



## Healthy Campus Executive Advertising Rate Card

### About Healthy Campus Executive

Published quarterly by ACHA and available online to our institutional members, *Healthy Campus Executive* contains feature articles that provide an in-depth discussion on campus health and wellness on an executive level. The newsletter also includes articles with a focus on legislative and policy issues that affect campus wellness; metrics and measures that provide insight on students' health, behaviors, perceptions, and impediments to academic performance; as well as spotlights on executives who have used ACHA programs and to improve the health and wellness of their campus communities.

### 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.

Nearly 800 student health services at institutions of higher education are members of ACHA. These member institutions represent the diversity of the higher education community—two- and four-year, public and private, large and small. Included with institutional memberships are individual memberships for college and university presidents and provosts; other student affairs leaders; human resource directors; and heads of public relations, foundations, government relations, and institutional research.

ACHA also serves approximately 2,800 individual college health and wellness professionals—administrators and support staff; physicians and 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 and in their campus offices to purchase or recommend products.

### Website Ad Sizes/Rates

	Sustaining Member	Nonmember
<b>Full-screen optimized ad (single issue)</b>	\$1,000	\$2,000
<b>Full-screen optimized ad (4 issues/full year)</b> <i>20% discount</i>	\$3,200	\$6,400

*Receive 5% off your total when you advertise in Healthy Campus Executive and our other digital publication, College Health in Action!*

*Annual meeting advertisers, exhibitors, and sponsors receive an additional 5% off their total.*

## Digital Optimized Ad Specifications

With *Healthy Campus Executive*, ACHA seeks to provide a positive reading experience for members on three device types: desktop, tablet, and phone.

To optimize your ad for our online publication, **you are encouraged to create separate files for each device type**, since it is unlikely that an ad created for a desktop will display as legibly on a mobile device. We also recommend that you **simplify your artwork for digital display** by using less text than you would for a print ad.

### Full-Screen Advertising Specifications

- Desktop (landscape orientation): 1280 pixels wide x 720 pixels high
- Tablet (portrait orientation): 768 pixels wide x 1024 pixels high
- Phone (portrait orientation): 750 pixels wide x 1334 pixels high

### Submission Guidelines

- Supply a URL for where the digital ad should link
- All ads should be submitted as JPG or PNG files at a resolution of 72ppi
- File size should not exceed 1MB
- Email all ad units to Danielle Monroe at [dmonroe@acha.org](mailto:dmonroe@acha.org)

## Available Issues and Deadlines

### Insertion Order and Artwork Deadline

<b>Spring 2018</b>	March 9
<b>Summer 2018</b>	June 6
<b>Fall 2018</b>	August 31
<b>Winter 2019</b>	November 5