About the American Counseling Association

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.

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%

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%

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

55,000+ Members

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 disorders • Eating disorders • Employee assistance • Employment counseling • Foster care • Gender issues • LGBT 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. Most consider Counseling Today “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.

DECISION MAKERS and INFLUENCERS
61% of readers took action based on ads they saw in Counseling Today.

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 CTOnline 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)
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

64% keep Counseling Today for reference.
Counseling Today issue dates, stories, and deadlines

January 2018 issue
- Cover story: Animal-Assisted Therapy
- Space reservations: Nov. 20
- Ads due: Nov. 27

February 2018 issue
- Cover story: Eating Disorders
- Space reservations: Dec. 19
- Ads due: Jan. 5

March 2018 issue
- Cover story: Parenting Issues
- Space reservations: Jan. 23
- Ads due: Feb. 1

April 2018 issue
- Cover story: Burnout (in Clients AND Counselors)
- Space reservations: Feb. 20
- Ads due: March 1

May 2018 issue
- Cover story: Bipolar Disorder
- Space reservations: March 16
- Ads due: March 23

June 2018 issue
- Cover story: Integrated Care
- Space reservations: April 16
- Ads due: April 23

July 2018 issue
- Cover story: Attachment Issues
- Space reservations: May 15
- Ads due: May 24

August 2018 issue
- Cover story: Religion, Spirituality and the LGBTQ Community
- Space reservations: June 13
- Ads due: June 22

September 2018 issue
- Cover story: Play Therapy
- Space reservations: July 23
- Ads due: August 3

October 2018 issue
- Cover story: Deaths of Despair
- Space reservations: August 21
- Ads due: August 30

November 2018 issue
- Cover story: Mental Health Focus on Teens and Young Adults
- Space reservations: Sept. 19
- Ads due: Sept. 28

December 2018 issue
- Cover story: Helping Clients and Families Cope With Cancer
- Space reservations: Oct. 17
- Ads due: Oct. 29

January 2019 issue
- Cover story: Building Resilience (in Clients and Counselors)
- Space reservations: Nov. 14
- Ads due: Nov. 27
### Counseling Today ad rates, sizes, and specs

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,305</td>
<td>$1,975</td>
<td>$1,780</td>
<td>$1,605</td>
<td>$1,440</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,910</td>
<td>$1,645</td>
<td>$1,565</td>
<td>$1,475</td>
<td>$1,195</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,585</td>
<td>$1,370</td>
<td>$1,240</td>
<td>$1,110</td>
<td>$1,005</td>
</tr>
<tr>
<td>1/3 page V/Sq.</td>
<td>$1,085</td>
<td>$945</td>
<td>$850</td>
<td>$765</td>
<td>$690</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,585</td>
<td>$1,370</td>
<td>$1,240</td>
<td>$1,110</td>
<td>$1,005</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,910</td>
<td>$1,645</td>
<td>$1,565</td>
<td>$1,475</td>
<td>$1,195</td>
</tr>
<tr>
<td>Back cover</td>
<td>$3,445</td>
<td>$3,150</td>
<td>$2,910</td>
<td>$2,700</td>
<td>$2,490</td>
</tr>
<tr>
<td>Inside cover</td>
<td>$3,700</td>
<td>$3,175</td>
<td>$3,005</td>
<td>$2,800</td>
<td>$2,585</td>
</tr>
</tbody>
</table>

Advertorials: $2,000 per month for half page size. Larger sizes and configurations available.

Color ads carry an additional charge of $500.

The above rates are for black & white ads.

### 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

- **7.25” x 9.75”**
- **4.75” x 9.75”**
- **2.25” x 4.75”**
- **7.25” x 4.75”**
- **2.25” x 2.25”**

**Full Page**

**2/3 Page**

**1/2 Page**

**1/3 Page**

**Square**

**Vertical**

**Horizontal**

**Vertical**
Counseling Today Online at-a-Glance

**CTOnline**

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.

- **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%**

**Social Media**

ACA regularly shares CT content on its primary social media channels.

- **Facebook:** Approximately 75,000 followers
- **Twitter:** Approximately 21,200 followers

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110,000 Average Monthly Page Views
56,000 Average Monthly Unique Visitors
Electronic Newsletters and Digital Marketing Options

Targeted Digital Reach

**Member Minute**

*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.

- 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.

**Member Minute 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>Leaderboard</td>
<td>728 x 90</td>
<td>$1,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Banner</td>
<td>468 x 60</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>

**Member Minute 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.

**Member Minute for Counselor Educators**

Subscribers: 1,600
Issues: January, May, September

**Member Minute for Counseling Students and New Professionals**

Subscribers: 2,700
Issues: February, June, October

**Member Minute for Mental Health, Private Practice and Community Agency Counselors**

Subscribers: 10,300
Issues: March, July, November

**Member Minute for School Counselors**

Subscribers: 1,000
Issues: April, August, December

**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/CAM18
Sponsored Content

ACA now provides your company with the opportunity to share your insights, product and service updates, white papers, special offers, and much more via our online resources. With an email circulation of 55,000+ and monthly website page views nearing 1 million per month, ACA is your leading provider of access to today’s counseling professional.

