75 ANNIVERSARY American Counseling Association

2027

MediaKit









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
- 54 ACA Branches
- 11,000,000+ Site Visitors
- 230,000+ Newsletter Subscribers
- 350,000+ Social media Followers
  - Facebook – 146,000
  - Instagram – 45,000
  - LinkedIn – 236,000

Members by the Numbers

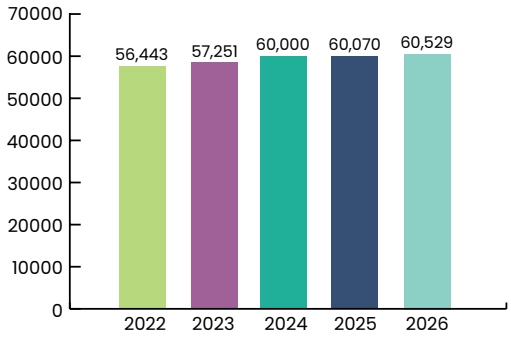


Graduate Student
49%

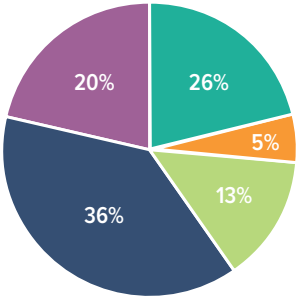


Professional
51%

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:

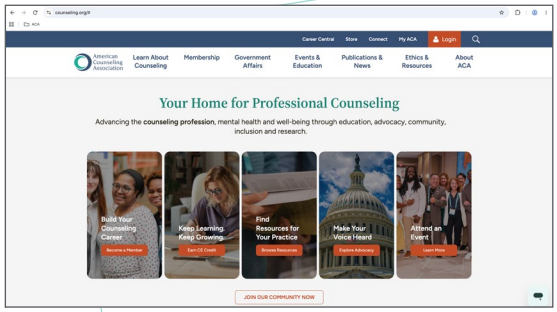
Katrina Kona, *DIrector Business Development and Strategic Partnerships*
kkona@counseling.org
703-212-2239

ADVERTISING

Digital Opportunities

▶ Website – *Counseling.org*

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



Placement
Interior Page .....$1,100 *(per page/month)*
Premium Page.....$2,100 *(per page/month)*
Homepage .....$4,200 *(per month)*

Ad size:
- Banner: 720x300px
- Button: 1:1 *(any size 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.

52.7% Open Rate
22.6% Forwards

Banner Ads
Banner ads MUST provide valuable content for the audience.

Banner Rates:
Leaderboard 728px x 90px
$3,250 *(per deployment)*

Banner 728px x 90px
Second Position
$1,600 *(per deployment)*

Third Position
$1,100 *(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.



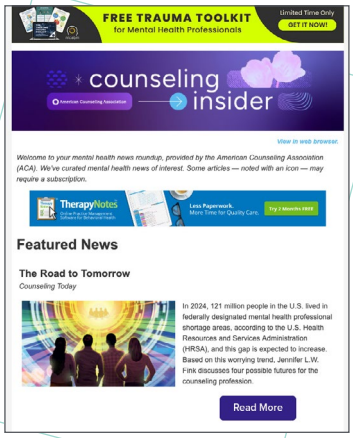
▶ Counseling Today Newsletter | 53K + Recipients

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.

52.6% Open Rate
23.3% Forward 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.

36.3% Open Rate
9.9% Forward Rate

Banner Rates:
Leaderboard
728px x 90px
$3,250 (per deployment)

Other Banner Positions:
728px x 90px
$1,600 (per deployment)

Button Rate:
$1,100 (per deployment)

Sponsored Content:
Headline + Blurb + URL
$3,000 (per deployment)



▶ Conference Newsletter | 62% 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:
728px x 90px
$1,000 *(per deployment)*

Sponsored Content
$1,750

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 2027
ACA's 75th anniversary; ACA Hill Day pictorial; National School Counseling Week in February
Space Reservation: 10/23/26
Ads due: 11/10/26

March 2027
Counseling Awareness Month in April
Space Reservation: 12/18/26
Ads due: 1/8/27

May 2027
Mental Health Awareness Month; Mental Health Action Day
Space Reservation: 2/26
Ads due: 3/10

July 2027
Cover profile of new ACA president; ACA Conference & Expo pictorial
Space Reservation: 4/23
Ads due: 5/10

September 2027
National Suicide Prevention Month; World Mental Health Day in October; Mental Illness Awareness Week in October
Space Reservation: 6/25
Ads due: 7/9

November 2027
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

1/2 PAGE

Size: 6.5625" x 4.5"

No bleeds

Counseling Today ad rates, sizes, and specs

	1x	3x	6x
Full Page	$4,585	$4,240	$3,940
1/2 Page	$3,690	$3,440	$3,215
Inside Cover	$5,740	$5,400	$5,085
Back Cover	$6,020	$5,650	$5,325

Sponsored Content $6,000 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

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



2027 ACA Conference & Expo

March 11-13, Portland, Oregon

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/conference** to learn more.

Virtual



Addiction Treatment and Recovery Summit

January 2027

Emerging Professionals Summit/Virtual Career Fair

June 2027

*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.

Hosted Webinar 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 Webinar Series Sponsorship:
Pricing Starting at $6,500

Align your brand with a trusted educational webinar series through prominent sponsor recognition before, during, and after each event. Sponsors can share key messages, resources, and calls to action to connect with a targeted audience. (Minimum three webinars per series.)

- Sponsor recognition on ACA's Events page.
- Sponsor messaging or commercial featured in the live webinar presentation
- Sponsor recognition via an ACA newsletters (Listening Post and Counseling Insider)
- Sponsor recognition in email promotion.
- Access to registration list (opt-outs excluded) with communication pre-approved or post-event email sent to registrants directly from ACA.

Key Events and Themes:
December 2026/January 2027:

- Code of Ethics
- Podcast featuring Lynn Linde, EdD
- Certificate Program (10-15 webinars)

February 2027: Forensics Counseling Webinar Series

March 2027: ACA Annual Conference

April 2027:

- Counseling Awareness Month (focus on counselor identity)
- Weekly free webinar that supports counselor identity (i.e., Professional Identity, Wellness, etc.)

May 2027: Maternal Mental Health Webinar Series

June 2027: Emerging Professionals | Virtual Career Fair (2 day event)

CAMPAIGNS



Looking to align your company with annual campaigns and celebrations.

ACA 75th Anniversary

In 2027, ACA will celebrate 75 years of advancing the counseling profession! Learn how your company can help celebrate this milestone during our annual conference by sponsoring its 75th Anniversary Exhibit and commemorative giveaways, as well as, as a supporter throughout the year.

Counseling Awareness Month

Annually, ACA celebrates the profession. Showcase your support of the counseling community by becoming a partner and aligning your brand with our annual campaign.

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-notifciations, 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