



The Source: ACHA's Weekly eNewsletter 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.

eNewsletter Ad Sizes/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

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

- 250 pixels wide x 250 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



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ACHA UPDATES

Funding opportunities from ACHF

The American College Health Foundation is pleased to be offering funding opportunities for the 2018–2019 school year! The available funds are listed below:

- [ACHF Student Travel](#)
- [FirstRisk Advisors Initiatives in College Mental/Behavioral Health](#)
- [Gallagher Koster Innovative Practices in College Health](#)
- [ACHF Healthy Campus 2020](#)

The deadline for applications is **February 2, 2018**. Award recipients will be announced at the 2018 ACHA Annual Meeting, May 29–June 2, in Washington, DC. Please email Kelyn Klein at kklein@acha.org with any questions.

Register today for #ACHA2018

Join 2,000 colleagues in college health and wellness in Washington, DC, for a program by and for college health leaders. This national meeting offers you an extraordinary opportunity to join fellow college health and wellness professionals from across the country to unite, lead, and transform your campus!

As a valued member, you can receive at least **40% off** registration fees, and Institutional members can take advantage of our [volume discounts](#)! Be sure to renew your membership by April 1 to obtain the member rate.

Register Today!

PREMIUM AD
PLACEMENT

INDUSTRY NEWS AND RESOURCES

Healthy Minds Network Webinar: Effective Presentation of Behavioral Health Tech

The Healthy Minds Network is hosting an upcoming webinar on Tuesday, February 13th, from 1:30 pm–2:30 pm EST, focused on effective presentation of behavioral health technology. The webinar will feature presenters from unique professional backgrounds with experience in behavioral health technology. To learn more or to register today, [click here](#).

STANDARD AD
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