Our Purpose:
As the world’s largest association representing professional counselors in various practice settings, the American Counseling Association (ACA) stands ready to serve more than 56,000 members with the resources they need to make a difference.

Our Editorial Focus:
Members rely on ACA publications, emails, and website content for news, insights, inspiration, and education regarding best practices in counseling (strategies and/or techniques); information on federal and state policy; important developments or changes in the profession; counselor self-care; and much more.

Our Association:
Leaders  Influencers  Consumers
20 Specialty Divisions
47 State Branches
4 Regions

56,000+ Members

About ACA

Member Type
Professional Counselor.............................................48.7%
New professional ......................................................16.2%
Student ........................................................................32.6%
Retired ..........................................................................2.5%

Education
Master’s degree ..........................................................60.5%
Current Master’s student ...........................................11.9%
Doctorate .....................................................................18.8%
Current Doctoral student ..........................................4.2%
Bachelor’s degree ......................................................2.6%
Education Specialist ..................................................1.9%
Other ............................................................................0.1%

Member Profile

Workplace
Because members work in multiple settings, the total is greater than 100%
Private practice .........................................................20.8%
Counseling agency .......................................................21.3%
School ...........................................................................13%
College/University .......................................................18.9%
Substance abuse/Rehabilitation center .........................5%
Family court/Child protective services .........................2.6%
Hospital/Medical facility .............................................6%
Government/Military ...................................................3.2%
Correctional facility ......................................................1.6%
Pastoral/Religious organization ..................................2.9%
Business/Industry ........................................................2%
Career development center .......................................1.7%
Employee assistance program ....................................1.5%
Sexual abuse treatment center .................................3.8%

Gender
Female .........................................................................73%
Male ............................................................................27%

Professional counselors specialize in a wide variety of disciplines and work in diverse settings across the nation.

Addictions/substance abuse  Administration  Aging/gerontology
Alzheimer’s and dementia  Anger management  Assessment/testing
Career development  Children and adolescents  Chronic illness
College counseling  Corrections  Counselor education
Counselor supervision  Couples and family therapy  Creative art therapies
Crisis Depression  Domestic violence  Dual diagnosis/co-occurring
Eating disorders  Employee assistance  Employment counseling
Foster care  Gender issues  GLBT counseling  Grief
Group work  Homelessness  Life coaching  Mental illness
Multicultural counseling  Pastoral, religious, spiritual counseling
Rehabilitation  School counseling  Sexual abuse  Sexuality
Sports counseling  Stress and stress management  Suicide
Trauma  Wellness
Counseling Today delivers:

**Strong Readership**

More than 9 in 10 readers rate Counseling Today “excellent/good” for credibility and reliability of articles and information.

92% consider Counseling Today as “a valuable benefit of membership” in ACA.

**Staying Power**

Counseling Today’s “pass-around” rate is 1.0 meaning circulation is more than 110,000 readers.

92% read half to nearly all of Counseling Today each month.

**64% Keep Counseling Today for Reference.**

**Decision Makers and Influencers**

61% of readers took action based on ads they saw in Counseling Today.

73% are female.

**Consumers**

56% of Counseling Today readers earn $40,000 or more. Information provided by Stratton Communications Reader Survey and ACA Membership Data.

Counseling Today and CTOline have won more than 20 publication awards for editorial and design excellence in the past five years including:

- APEX Grand Award, Best Websites (CT Online)
- APEX Award of Excellence, Most Improved Magazines & Journals
- APEX Award of Excellence, Feature Writing
- APEX Award of Excellence, Health & Medical Writing
- APEX Award of Excellence, WordPress Sites (CT Online)

Counseling Today is the flagship publication of the American Counseling Association. Its companion website is CTOline.

APEX Award of Excellence, Print Magazines Over 32 pages
APEX Award of Excellence, Writing Series
APEX Award of Excellence, News Writing
APEX Award of Excellence, Cover Design
APEX Award of Excellence, How-To Writing
Magnum Opus Silver Award, Best Article Series in a Print Magazine
Magnum Opus Honorable Mention Award, Best News Story in a Print Magazine
Magnum Opus Honorable Mention Award, Best Feature Article in a Print Magazine

When clients are caught between caring for children and caring for aging parents, counselors might be called on to help with everything from family squabbles to career and self-care challenges.

