

AMERICAN COUNSELING ASSOCIATION

Marketing
Prospectus

2018

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

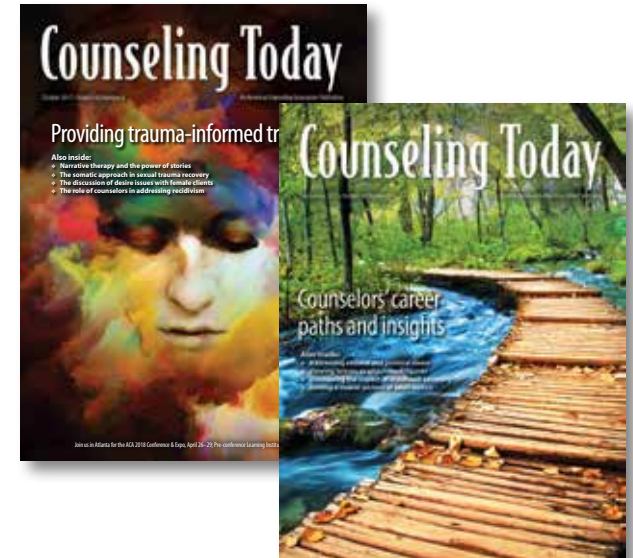
Counseling Today's “pass-around” rate is 1.0, meaning circulation is more than 110,000 readers. 92% read half to nearly all of *Counseling Today* each month.

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.



**64% keep
Counseling Today
for reference.**

***Counseling Today* and CTOOnline 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

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

2018

Counseling Today ad rates, sizes, and specs

Frequency	1x	3x	6x	9x	12x
Full page	\$2,305	\$1,975	\$1,780	\$1,605	\$1,440
2/3 page	\$1,910	\$1,645	\$1,565	\$1,475	\$1,195
1/2 page	\$1,585	\$1,370	\$1,240	\$1,110	\$1,005
1/3 page V/Sq.	\$1,085	\$945	\$850	\$765	\$690
1/4 page	\$875	\$765	\$705	\$640	\$585
1/6 page	\$790	\$690	\$630	\$560	\$510
Color ads carry an additional charge of \$500.					
Inside cover	\$3,445	\$3,150	\$2,910	\$2,700	\$2,490
Back cover	\$3,700	\$3,175	\$3,005	\$2,800	\$2,585
Advertorials	\$2,000 per month for half page size. Larger sizes and configurations available.				

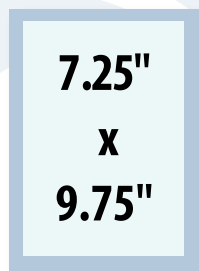
The above rates are for black & white ads.

Ad specifications

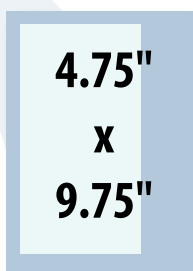
- High-resolution PDF format
- Halftones: 133 line screen
- Resolution: 300 dpi
- All fonts and images must be embedded.

- *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.

Display ad sizes



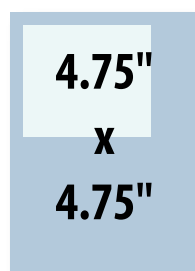
Full Page



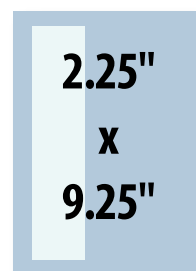
2/3 Page



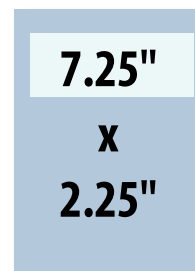
1/2 Page



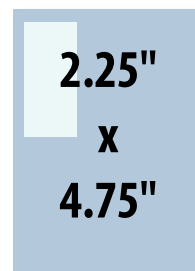
1/3 Page Square



1/3 Page Vertical



1/4 Page Horizontal



1/6 Page Vertical

Counseling Today Online at-a-Glance

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 archivess.

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



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

Ad style	Ad size	1x	3 consecutive months (6 issues)
Leaderboard	728 x 90	\$1,500	\$7,500
Banner	468 x 60	\$1,500	\$7,500
Square	140 x 140	\$1,000	\$4,500

**Circulation:
55,000+**

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

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.

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

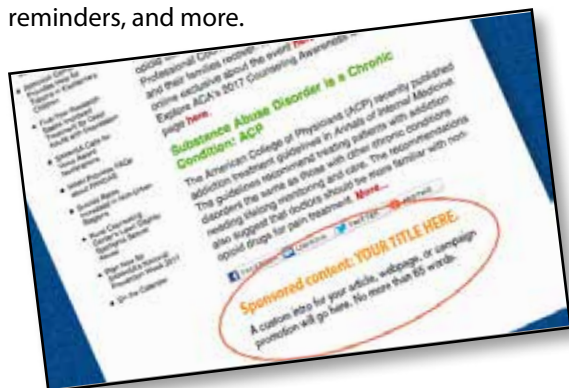
Your logo in all four emails + your banner ad above the fold on the main landing page

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

Average
monthly page
views
940,300



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: lhilton@rickard2.com

2018 ACA Advertising Insertion Order

Contact Information

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

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) : ____ \$700 per month
____ Right rail Skyscraper (125 x 1000) _____ Month(s): ____ \$1,600 per month

Member Toolkit

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

Member Minute

[] 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.

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