



The Source: ACHA’s Weekly Email Newsletter Advertising 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.

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. ACHA also serves approximately 2,800 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.

Rates for Sustaining Members

	One Month	Two Months or more
Premium Placement	\$1,500 per month	\$1,200 per month
Standard Placement	\$1,350 per month	\$1,080 per month

Advertising in The Source is reserved for ACHA Sustaining Members ONLY.

Please note that only two ads will be featured per issue

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.

Full-Screen Advertising Specifications

- 275 pixels wide x 275 pixels high

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 at dmonroe@acha.org

The screenshot displays the 'THE SOURCE' newsletter interface. At the top, the ACHA logo and the title 'THE SOURCE' are prominent. Below this, the date 'November 20, 2018' is shown. The main content is divided into several sections: 'ACHA UPDATES', 'ACHA NETWORK ANNOUNCEMENTS', 'THIS WEEK'S DISCUSSIONS', and 'MEMBERS TELL US'. The 'ACHA UPDATES' section includes a 'Happy Thanksgiving from ACHA!' message, a call to 'Support College Health on #GivingTuesday', and a list of 'Important Dates to Remember' such as 'ACHA Awards and Fellows Nominations Deadline' and 'ACHA Leadership Nominations Deadline'. The 'ACHA NETWORK ANNOUNCEMENTS' section features a 'PREMIUM AD PLACEMENT' box. The 'THIS WEEK'S DISCUSSIONS' section lists topics like 'Job description for College Crisis Counselor' and 'Power of Attorney', with a 'Join the Conversation >' button. The 'MEMBERS TELL US' section includes a 'Want to be featured in the next issue of Action?' prompt and a 'STANDARD AD PLACEMENT' box.

November 20, 2018

ACHA UPDATES

Happy Thanksgiving from ACHA!

Support College Health on #GivingTuesday

Giving Tuesday is a global day of giving, celebrated each year on the Tuesday after Thanksgiving. The American College Health Foundation (ACHF) is proud to be a part of this movement, which celebrates and supports giving and philanthropy throughout the year. This year, ACHF is trying to raise \$3,000 in 24 hours. Every gift, no matter the size, makes a difference. Please demonstrate your support and help to fund important projects in college health by [making a donation](#) to the foundation on November 27th.

Important Dates to Remember

ACHA Awards and Fellows Nominations Deadline
January 11, 2019

ACHA Leadership Nominations Deadline
January 11, 2019

ACHF Funding Opportunities Deadline
February 1, 2019

ACHA NETWORK ANNOUNCEMENTS

Check this section each week for announcements or updates from your ACHA networks! (affiliates, coalitions, and sections)

Through ACHA, you have the ability to connect with colleagues by region, interest, or discipline.

PREMIUM AD PLACEMENT

THIS WEEK'S DISCUSSIONS

Have any experience with the topics below? Help out your colleagues by sharing your insight!

- [Job description for College Crisis Counselor](#)
- [Power of Attorney](#)
- [Inclusive Safer Sex Display/Education](#)
- [Fentanyl Test Strips Distribution](#)
- [Physician Hours/Salary](#)

Resource library contributions:

[Registered Dietitian Job Description](#)

ACHA American College Health Association
Connect

Be sure to join the conversation and share your insight with your colleagues!

[Join the Conversation >](#)

MEMBERS TELL US

Want to be featured in the next issue of Action?

In each issue of *Action*, ACHA's quarterly member newsletter, we'll feature member responses to a question. We'd love to hear your thoughts, experiences, ideas, and insight!

What factors do you think make a healthy campus?

[Submit your answer](#)

STANDARD AD PLACEMENT