

 American Counseling Association

MediaKit



20
26

About the American Counseling Association

ACA is the professional home for counselors, providing unparalleled guidance and support to the counseling community. Our mission is advancing mental health and well-being through advocacy, community, inclusion and research.

Partner with ACA to showcase your thought leadership, services and programs to mental health providers who help millions of clients in their wellness journey each year.



Our Reach

60,000+ members including:

- 20 ACA Divisions
- 4 ACA Regions
- 57 ACA Branches
- 11,000,000+ Site Visitors
- 230,000+ Newsletter Subscribers
- 350,000+ Social media Followers
 - Facebook – 139,000
 - Instagram – 40,000
 - LinkedIn – 210,000

Members by the Numbers

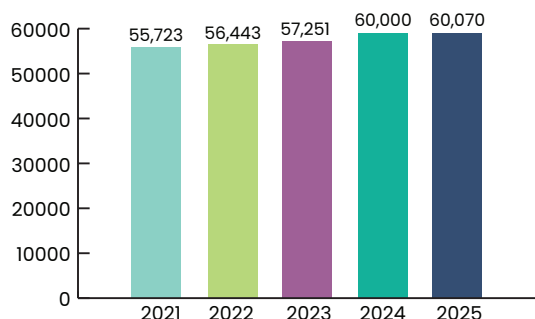


Graduate Student
49%

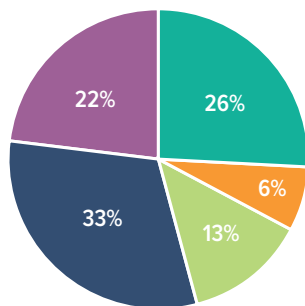


Professional
51%

Membership Growth



Member Type



- Licensed Professional Counselors in private practice
- Counselor Educators (i.e., teaching settings e.g., universities)
- Agency Employees (Federal, state, local; non-profit/NGO/Community agency)
- School Counselors (P-12)
- Other (Hospital, Military, Other - may include students)

Partner with ACA to Reach Professional Counselors

ACA offers a host of platforms to deliver your messaging. Collaborate with us to develop a strategy to engage our vibrant community of counselors and counselors in training.

NEW

STRATEGIC PARTNER NETWORK

Share your thought leadership and highlight your brand with ACA's members and network year-round as an ACA partner. This program is designed to provide various points of engagement with our audience. Invest your marketing budget in ACA's Strategic Partner Network program for a holistic approach to partnership. Benefits include:

- ▶ Event Engagement
- ▶ Session Presentation
- ▶ Sponsored Content
- ▶ Webinar
- ▶ Email Communication
- ▶ Advertising
- ▶ Sponsorship
- ▶ Branding and Recognition
- ▶ Exclusive discounts and offers
- ▶ Social Media
- ▶ Collaborations and more.

This is a tiered-level investment program with rates starting at \$25,000 annually.

For more information about ACA's Strategic Partner Network, please contact:

Katrina Kona, *Director Business Development and Strategic Partnerships*
kkona@counseling.org
703-212-2239

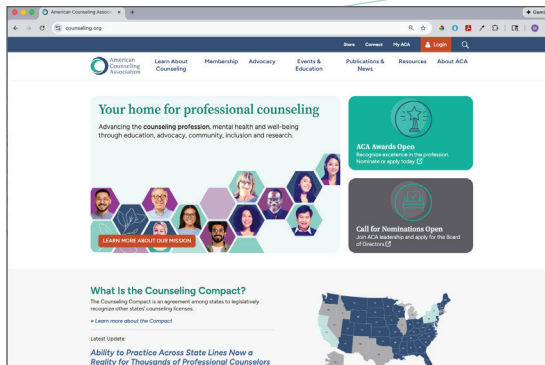


ADVERTISING

Digital Opportunities

► Website – *Counseling.org*

Page Views 11,500,000
Page Views Monthly 961,600



Placement

Interior Page	\$1,000 (per page/month)
Premium Page	\$2,000 (per page/month)
Homepage	\$4,000 (per month)

Ad size:

- Banner: 728px x 90px or 970px x 90px
- Button: 350px max width (square)

Specifications:

JPEG, GIF or PNG files; 72 dpi
File size: 30–50K, No flash
Include URL

Sponsored Content

- Artwork + article + hyperlink
- Content to be approved by ACA professional and editorial staff
- Content marked “Sponsored Content”
- Content teaser included in *The Listening Post* email newsletter
- \$4,000 per month

► The Listening Post | 58K+ Recipients

Exclusive for ACA members, this bi-weekly email newsletter features the latest news and information from around ACA, plus resources, advocacy updates and more.

