



# ACHA Connect: ACHA’s Online Members Community

## Daily Digest Advertising Rate Card

### About ACHA Connect

ACHA Connect is ACHA’s exclusive, members-only online community designed to facilitate member-to-member networking and collaboration. Participants can ask and answer questions with their peers, search and share content in the Resource Library, connect with colleagues through the Member Directory, collaborate on ACHA projects, and more.

### Daily Digest

ACHA Connect participants can customize their delivery options, opting to receive message in real time, solely via the website, or as a daily digest. The daily digest—the default and most popular method of delivery with approximately **9,500 subscribers**—is an HTML-formatted email with a table of contents that features links to messages from the past 24 hours.

The digest is delivered five days each week—Monday through Thursday, plus a weekend digest for Friday through Sunday delivered on Sunday nights—which means you have the opportunity to reach almost every member via email approximately **20 times throughout the month**.

	MEMBER PRICE	NONMEMBER PRICE
<b>One Month</b>	\$1,000	\$1,200
<b>Three Month Bundle</b>	\$2,400	\$2,880

- Please note that only one ad will be featured per month.
- Ad space is sold on a first come, first served basis.
- Advertisers may not purchase more than three (3) months at a time.

## Available Discounts

- Receive a 5% discount off your total when you advertise in both the Daily Digest and The Source. Advertisements in The Source may either be display ads or sponsored content.
- Insertion orders for The Source and Daily Digest must be submitted at the same time for the discount to be applicable.

## ACHA Connect Daily Digest Advertising 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 should be **728 pixels wide x 90 pixels high**

## Submission Guidelines

- Supply a URL for where the digital ad should link
- Submit artwork as JPG or PNG
- Artwork should be submitted at least one week in advance
- Email artwork and insertion order form to Danielle Monroe at [dmonroe@acha.org](mailto:dmonroe@acha.org)
- Questions about ACHA Connect can be sent to Aisha Ali at [aali@acha.org](mailto:aali@acha.org)

SAMPLE DIGEST



**YOUR AD HERE**

[Open Forum](#)

[Post New Message](#)

Feb 1, 2021

### Discussions

#### [EHR options](#)

started 7 hours ago, [Beth Tykwinski](#) (0 replies)

1. [Hello, Our Health Services and Counseling...](#) Betty Tykwinski

started 13 hours ago, [Andrea Baker](#) (0 replies)

#### [Influenza and strep standing orders](#)

2. [Good Morning, We have recently received the...](#) Andrea Baker

started 3 days ago, [Lisa Fall](#) (2 replies)

#### [BinaxNOW testing](#)

3. [1. How many tests were you able to run in one...](#) JP Barfield

4. [The number of test per day depends on how man...](#) Andrew Guertler

started 3 days ago, [Chesha Collins](#) (1 reply)

#### [CHANGE IN PROCESS w/ VACCINE](#)

5. [That's a great question. We are watching...](#) Joanne Clinch

started 12 days ago, [Sara Paris](#) (2 replies)

#### [WHAT ARE YOU CHANGING AS STAFF GETS VACCINATED?](#)

6. [We are changing NOTHING since immunized as there...](#) Beth Carlson

1. [EHR options](#)

[Reply to Group](#)

[Reply to Sender](#)



## ACHA Connect: Daily Digest Advertising Insertion Order Form

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Insertion Order

Only one ad will be featured per month. Ad space is sold on a first-come, first-served basis. Advertisers may not purchase more than three (3) months at a time. You will be contacted if we are unable to place your ad in the month(s) you have selected.

	ACHA Member Price	Nonmember Price
One Month	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
Three Month Bundle (20% discount)	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,880

Months for Insertion \_\_\_\_\_ Total Due \$ \_\_\_\_\_

### Payment

via Invoice

Check (payable to the American College Health Association)

Credit Card \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Card Number \_\_\_\_\_ Card Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Zip \_\_\_\_\_ Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

## **Artwork Specifications**

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 728 pixels wide x 90 pixels high
- Please also supply a URL for where the digital ad should link.

## **Terms**

Ad space is sold on a first-come, first-served basis and is limited to a total of three ads per issue (one premium placement and up to two standard placements). Ad space is considered reserved once your order form has been submitted. You will be contacted if we are unable to place your ad in the month(s) you have selected. ACHA reserves the right to refuse advertisements.

If ACHA fails to run ads as promised, you will be issued a refund, or you may choose to receive free placement in a future issue. If you choose to cancel your ad run, ACHA will grant you credit to advertise in a future issue instead. ACHA will offer a refund for a cancelled ad run only if we are able to sell your previously reserved spaces to another advertiser.

Advertisers may not depict, reproduce, or distribute images of American College Health Association (ACHA) products or resources, including ACHA corporate or project names (including the acronym ACHA), logos, cover art, or other proprietary images or information belonging to ACHA in any form. Additionally, the contents of all material on the ACHA website ([www.acha.org](http://www.acha.org)), including the design and organization, are copyrighted by ACHA unless otherwise indicated. Content may not be reproduced, disseminated, published, or transferred in any form or by any mean, except with the prior written permission of ACHA.

By advertising in The Source, you agree to these terms.

## **Send insertion order, artwork, or questions to...**

Danielle Monroe

email: [dmonroe@acha.org](mailto:dmonroe@acha.org)