

 American Counseling Association

# MediaKit



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# 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

### 58,000+ members including:

- 19 ACA Divisions
- 4 ACA Regions
- 56 ACA Branches
- 11,000,000+ Site Visitors
- 230,000+ Newsletter Subscribers
- 350,000+ Social media Followers
  - Facebook – 137,000
  - Instagram – 33,000
  - LinkedIn – 165,000
  - X (formerly Twitter) – 33,000

## Members by the Numbers

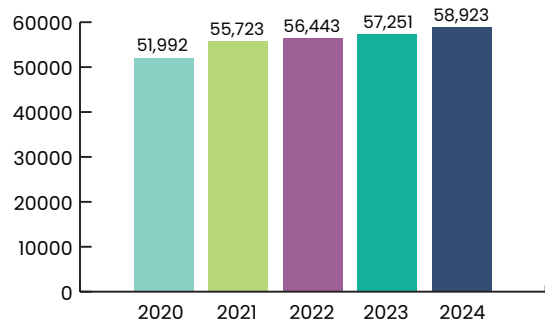


**Graduate Student**  
49%

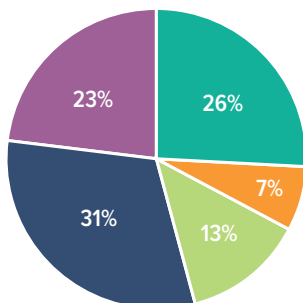


**Professional**  
51%

### 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**

## 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 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.

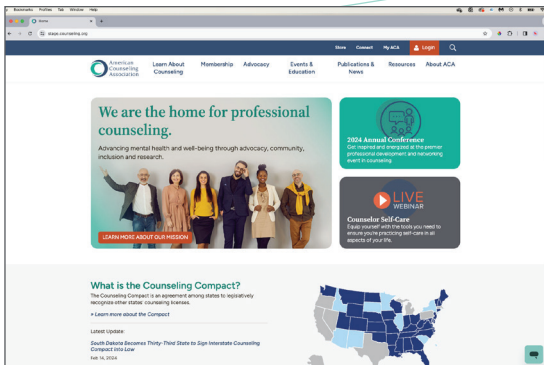


# ADVERTISING

## 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)  
Home page .....Request rate

#### Ad size:

- 728px x 90px (leaderboard) or 970px x 90px (leaderboard)  
- 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)





## ► 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.

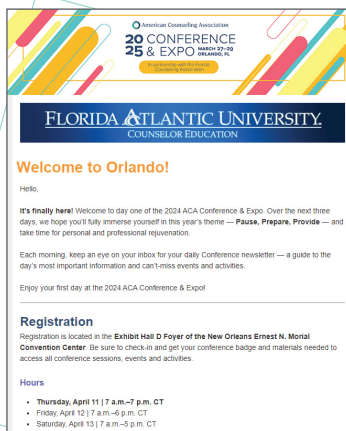
**For Counseling Insider inquiries contact:**

MultiView Sales

Call: 972-402-7070

Email: [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

Visit: <https://mk.multibriefs.com/MediaKit/Pricing/myaca>



## ► 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** | 58,000 subscribers

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 has been redesigned (as of January 2024) in a modern, engaging and eye-catching format. It's an exciting time to get into this member-favorite publication.

### Issues, Themes and Deadlines

#### January 2024

*Launch of new design, annual meeting preview, Medicare enrollment*  
Ads due: 11/20

#### March 2024

*Annual meeting preview/Counseling Awareness Month*  
Ads due: 1/12

#### May 2024

*Mental Health Awareness Month and Mental Health Action Day*  
Ads due: 2/21

#### July 2024

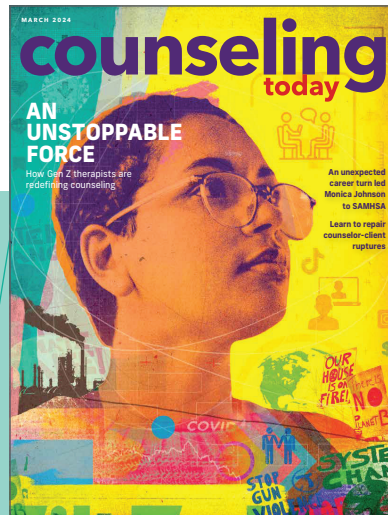
*Meet the new ACA leaders*  
Ads due: 4/26

#### September 2024

*Suicide Awareness Month, World Mental Health Day, Professional Practice Summit preview*  
Ads due: 6/28

#### November 2024

*ACA elections, Depression & Anxiety Awareness, Virtual Career Fair preview*  
Ads due: 9/3





## Special Featured Sections Departments

**Feature Well** – Each issue, we highlight individuals and topics that connect with the counselor community. A specific focus will be on clinical issues in counseling, content that resonates with students and profiles of counseling leaders.

