

2024 ACUHO-I Advertising Rates

ACUHO-I Industry Partners receive **10% OFF** all ad rates. Receive an additional **5% OFF** for prepayment.

Talking Stick Magazine

Placement	Size	Single Insertion	3x SAVE 5%	6x SAVE 10%
Full Page	1024 x 1325 px	\$2,995	\$8,505 (\$2,835 each)	\$16,140 (\$2,690 each)
Cover 2	1024 x 1325 px	\$3,655	\$10,416 (\$3,472 per)	\$19,734 (\$3,289 each)
Front Face	1024 x 1325 px	\$3,449	\$9,972 (\$3,324 each)	\$18,894 (\$3,149 each)
Cover Banner Pop-Up	1000 x 1000 px	\$2,950	\$8,400 (\$2,800 each)	\$15,930 (\$2,655 each)
Half Page	1024 x 675 px	\$1,849	\$5,271 (\$1,757 each)	\$9,984 (\$1,664 each)
Side Banner	440 x 1325 px	\$1,995	\$5,685 (\$1,895 each)	\$10,770 (\$1,795 each)
Bottom Banner Pop-Up	728 x 90 px	\$1,599	\$4,560 (\$1,520 each)	\$8,634 (\$1,439 each)
+ Campus Marketplace/Quarter Page	575 x 675 px	\$999	\$2,847 (\$949 each)	\$5,394 (\$899 each)
+ Video Trailer Sponsor (add-on)	High Resolution Logo (jpg or png)	\$799	\$2,277 (\$759 each)	\$4,320 (\$720 each)
+ Embedded Video (add-on)	YouTube URL	\$599	\$1,707 (\$569 each)	\$3,234 (\$539 each)
+ Call to Action Banner (add-on)	URL for click-throughs	\$499	\$1,425 (\$475 each)	\$2,694 (\$449 each)

Connections Email Newsletter

Placement	Size	1 Month	3 Months SAVE 20%	6 Months SAVE 35%
Small Banner	290 x 125 px	\$1,388	\$3,330	\$5,412
Large Banner	600 x 125 px	\$1,784	\$4,281	\$6,960
Sponsored Content - Without Image	Approximately 60 Words	\$2,409	\$5,781	\$9,396
Sponsored Content - With Image	Approximately 50 Words and 125 x 125 px	\$2,766	\$6,639	\$10,788

Online Community

Placement	Size	1 Month	3 Months SAVE 10%	6 Months SAVE 25%
Side Banner (top position)	370 x 300 px	\$660	\$1,695	\$2,970
Side Banner (middle position)	370 x 300 px	\$595	\$1,605	\$2,676
Side Banner (bottom position)	370 x 300 px	\$550	\$1,485	\$2,472
3-Ad Bundle (includes community homepage, discussion page, and email positions)	Homepage (370 x 300 px), Discussion Page (190 x 190 px) Digest Email (600 x 60 px), and	\$1,915	\$4,596 (20% savings)	N/A

Email Marketing Campaign

Placement	1 Email	3 Emails	6 Emails
Email delivered to ACUHO-I members on behalf of participating industry partner.	\$4,500	\$12,000 No more than one email per month during 12 months after purchase.	\$23,000 No more than one email per month during 12 months after purchase.

Files should be submitted in .jpeg or .png format and in RGB color mode.
Files submitted as PDFs will be converted.

2024 Advertising

INSERTION ORDER AND ADVERTISING AGREEMENT

Contact Name		Contact Title	
Company		Agent for	
Address	City	State	ZIP
Phone #	Contact Email	Company Website	

Talking Stick Magazine Ads

Issues for Inclusion	Issues	Artwork (pick up/new)	Inclusion Deadline
<input type="checkbox"/>	Jan+Feb		December 22, 2023
<input type="checkbox"/>	Mar+Apr		February 19, 2024
<input type="checkbox"/>	May+June		April 22, 2024
<input type="checkbox"/>	July+Aug		June 24, 2024
<input type="checkbox"/>	Sept+Oct		August 19, 2024
<input type="checkbox"/>	Nov+Dec		October 21, 2024

Talking Stick Sizes & Rates

Ad Size + Placement	Single Insertion	3x SAVE 5%	6x SAVE 10%
<input type="checkbox"/> Full Page	\$2,995	\$8,505	\$16,140
<input type="checkbox"/> Cover 2	\$3,655	\$10,416	\$19,734
<input type="checkbox"/> Front Face	\$3,449	\$9,972	\$18,894
<input type="checkbox"/> Cover Banner	\$2,950	\$8,400	\$15,930
<input type="checkbox"/> Half Page	\$1,849	\$5,271	\$9,984
<input type="checkbox"/> Side Banner	\$1,995	\$5,685	\$10,770
<input type="checkbox"/> Bottom Banner Pop-Up	\$1,599	\$4,560	\$8,634
<input type="checkbox"/> Marketplace/Quarter Page	\$999	\$2,847	\$5,394
<input type="checkbox"/> + Video Trailer Sponsor	\$799	\$2,277	\$4,320
<input type="checkbox"/> + Embedded Video	\$599	\$1,707	\$3,234
<input type="checkbox"/> + Call to Action Banner	\$499	\$1,425	\$2,694