Multiple stressors take a bite out of the sandwich generation.
Counseling Today issue dates, stories, and deadlines

January 2016
Cover story: Mindfulness for Clients & Counselors
Feature: Diverse Experiences of Women in the Counseling Field
Knowledge share: Cultural Humility: Embracing the Client’s View of Culturally Responsive Counseling; Intro to Acceptance and Commitment Therapy
Member Insights: Military Immersion Training for Counselors
Space reservations: November 22, 2016
Ads due: November 30, 2016

February 2017
Cover story: Counseling and Race Relations
Feature: Helping Clients Find ‘Happiness’
Knowledge share: Creative and Novel Approaches to Empathy; Prevalence and Treatment Statistics for Mental Illness
Member Insights: The Social Adventures of Tommy Joe Peterson (A Therapeutic Short Story for School-Aged Children)
Space reservations: December 19, 2016
Ads due: January 2, 2017

March 2017
Cover story: Connecting Physical and Mental Health
Feature: Supporting Families With Foster Children
Knowledge share: Helping Families Address and Prevent Sibling Abuse
Member Insights: Group Counseling: Neglected Modality in Private Practice; The Power of Appropriate Touch in Therapy
Space reservations: January 25, 2017
Ads due: January 30, 2017

April 2017
Cover story: LGBTQ Issues Across the Life Span
Feature: Forgiveness and Mental Health
Member Insights: The Case for Including Animals in Counselors’ Duty to Report; Journeying Back From Burnout
Space reservations: February 22, 2017
Ads due: February 27, 2017

May 2017
Cover story: Confronting Shame and Guilt
Member Insights: Family Counseling in the Schools
Space reservations: March 24, 2017
Ads due: March 29, 2017

June 2017
Cover story: Anxiety Disorders
Space reservations: April 21, 2017
Ads due: April 26, 2017

July 2017
Cover story: Pop Culture and Counseling
Space reservations: May 23, 2017
Ads due: May 26, 2017

August 2017
Cover story: Disaster Mental Health
Space reservations: June 15, 2017
Ads due: June 20, 2017

September 2017
Cover story: Career Paths of Prominent Counselors
Space reservations: July 28, 2017
Ads due: August 1, 2017

October 2017
Cover story: Trauma-Informed Treatment
Space reservations: August 22, 2017
Ads due: August 25, 2017

November 2017
Cover story: Making the Counseling Profession More Multicultural
Space reservations: September 20, 2017
Ads due: September 25, 2017

December 2017
Cover story: Autism Spectrum Disorders
Space reservations: October 24, 2017
Ads due: October 27, 2017

January 2018
Cover story: To Be Determined
Space reservations: November 20, 2017
Ads due: November 27, 2017
Building Your Print Ad

**A Great Print Ad**
- Stops the reader from turning the page with a bold statement or visual.
- Sells a product’s benefits rather than its features.
- Proposes solutions to fulfill specific needs.
- Speaks to a specific group.
- Provides compelling facts and conveys the message in a simple manner.
- Includes a specific call to action.

**An Effective Print Ad Campaign**
- Uses color to catch the eye.
- Contains plenty of white space so you don’t overwhelm the viewer.
- Uses photos rather than clip art or illustrations.
- Includes a memorable logo.
## Counseling Today ad rates, sizes, and specs

### Advertorials

| Advertorials | $2,000 per month, larger sizes and configurations available. |

### Marketplace

- Inside cover: $3,310 | $3,030 | $2,800 | $2,595 | $2,395
- Back cover: $3,560 | $3,055 | $2,890 | $2,690 | $2,485

### Ad specifications

- High-resolution PDF format
- Halftones: 133 line screen
- Resolution: 300 dpi
- All fonts and images must be embedded.
- **Counseling Today** will not be held responsible for ads that print improperly due to font and images incorrectly embedded.
- No Bleed.
- Ads and images must be in grayscale or CMYK format.
- Ads received at sizes other than **Counseling Today** standard dimensions will be resized to meet the correct specification at prevailing rates.

**Send files to:** swest@counseling.org

### Display ad sizes

- **Full Page**: 7.25" x 9.75"
- **2/3 Page**: 4.75" x 9.75"
- **1/2 Page**: 7.25" x 4.75"
- **1/3 Page Square**: 4.75" x 4.75"
- **1/3 Page Vertical**: 2.25" x 7.25"
- **1/4 Page Horizontal**: 2.25" x 4.75"
- **1/6 Page Vertical**: 2.25" x 2.75"
- **1/12 Page Horizontal**: 2.25" x 2.75"

The above rates are for black & white ads. Color ads carry an additional charge of $500.

