



Website Advertising Rate Card

ACHA.org is the official website of the American College Health Association and a highly valued online resource for its membership and beyond. College health and wellness professionals and other stakeholders in student well-being use the ACHA website to delve into college health topics such as mental health, substance use, and sexual health; utilize ACHA programs and services; participate in educational and networking events; get the latest news and advocacy updates; and access college health guidelines, recommendations, and publications.

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, and pharmacists.

Many of our members are in a position in their health center to purchase or recommend products. With an average of **nearly 25,000 monthly users**, advertising on ACHA.org positions your brand amongst content that the college health and wellness community trusts and depends upon.

MEMBER RATES		NONMEMBER RATES
1 MONTH	\$750	\$1,000
2+ MONTHS	\$650 per month	\$850 per month
6 MONTHS	\$3,750	\$4,950
1 YEAR	\$7,200	\$9,600

Website Ad Details and Specifications

Advertisers should submit ads in two sizes:

- Leaderboard: 1,456 x 180 pixels (will display as 728 x 90 pixels)
- Rectangle: 600 x 500 pixels (will display as 300 x 250 pixels)

Ads on ACHA.org are run of site. Both ad sizes will appear on the majority of high touch pages and internal pages of the site. Ads will not appear on the ACHA.org homepage and other select pages. Ads on ACHA.org will rotate when the webpage refreshes.

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.

Submission Guidelines

- Supply a URL for where the digital ad should link
- Submit artwork as JPG or PNG files
- Artwork should be submitted at least 10 days in advance of ad run at the start of the month
- Email artwork to Danielle Monroe (dmonroe@acha.org)



AMERICAN
COLLEGE
HEALTH
ASSOCIATION

Website Advertising Insertion Order Form

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

MEMBER RATES

Ad Type/Rate	Month(s) for Insertion
1 Month (\$750)	
2+ Months (\$650 per month)	
6 Months (\$3,750)	
1 Year (\$7,200)	

Total Due \$ _____

NONMEMBER RATES

Ad Type/Rate	Month(s) for Insertion
1 Month (\$1,000)	
2+ Months (\$850 per month)	
6 Months (\$4,950)	
1 Year (\$9,600)	

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

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, PNG, or GIF files that have embedded fonts and are optimized for the web.

- Leaderboard ads should be 1,456 x 180 pixels (will display as 728 x 90 pixels)
- Rectangle ads should be 600 x 500 pixels (will display as 300 x 250 pixels)
- Please also provide a URL for where the digital ad should link

Terms

Ad space is sold on a first-come, first-served basis. 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 ad run 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 on ACHA.org, you agree to these terms and to our [advertising policy](#).

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