Online Ads

Ad Size + Placement	Single Insertion	3x	6x
Connections		SAVE 20%	SAVE 35%
<input type="checkbox"/> Small Banner	\$1,388	\$4,281	\$6,960
<input type="checkbox"/> Large Banner	\$1,784	\$5,781	\$9,396
<input type="checkbox"/> Sponsored Content - no image	\$2,409	\$6,639	\$10,788
<input type="checkbox"/> Sponsored Content - with image	\$2,766	\$1,757	\$1,664
Online Community		SAVE 20%	SAVE 35%
<input type="checkbox"/> Side Banner (top)	\$660	\$2,334	3,792
<input type="checkbox"/> Side Banner (middle)	\$595	\$1,944	\$3,162
<input type="checkbox"/> Side Banner (bottom)	\$550	\$2,076	\$3,372
<input type="checkbox"/> 3-Ad Bundle (includes community homepage, discussion page, and email positions)	\$1,915	\$4,596	N/A
Email Message			
<input type="checkbox"/> Email delivered to ACUHO-I members on behalf of participating industry partner.	\$4,500	\$12,000	\$23,000

Payment

Rates listed are non-commissionable. ACUHO-I members and agents for ACUHO-I members will be invoiced. Non-members must include payment with insertion orders.

Send completed and signed insertion order to:

ACUHO-I, Attention: Corporate Relations
 1445 Summit Street · Columbus, OH 43201
 email: corporaterelations@acuho-i.org · phone: 614.292.0099

Make a copy for your records. The undersigned authorized officer, employee, or agent of the above-named company requesting to place advertising indicated hereby acknowledges that he or she has read the terms of this agreement as stipulated above and in the Terms and Agreements. The undersigned hereby requests the advertising space as indicated above and agrees to be bound by the terms of this agreement.

Authorized Signature

Date

Terms and Agreement

CONDITIONS AND GUIDELINES FOR ADVERTISING WITH ACUHO-I

1. Advertisers are to furnish to the publisher prepared artwork, ready for publication by the specified due date. Photos should be 300 dpi and .jpg digital format.
2. The artwork used in the printing of advertisements is the property of the publisher and may not be transferred to another advertiser.
3. The publisher shall not be liable for failure to insert any advertisement due to fire, strikes, unavoidable accidents, acts of God, or any cause whatsoever.
4. Any bill submitted to the advertiser by the publisher shall be conclusive as to the correctness of the items set forth and shall constitute an account state unless written objections are made to the publisher or the advertiser within thirty (30) days of the presentation of the invoice.
5. The publisher reserves the right to cancel the contract at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any other material violation of the stated conditions; and upon such cancellations all advertising done under this contract, and unpaid, shall become immediately due and payable. In case of delinquency in payment or impaired credit, the publisher shall have the right at any time to change the requirements as to terms of payment for further advertising under this contract, or to refuse to publish future advertisements, as the publisher may see fit.
6. Advertisers agree to make payment within thirty (30) days from the presentation of the invoice for published advertisements. Balances overdue more than sixty (60) days are subject to late payment charges of 1.5% per month from the date of invoice.
7. The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to approval of the publisher. Unless otherwise authorized in advance, no change shall be made without the consent of the advertiser, except for the correction of typographical errors. The advertiser may be billed for such corrections. The publisher reserves the right to decide on ad placement.
8. Failure by the publisher to insert an ad in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute breach of contract.
9. Advertising space is determined by the publisher. The publisher shall have the right to omit any advertisement when the space allotted to advertising in the outlet for which such advertising is ordered has all been taken, and also limit the amount of space an advertiser may use in any one issue. Advertising rates are determined annually by the publisher.
10. Cancellation of an advertisement by the advertiser within four weeks prior to the mechanical deadline will be upheld, but a fifty percent (50%) advertisement rate penalty will be assessed.
11. The publisher reserves the right to edit all copy and to refuse advertisements that are not in consonance with the principles of Title VII of the Civil Rights Act of 1964.
12. Advertisements promoting the sales or consumption of alcoholic beverages, guns, gambling and tobacco are prohibited.
13. The publication of any advertisement by ACUHO-I is not an endorsement of the advertiser or of the products or services advertised. Advertisers may not, without prior consent, incorporate in a subsequent advertisement the fact that a product or service has been advertised in an ACUHO-I publication.
14. The use of the ACUHO-I logo or any Conference logos are not permitted in advertisements. Major Donors and Corporate Partners are permitted to use the Foundation Corporate Partner logo in *Talking Stick* advertisements.
15. All advertising rates are non-commissionable.
16. If new artwork is indicated on the agreement form, but no new artwork is submitted by the notified deadline, a pick-up will be used for the reserved ad space. Artwork not turned in at the proper deadline may result in the negation of contract.
17. Any conversions made at the publisher's printer, text or graphics, will be at the advertiser's expense. Artwork submitted in a .pdf format may not be editable.
18. Artwork must be sent as an Adobe Acrobat (PDF) file. PDF files must be high resolution (300 dpi or greater) and/or optimized for press when distilled. Embed all fonts when creating PDF file. If spot color is used, specify PMS or CMYK.