Advertisers in **Counseling Today** receive additional exposure in our flipbook format on counseling.org giving your ad extended reach far beyond the printed publication.

**Counseling Marketplace**

Located on the last page of the magazine, the Marketplace hosts eight full color ads placed on one page designed to bring you results quickly. Includes listing in online Marketplace.

**3.5" x 2"**

High-resolution PDF format
- Halftones: 133 line screen
- Resolution: 300 dpi
- All fonts and images must be embedded.
Reach
March, 2015 – August, 2015

**Average Monthly Page Views**
110,000

**Average Monthly Unique Visitors**
56,000

**Audience Demographics**
23% Male
77% Female

**Audience Ages**
- 18–24: 17.3%
- 25–34: 28.5%
- 35–44: 24.3%
- 45–54: 17.2%
- 55–64: 10.3%
- 64+: 2.4%

Social Media
ACA regularly shares CT content on its primary social media channels.
Facebook: Approximately 68,000 followers
Twitter: Approximately 18,500 followers

**CTOnline**
ct.counseling.org is Counseling Today’s companion website. The interactive site is updated frequently and includes special web-exclusive content, easy-to-browse categories and article archives, and a weekly poll on a topic of interest to counselors.

**Ad size:** 293 x 200

**Rates:** $600 monthly or $1,500 for three consecutive months

Ads appear on front page and all article pages providing extended reach.
- JPEG, GIF or PNG files
- File size: 30-50K
- No flash
- Include URL

Send files to: swest@counseling.org

**Technology/ Media Engagement**
Access CTOnline via personal computer: 67.2%
Access CTOnline via mobile phone: 25.7%
Access CTOnline via tablet: 7.1%
Targeted Digital Reach

**ACAeNews**

ACA's official electronic newsletter, delivered twice per month to all members.

Content includes coverage of important new research; links to recently released studies, government reports and counseling resources; and information about the latest social trends that impact members.

**Circulation: 54,000+**

- Archived on counseling.org so your ad has continued reach.
- Maximum of three ads placed in each issue gives your ad direct attention.
- Ads are easily visible and generate strong click rates.

**ACAeNews banner ad sizes and rates**

<table>
<thead>
<tr>
<th>Ad style</th>
<th>Ad size</th>
<th>1x</th>
<th>3 consecutive months (6 issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td>440 x 100</td>
<td>$1,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Square</td>
<td>140 x 140</td>
<td>$1,000</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

**ACAeNews Special Focus Editions**

ACA produces four newsletters designed for very specific counseling audiences. Your ad will reach a target group of professionals or students who have subscribed to receive a Special Focus edition.

**ACAeNews for Counselor Educators**

Subscribers: 1,700
Issues: January, May, September

**ACAeNews for Counseling Students and New Professionals**

Subscribers: 2,900
Issues: February, June, October

**Ad rates and sizes for ACA Special-focus eNewsletters**

| Horizontal banner | 440 x 100 | $450 per issue, $1,100 for all three issues of one title. |
| Square banner | 140 x 140 | $300 per issue, $750 for all three issues of one title. |
**Member Toolkit**

Emailed to all members at the beginning of each month, this electronic resource features the popular FREE CE of the Month; tips on how to take advantage of ACA membership discounts and offers; information about new ACA books, webinars, podcasts, contests and calls for participation; a Government Affairs update; a Conference update; a Practice Brief of the Month; Jobs of the Month; an inspirational image or video of the month; links to recent media coverage and much more.

**Ad sizes/rates for Member Toolkit**

- Left column 190 x 150 $500 per month
- Right column 414 x 94 $700 per month

Only one of each size ad accepted for each issue

**Advertising Opportunities Within the Member Toolkit**

- Sponsor a special feature within the Member Toolkit - $250 each per month
  
  “Brought to you by YOUR COMPANY NAME,” includes link to your site.
- Free CE of the Month
- Blog of the Month
- Jobs of the Month
- Inspirational Image or Video of the Month

**ACA Connect and ACA Open Forum**

ACA Connect is an online community/networking tool where members (only) can hold discussions, solicit advice, write blogs and share files.