54% Open Rate
28.8% Forwards

Banner Ads

Banner ads MUST provide valuable content for the audience.

Banner Rates:

Leaderboard 728px x 90px
\$3,000 (per deployment)

Banner 728px x 90px
Second Position
\$1,500 (per deployment)

Third Position
\$1,000 (per deployment)

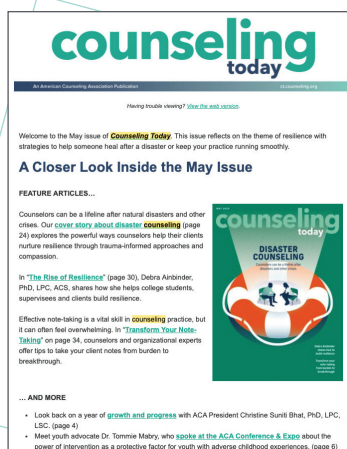
Sponsored Content

Headline + Blurb + URL
\$3,000 (per deployment)



► New! Sponsored Emails (Exclusive)

Need to get your specific message out to your target audience in a dedicated promotion? Showcase helpful practice tips or share business insights while also promoting your products and services via an exclusive sponsored email. Availability is limited. Please contact us for pricing.



► Counseling Today Newsletter | 53K + Recipients

ACA's newest newsletter accompanies the bi-monthly print issue of *Counseling Today* magazine and highlights articles featured in both the print and online versions of *Counseling Today*. Be the only company featured in this newsletter with exclusive sponsorship.

54% Open Rate

Sponsorship:

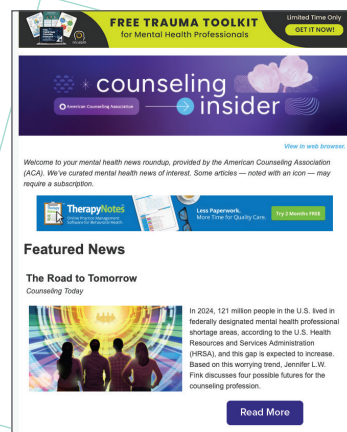
Banner ad

Sponsored content

Sponsorship acknowledgement

Sponsorship Rate:

\$6,500 (Exclusive)



► Counseling Insider | 200k+ Subscribers

Delivered to inboxes bi-weekly, ACA Counseling Insider tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. ACA Counseling Insider keeps counselors informed of the topics that matter most.

57% Open Rate

12% Click Rate

Banner Rates:

Leaderboard

728px x 90px

\$3,000 (per deployment)

Other Banner Positions:

728px x 90px

\$1,500 (per deployment)

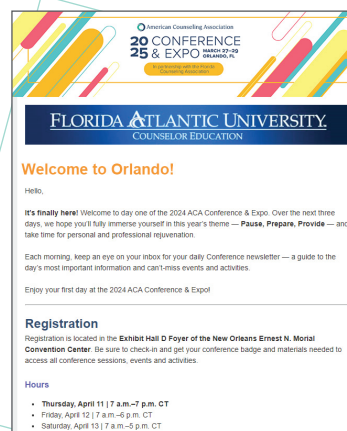
Button Rate:

\$1,000 (per deployment)

Sponsored Content:

Headline + Blurb + URL

\$3,000 (per deployment)



► Conference Newsletter | 54% Open Rate

Exclusive for ACA Conference & Expo attendees, this email newsletter features news, promotions, and session information to inform, prepare and excite attendees for the conference experience.

Banner Ads

Banner ads MUST provide valuable content for the audience.