Resembling our publications’ editorial content, your content will exist among articles and stories on trends within the profession, best practices for counselors, government affairs updates, event announcements/reminders, and more.

CTOnline (Advertorial)

Counseling Today’s companion website includes special web-exclusive content, archives, topics, featured articles, a digital version of the current print edition, and more.
- Artwork + article + hyperlink
- Content to be approved by ACA professional and editorial staff
- Content marked “Sponsored Content”
- Content featured on the landing page, top right-hand column
- Specs: 615 x 370 pixels/inch

Email Blast

This is a designated email blast sent on your behalf to a specific membership segment within ACA (for example: Students, Professional, Geographic, Retired).
- Logo + headline + blurb + hyperlink
- Content to be approved by ACA professional and editorial staff
- Content marked “Sponsored Content”
- Specs: TBD

No more than one “Sponsored Content” email will be distributed per quarter.

Pricing:
- ACAeNews – $2,000 per issue
- CTOnline – $1,500 per month
- ACA Member Toolkit – $1,000 per month
- Email Blasts – Price varies

Member Minute

Covering new research, studies, government reports, and latest trends in the profession, ACAeNews is THE go-to resource for ACA members.
- Headline + blurb + hyperlink
- Content to be approved by ACA professional and editorial staff
- Content marked “Sponsored Content”
- Content to be placed in 3rd position
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%

Counseling.org
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

Website ad specifications
- JPEG, GIF or PNG files
- File size: 30–50K
- No flash
- Include URL
Digital Marketing Option

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: 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
### Contact Information

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Agency (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing address</td>
<td>City __________________ State ___________ ZIP __________________</td>
</tr>
<tr>
<td>Contact name/title</td>
<td>Phone ____________________ Fax _____________ Email _________________</td>
</tr>
</tbody>
</table>

### Print Advertising — Counseling Today

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Display Ad size</th>
<th>Rate</th>
</tr>
</thead>
</table>

### Counseling Marketplace in Counseling Today

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Size: all ads 3.5 x 2 Rate: $250 per month</th>
</tr>
</thead>
</table>

### Digital Advertising

- ***ACA Open Forum (962 x 125)***
  - 14 days, $1,250
  - 30 days, $2,500
- ***ACA Connect***
  - Top banner (962 x 125), Month(s): __________ Rate: $700 per month
- ***Right rail Skyscraper (125 x 1000)***
  - Month(s): __________ Rate: $1,600 per month

### Member Toolkit

- Left column (190 x 150) Month(s) __________ Rate: $600 per month
- Right column ads (414 x 94) Month(s) __________ Rate: $800 per month
- Free CE of the month Rate: $600 per month
- Practice Briefs Blog of the Month Rate: $600 per month
- Jobs of the Month Rate: $600 per month
- Inspirational Image or Video Rate: $600 per month
- Month(s) @ $300 per month Rate: $600 per month

### Online advertising on counseling.org (all ads 240 x 240)

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Rate</th>
</tr>
</thead>
</table>
- Home Page: month(s) __________________ |
- Landing Page: month(s) __________________ |
- Interior Page: month(s) __________________ |

### CTO Online advertising (all ads 293 x 200)

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Rate</th>
</tr>
</thead>
</table>
- $600 per month(s) __________________ |

### Job Listing

<table>
<thead>
<tr>
<th>Days posted</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add profile $100</td>
<td>Add video $150</td>
</tr>
</tbody>
</table>

### Member Minute

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Rate</th>
</tr>
</thead>
</table>
- Horizontal banner (440 x 100) Issue(s) ____________________ |
- Square banner (140 x 140) Issue(s) ____________________ |

### ACA special-focus eNews advertising

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Rate</th>
</tr>
</thead>
</table>
- Horizontal banner (440 x 100) Issue(s) ____________________ |
- Square banner (140 x 140) Issue(s) ____________________ |

### 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.

<table>
<thead>
<tr>
<th>Advertiser Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

### Payment method

- Check enclosed $ __________________ (payable to American Counseling Association)
- Charge amount $ __________________ [ ] VISA [ ] MasterCard [ ] American Express [ ] Discover

<table>
<thead>
<tr>
<th>Card number</th>
<th>Expiration date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardholder name</td>
<td>Authorized signature</td>
</tr>
</tbody>
</table>

### Fax to:

[ ] Send Invoice

- 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.

American Counseling Association
ACA Advertising Office
c/o Media West, Inc.,
230 Kings Highway East, Ste. 316
Haddonfield, NJ 08033
Email: swest@counseling.org
856-432-1501