Billing Zip _____

Cardholder Name _____

Cardholder Signature _____

Artwork Specifications

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Terms

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

Payments made via invoice are due within 30 days from the date the invoice is issued. Failure to submit payment within the agreed-upon timeframe will result in the suspension of your ad run.

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.

Please send insertion order, artwork, or questions to Danielle Monroe at dmonroe@acha.org.