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

<table>
<thead>
<tr>
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<th>One Month</th>
<th>Two Months or more</th>
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<tbody>
<tr>
<td><strong>Premium Placement</strong></td>
<td>$1,500 per month</td>
<td>$1,200 per month</td>
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<tr>
<td><strong>Standard Placement</strong></td>
<td>$1,350 per month</td>
<td>$1,080 per month</td>
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*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