Average monthly page views: 25,917

Average monthly unique visitors: 3,635

**ACA Connect Home Page**

*Top banner or bottom banner*

- 962 x 125 $700 per month
- Right rail Skyscraper
  
  125 x 1000 $1,500 per month

**ACA Open Forum Email**

More than 40,140 members subscribe to receive the ACA Open Forum daily email which directs them to recent ACA Connect discussion topics.

**Open Forum Email Ads**

- 962 x 125
- $1,125 for 14 days or $2,250 for 30 days
- Daily email, 14-day minimum

**Counseling Awareness Month sponsorships**

Your logo in all four emails + your banner ad above the fold on the main landing page counseling.org/CAM17
### Counseling.org At-A-Glance

- **6,825 Average daily sessions**
- **130,000** Average monthly unique visitors
- **940,300** Average monthly page views

### Audience Demographics

- **24%** Male
- **76%** Female

### Audience Ages

- **18-24:** 17%
- **25-34:** 29.9%
- **35-44:** 22.9%
- **45-54:** 17.1%
- **55-64:** 9.7%
- **64+:** 3.5%

### Technology/Media Engagement

- Access Counseling.org via personal computer: 72%
- Access Counseling.org via Mobile Phone: 21.4%
- Access Counseling.org via Tablet: 6.5%

### Website Ad Specifications

- **Ad size:** 220 x 220 only
- **Placement:** 1x 3 consecutive months
- **Home Page:** $1,500 $4,000
- **Landing Page:** $500 $1,250
- **Interior Page:** $350 $875

### Counseling.org

- JPEG, GIF or PNG files
- File size: 30-50K
- No flash
- Include URL

**Send files to:** swest@counseling.org

Website advertising space is limited and available at ACA's discretion.
Building Your Digital Ad

A Great Digital Ad
- Piques interest and commands attention instantly.
- Uses a teaser approach to messaging as opposed to presenting full information.
- Uses simple graphics to make load time quicker.
- Ends with a call to action and a link.

An Effective Digital Campaign
- Engages the viewer with a compelling offer or proposed solution.
- Uses an active voice: Click here, Learn more, Order today.
- Hits the desired audience in multiple ways such as website and eNews placements.
- Customizes content for each digital vehicle.
- Links to a specific landing page on your website where viewers can learn more without having to click multiple times to find content.
- Targets an entire customer base, not just a small group.
- Works in conjunction with a print ad campaign.
Member Mailing List Rental

Reinforce your message with direct mail to ACA members. ACA offers the member mailing list for rent to approved advertisers. You will not find a better source for reaching counselors from all practice settings.

**56,000+ active members available.** For more information please go to:  
[www.counseling.org/about-us/advertising-with-aca/list-rental](http://www.counseling.org/about-us/advertising-with-aca/list-rental)

or contact:

**Rickard Squared**  
190 Motor Parkway, Suite 103  
Hauppauge, NY 11788  
**Phone:** 631-249-8710  
**Fax:** 631-293-7520  
**Email:** lhamilton@rickard2.com
Advertiser _________________________________________________________
Agency (if applicable) ____________________________________________
Mailing address __________________________________________________
City __________________  State  _______________  ZIP _________________
Contact name/title ________________________________________________
Phone _____________________ Fax _____________  Email _________________

Print Advertising — Counseling Today
Issue(s) ________________________  Display Ad size __________ Rate  __________

Counseling Marketplace in Counseling Today
Issue(s) ___________________________________________________________
Size: all ads 3.5 x 2 Rate: $250 per month

2016 Conference Program Guide
Ad size _____________________  Rate __________________

Digital Advertising
_____ ACA Open Forum (962 x 125)  __  14 days, $1,125  __  30 days, $2,250
_____ ACA Connect  __  top banner (962 x 125)  Month(s) :_____ $700 per month
_____ Right rail Skyscraper (125 x 1000)  Month(s):_____ $1,500 per month

Member Toolkit
Left column (190 x 150) Month(s) __________________ $500 per month
Right column ads( 414 x 94) Month(s) __________________ $700 per month
Sponsor  ____  Free CE of the month  ____  Practice Briefs Blog of the Month
 ____  Jobs of the Month  ____  Inspirational Image or Video
 ____  Month(s) @ $250 per month

Online advertising on counseling.org (all ads 240 x 240)
[ ] Home Page: month(s) _____________________________  Rate: ________________
[ ] Landing Page: month(s) _____________________________  Rate: ________________
[ ] Interior Page: month(s) _____________________________  Rate: ________________