**Front of the Book** – Our “front of book” features news and updates from across the counseling community, stats and facts, practical advice and an increased focus on counseling research. Departments include:

- From the President
- Up Close (*spotlight on interesting work related to the profession*)
- Career Showcase (*spotlight on counselor practice settings*)
- Career Consultation (*Q&A on career, supervision, and mentoring*)
- Professional Insights (*ethics and risk management*)
- Counseling in Context (*articles on DEI-related topics*)
- Research In Brief (*summary of current mental health research*)
- Research In Action (*Q&A on one recent mental health journal article*)
- Case Study (*an example of a clinical case*)
- Group Consultation (*roundtable discussion on important issue in the mental health field*)
- Stats and Facts

**Back of the Book** – Our “back of book” focuses on informing, recharging and making connections within our community. Departments in this section includes self-care resources, inspiring stories, tips for focusing on personal well-being and professional development through ACA news and upcoming events:

- Mindful Break (self-care and wellness resources)
- Knowledge Share (articles exploring ACA conference presentations)
- My Counseling Journey (profile piece on member)
- News From the Field
- Dates and Deadlines

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**

## Ad specifications/requirements

- High-resolution PDF format
- Halftones: 133-line screen
- Resolution: 300 dpi
- All fonts and images must be embedded.
- Ads and images must be in grayscale or CMYK format.
- Ads received at sizes other than *Counseling Today* standard dimensions will be required to send new material by the advertiser or agency.
- All paid advertisements will go through an internal ACA copyedit and review and be marked as "Advertisement" by the ACA design team.
- *Counseling Today* will not be held responsible for ads that print improperly due to font and images incorrectly embedded.

## Full-page Ads:

- Full-page non-bleed: 8.25" x 10.875" trim size. All text, images, background graphics and colors should be at least 0.25" away from the trim edges.
- Full-page bleed: 8.25" x 10.875" trim size plus 0.125" bleeds on all side. Crop marks should be included. This means that the total dimensions, including the bleed area, is 8.5" x 11.125". It is recommended to keep critical text, logos, etc. least 0.25" away from the trim edges.

## Partial Ads:

- Partial ads (*ads less than full page*): These ads should not include bleeds (*i.e. they should be exactly the ad size specified*).

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

## 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

#### ► 2025 ACA Conference & Expo March 27–29, Orlando

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](https://counseling.org/annualconference) to learn more.





# WEBINAR SPONSORSHIP

Host a webinar and ACA will bring the audience to you.

**Sponsorship:**

Webinar: Sponsor's Content (\$7,500–\$10,000)

Promotion via an ACA newsletter and dedicated email promotion. Access to registration list.

On-demand for 60–90 days. Max length: 1 hour. *CE preferred but not required.*

## Virtual

▶ **Professional Practice Summit**

**September 13, 2024**

Focus: Modalities, client care, and ethics

▶ **Emerging Professionals Conference**

**October 31–November 1, 2024**

Focus: All things student-related: capstones, dissertations, internship and practicum, school/work/family life balance

▶ **School-based Professionals Summit**

**January 2025**

Focus: Working with children and adolescents in school settings, trauma-informed practices, crisis management, innovative technologies, collaborative teams and approaches.

▶ **Business of Counseling Summit**

**June 2025**

Focus: Practicalities of owning and operating a business; marketing, accounting, billing, human resources, healthcare platforms



*Sponsorship, advertising and virtual exhibit opportunities available. Visit [counseling.org/events](https://www.counseling.org/events) to learn more about all of our events.*

# 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](https://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:** 214-291-3661

**Email:** [AdSales@counseling.org](mailto:AdSales@counseling.org)