Banner Rates:

Leaderboard 728px x 90px

\$1,100 (per deployment)

Second Banner

\$850 (per deployment)

Print Opportunities

► **Counseling Today Magazine** | 60,000+ Subscribers | *Estimated pass-along readership rate of 100,000+*

The leading publication delivering news, thoughtful editorials and in-depth insights about the world of professional counseling: effective techniques/strategies, federal/state regulation, developments in the profession, counselor wellness and counseling resources. The publication is a modern, engaging and eye-catching format. Readers give the magazine an average score of **4.14 out of 5**.



Issues, Themes and Deadlines

January 2026

National School Counseling Week in February

Space Reservation: 10/27

Ads due: 11/10

March 2026

ACA Conference & Expo Preview; Counseling Awareness Month in April

Space Reservation: 12/22

Ads due: 1/12

May 2026

Mental Health Awareness Month; Mental Health Action Day; ACA Awards Results

Space Reservation: 2/24

Ads due: 3/10

July 2026

Cover profile of new ACA president; 2026 ACA Conference & Expo pictorial

Space Reservation: 4/27

Ads due: 5/11

September 2026

National Suicide Prevention Month; World Mental Health Day in October; Mental Illness Awareness Week in October; ACA Elections Results

Space Reservation: 6/26

Ads due: 7/10

November 2026

Space Reservation: 8/27

Ads due: 9/10

LIVE AREA

FULL PAGE

Size: 8.25" x 10.875"
(trim size)

Bleed: Add 0.125
for full bleed on all
sides

Counseling Today ad rates, sizes, and specs

	1x	3x	6x
Full Page	\$4,385	\$4,040	\$3,740
1/2 Page	\$3,490	\$3,240	\$3,015
Inside Cover	\$5,540	\$5,200	\$4,885
Back Cover	\$5,820	\$5,450	\$5,125

Sponsored Content \$5,500 for full page. Content included in online magazine *Counseling Today* Digital Edition for one month.

Additional Charges

Preferred Positioning

The additional charge is 15% of the advertising rate for guaranteed right hand page placement within the first one-third of the magazine or next to any specific feature or article in the publication.

Additional Promotional Options

(Rates available upon request.)

- Inserts
- Bellybands
- Tabs

1/2 PAGE

Size: 6.5625" x 4.5"

No bleeds

List Rental



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

For more information contact:

Rickard Squared
Phone: 631-249-8710
Fax: 631-293-7520
Email: R2orders@rickard2.com

ACA EVENTS

In-Person

► 2026 ACA Conference & Expo April 9–11, Columbus, OH

Join ACA and thousands of counselors, counseling students and counselor educators at the world's largest gathering of the mental health counseling community. Exhibit, sponsorship and advertising opportunities are available. Visit counseling.org/annualconference to learn more.



Virtual

- **Ethics of Counseling Summit**
February 2026
- **Technology Summit**
May 2026
- **Virtual Career Fair**
June 2026
- **Professional Practice Summit**
Fall 2026



Sponsorship, advertising and virtual exhibit opportunities available. Visit counseling.org/events to learn more about all of our events.

WEBINAR SPONSORSHIP

Have great content? ACA will bring the audience to you. Share your insights, demo your products and services or provide training as a webinar sponsor. Limited opportunities are available.

Sponsorship:

Price: Starting at \$6,500

Max length: 1 hour. *CE preferred but not required.*

- Summary on [ACA's Events](#) page
- One promotion via an ACA newsletters (*Listening Post* and *Counseling Insider*)
- One dedicated email promotion.
- Access to registration list (opt-outs excluded) with communication pre-approved or post-event email sent to registrants directly from ACA.
- Webinar hosted on ACA's LMS. On-demand for 30 days for CE content only unless it is the Free CE of the Month.

ACA CAREER CENTER



ACA's Career Center offers a comprehensive digital job board; helpful career resources and services; and several features designed to maximize your efforts.

Visit careers.counseling.org/employers to browse advertisement packages, set up auto-notifications, or search the resume database.

Contact Us!

To build your engagement plan, connect with an ACA Sales Representative today.

Phone: 214-291-3648

Email: AdSales@counseling.org