CTOnline advertising (all ads 293 x 200)
[ ] $600 per month(s) _____________________________

Job Listing
Days posted ______________________  Rate __________________
Add profile $100 ____________________  Add video $150

ACAEnews
[ ] Horizontal banner (440 x 100) Issue(s) __________________________  Rate __________________
[ ] Square banner (140 x 140) Issue(s) __________________________  Rate __________________

ACA special-focus eNews advertising
Title _____________________________________________________________
[ ] Horizontal banner (440 x 100) Issue(s) __________________________  Rate __________________
[ ] Square banner (140 x 140) Issue(s) __________________________  Rate __________________

Advertising terms: By signing this advertising contract/insertion order, I agree that I have read, understand and will abide by the advertising policies outlined on the back of this page.
ACA publications or programs will not knowingly accept advertisements that discriminate on the basis of ethnic group, race, religion, gender, sexual orientation, age, and/or disability. By signing this advertising contract/insertion order, our company adheres to and abides by ACA’s policy on nondiscrimination.

Advertiser Signature _______________________________  Date ________________

Payment method
[ ] Check enclosed $ ______________ (payable to American Counseling Association)
[ ] Charge amount $ ______________ [ ] VISA  [ ] MasterCard  [ ] American Express  [ ] Discover
Advertiser Signature _______________________________  Date ________________
Card number __________________________________________ Expiration date ________________
Cardholder name __________________________________________________________
Authorized signature _______________________________  Date ________________

[ ] Send Invoice
Fax to:  856-494-1455
Mail to:  ACA Advertising Office
c/o Media West, Inc.
230 Kings Highway East, Ste.316, Haddonfield, NJ 08033
Email:  swest@counseling.org
Call Steve West at 856-432-1501 with questions.
Advertising Policies

General
1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that is not in keeping with the publication's standards and objectives.
2. The advertiser and/or advertising agency agrees to defend and indemnify the publisher and its publications against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
3. Advertisements that look like editorial matter must have the word “Advertisement” printed above them. The publisher reserves the right to insert the words “Paid Advertisement.” All Advertorials will include the word “Advertisement”.
4. ACA publications or programs will not knowingly accept advertisements that discriminate on the basis of ethnic group, race, religion, gender, sexual orientation, age and/or disability. All advertisers/agencies must comply with the ACA discrimination policy.
5. In the event a dispute arises between the publisher and advertiser that is not specifically governed by the foregoing terms and conditions, such a dispute shall be resolved in accordance with the rules of Alternative Dispute Resolution.

Orders, Changes, Cancellations
6. No advertisement shall be published unless an insertion order in writing is received by the advertising representative no later than the closing deadline specified by the publisher for the issue(s) desired.
7. Changes in advertising copy shall not be considered authorized by the advertiser unless confirmation is received in writing at the office of the advertising representative no later than the closing date for the issue(s) desired. In the event copy changes are not properly confirmed in writing, the advertiser's most recent advertisement shall be inserted.
8. In the event that all necessary advertising materials are not received at the office of the publisher by the closing deadline for the issue(s) desired, the publisher cannot guarantee insertion of such advertisement(s) in such issue(s).
9. Cover advertisements are non-cancelable. Cancellations for display advertisements will not be accepted after the space reservation deadline.
10. Requests for particular placement of advertising will be honored when possible.
11. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. “Make-good” ads, which will be run at the discretion of the publisher, will be scheduled within one year from the time that the ad appeared in publication. The publisher assumes no responsibility for the condition of original advertising copy submitted electronically or otherwise for publication.
12. The publisher is not liable for failing to publish an ad.
13. Cancellation or change in terms of multi-issue contracts will result in short rate being charged to and payable immediately by advertiser or agency.
14. Advertisers and agencies forwarding orders that contain incorrect rates or conditions to the offices of the advertising representative are hereby notified that the advertising called for will be inserted and charged at the regular scheduled rates and conditions in effect at the time.

Terms and Agency Discount
15. Payment in full is due and payable within 30 days. The publisher reserves the right to require prepayment.
16. Fifteen percent (15%) of gross billing is allowed to recognized advertising agencies. For in-house agency recognition, contact the advertising representative for qualifying discount.
17. The publisher reserves the right to change advertising rates and policies set forth on the rate card at any time upon thirty (30) day notice.

The above policies are also in effect for all forms of electronic advertising, including advertising on publisher's website.