



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. **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 over 7,000 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.

	MEMBER RATES		NONMEMBER RATES	
	ONE MONTH	2+ MONTHS	ONE MONTH	2+ MONTHS
PREMIUM PLACEMENT	\$1,400	\$1,120 <i>per month</i>	\$1,680	\$1,344 <i>per month</i>
STANDARD PLACEMENT A	\$1,150	\$920 <i>per month</i>	\$1,380	\$1,104 <i>per month</i>
STANDARD PLACEMENT B	\$900	\$720 <i>per month</i>	\$1,080	\$864 <i>per month</i>

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.

- 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 Emma Glasgow (eglasgow@acha.org)



ACHA UPDATES

New ACHA White Paper on Addressing E-cigarette Use and Vaping on Campus
[This new white paper](#) summarizes the immediate need for action on college campuses, including what we know, what we need to know more about, and what we can do to end the trend of e-cigarette use in our campus communities.

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ACHA-NCHA Fall 2020 Summary Reports Available
The Fall 2020 ACHA-NCHA Reference Group Report documents are now available on the ACHA website. Separate sets of reports are available for all students surveyed, undergraduate students only, and graduate/professional students only. [View the reports here.](#)

Last Call for ACHA Awards, Leadership Nominations, and ACHF Funding Opportunities
There are only a few days left to [submit your nomination](#) with an ACHA Award or Fellow distinction, [submit your nomination](#) as an ACHF leader, and [submit your funding](#) for health and well-being projects on your campus through the American College Health Foundation. Don't miss the upcoming deadline of Monday, February 22!

- ACHA In the News**
- Biden Orders Up More COVID Guidance for Colleges - Inside Higher Ed
 - The pandemic has made post-secondary students' mental health even worse - News Tribune
 - Target student mental well-being - Science Mag
 - Epidemiologists say risk of college reopening offset by regulations - The Berkeley Beacon

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UPCOMING EVENTS

- Upcoming ACHA Events**
- February 22: Student Affairs Administrators of Colleges in the Academy: Building on Resilience Through Courage Narrative [Register](#)
 - February 24: Skills for Health Promotion Managers/Directors [Register](#)

SAVE THE DATE! **ACHA 2021 Annual Meeting**
Building Thriving and Inclusive Communities
June 2021
[SAVE THE DATE FOR UPDATES](#)

ACHA Mental Health Section Monthly Meeting
In our next discussion, Larry Markovich, M.Ed., Emeritus Professor, University of Washington, will lead off with some thoughts about applying a population health perspective in the setting of college mental health. Hope you can join us!
When: February 2, 2021 4:30 pm ET
Where: [https://www.usf.edu/online/2021/02/02/](#)
Meeting ID: 328 0345 9238
Add upcoming meetings to your calendar: [Outlook Calendar](#) [Google Calendar](#) [Yahoo Calendar](#)

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