



## The Source: ACHA's Weekly Email Newsletter Sponsored Content 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. **The Source is delivered to approximately 9,500 subscribers each week.**

### 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 nearly 12,000 individual college health care professionals—** administrators and support staff, physicians, physician assistants, nurses and nurse directors, health educators, mental health providers, nutritionists, pharmacists, student affairs professionals, and more. Many of our members are in a position in their health center to purchase or recommend products.

	MEMBER RATES			NONMEMBER RATES		
	1 WEEK	2 WEEKS	4 WEEKS	1 WEEK	2 WEEKS	4 WEEKS
<b>Sponsored Content Position 1</b>	\$625	\$1,100	\$2,000	\$700	\$1,250	\$2,250
<b>Sponsored Content Position 2</b>	\$500	\$880	\$1,600	\$560	\$1,000	\$1,800

## Available Discounts

- Receive a 5% discount off your total when you advertise in both The Source and the ACHA Connect Daily Digest. 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.

## Sponsored Content Guidelines & Specifications

- Each submission should include a **two-sentence blurb** that will appear in The Source. ACHA reserves the right to edit submitted content for clarity.
- The blurb will link to an **external webpage** (non-ACHA) of the advertiser's choosing.
- Advertisers may include a small image to accompany the text (optional).
  - Image dimensions: 150 x 150 px
- Content should prioritize case studies, research findings, valuable information, or other resources that inform and benefit ACHA's audience. **Submissions should NOT solely promote a company, product, or service.**

## Submission Guidelines

- Submit sponsored content at least one week in advance
- Supply a URL for where the sponsored content should link
- If submitting artwork, please submit as JPG or PNG files at a resolution of 72ppi
- Email content and artwork to Danielle Monroe ([dmonroe@acha.org](mailto:dmonroe@acha.org)) and Aisha Ali ([aali@acha.org](mailto:aali@acha.org))



# AMERICAN COLLEGE HEALTH ASSOCIATION

## The Source: Sponsored Content Insertion Order Form

Organization Name \_\_\_\_\_  
Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

### MEMBER RATES

Ad Type/Rate	Start Date (must start on a Thursday)
1 Week — Position 1 (\$625)	
2 Weeks — Position 1 (\$1,100)	
4 Weeks — Position 1 (\$2,000)	
1 Week — Position 2 (\$500)	
2 Weeks — Position 2 (\$880)	
4 Weeks — Position 2 (\$1,600)	

**Total Due \$** \_\_\_\_\_

### NONMEMBER RATES

Ad Type/Rate	Start Date (must start on a Thursday)
1 Week — Position 1 (\$700)	
2 Weeks — Position 1 (\$1,250)	
4 Weeks — Position 1 (\$2,250)	
1 Week — Position 2 (\$560)	
2 Weeks — Position 2 (\$1,000)	
4 Weeks — Position 2 (\$1,800)	

**Total Due \$** \_\_\_\_\_

## Payment

☐ via Invoice

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

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

Cardholder Name \_\_\_\_\_

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

## Content Specifications

Sponsored content submissions for The Source will be a two-sentence blurb with a link to an external (non-ACHA) webpage of the advertiser's choosing. Submissions may include a small image to accompany the text (optional). "Sponsored Content" will clearly be stated along with the submitted text. ACHA reserves the right to edit submitted content for clarity. Content should prioritize case studies, findings, information, research, etc., and should benefit and inform ACHA's audience. Content should not only promote a company, product, or service.

## Terms

Sponsored content is sold on a first-come, first-served basis and is limited to a total of two slots per issue. Your sponsored content 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.

Payments made via invoice are due within 30 days from the date the invoice is issued. Failure to submit payment within the agreed-upon timeframe will result in the suspension of your ad run.

If ACHA fails to run sponsored content 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 sponsored content run, ACHA will grant you credit to advertise in a future issue instead. ACHA will offer a refund for a cancelled sponsored content 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.

Please send insertion order, text, artwork, or questions to Danielle Monroe at [dmonroe@acha.org](mailto:dmonroe@acha.org).