

# 2025 Advertising Rates

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

## Talking Stick Magazine

Placement	Size	Single Insertion	3x SAVE 5%	3x Cost of Each Ad	6x SAVE 10%	6x Cost of Each Ad
Full Page	1024 x 1325 px	\$3,100	\$8,835	\$2,945	\$16,739	\$2,790
Cover 2	1025 x 1325 px	\$3,783	\$10,781	\$3,594	\$20,428	\$3,405
Front Face	1026 x 1325 px	\$3,570	\$10,174	\$3,391	\$19,276	\$3,213
Cover Banner Pop-Up	1000 x 1000 px	\$3,053	\$8,702	\$2,901	\$16,488	\$2,748
Half Page	1024 x 675 px	\$1,914	\$5,454	\$1,818	\$10,334	\$1,722
Side Banner	440 x 1325 px	\$2,065	\$5,885	\$1,962	\$11,150	\$1,858
Bottom Banner Pop-Up	728 x 90 px	\$1,655	\$4,717	\$1,572	\$8,937	\$1,489
Quarter Page	575 x 675 px	\$1,034	\$2,947	\$982	\$5,583	\$931
Embedded Video (Add-on)	YouTube URL	\$620	\$1,767	\$589	\$3,348	\$558
Call to Action Banner (Add-on)	URL for click-through	\$516	\$1,472	\$491	\$2,789	\$465

## Connections Email Newsletter

Placement	Size	1 Month	3 Months SAVE 20%	3 Months Cost Per Month	6 Months SAVE 35%	6 Months Cost Per Month
Small Banner	290 x 125 px	\$1,437	\$3,448	\$1,149	\$5,603	\$934
Large Banner	600 x 125 px	\$1,846	\$4,431	\$1,477	\$7,201	\$1,200
Sponsored Content - Without Image	Approximately 60 Words	\$2,493	\$5,984	\$1,995	\$9,724	\$1,621
Sponsored Content - With Image	Approximately 50 Words and 125 x 125 px	\$2,863	\$6,871	\$2,290	\$11,165	\$1,861

## Online Community

Placement	Size	1 Month	3 Months SAVE 10%	3 Months Cost Per Month	6 Months SAVE 25%	6 Months Cost Per Month
Side Banner (top position)	370 x 300 px	\$683	\$1,742	\$581	\$3,074	\$512
Side Banner (middle position)	370 x 300 px	\$616	\$1,570	\$523	\$2,771	\$462
Side Banner (bottom position)	370 x 300 px	\$569	\$1,452	\$484	\$2,562	\$427
Landing Page (login page)	370 x 300px	\$676	\$1,724	\$575	\$3,043	\$507

## Online Community 3-Ad Bundle extra discount

Placement	Size	1 Month	3 Months SAVE 20%	3 Months Cost Per Month
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)	\$1,982	\$4,757	\$1,586

## LinkedIn Post

Placement	Size	1 Month
ACUHO-I LinkedIn Platform (1 post)	1200 x 1200 px	\$250

## Email Marketing Campaign

Placement	1 Email	3 Emails SAVE 11%	3 Emails Cost Per Email	6 Emails SAVE 15%	6 Emails Cost Per Email
Email delivered to ACUHO-I members on behalf of participating industry partner.	\$4,635	\$12,375	\$4,125	\$23,639	\$3,940
No more than one email per month during 12 months after purchase					

# 2025 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

Select Issues for Inclusion	Issues	Artwork (pick up/new)	Inclusion Deadline	Creative Deadline
	Jan+Feb		November 19, 2024	December 10, 2024
	Mar+Apr		January 21, 2025	February 11, 2025
	May+Jun		March 25, 2025	April 8, 2025
	July+Aug		June 3, 2025	June 10, 2025
	Sept+Oct		July 29, 2025	August 12, 2025
	Nov+Dec		October 7, 2025	October 14, 2025

### Email Campaigns

1 Email	3 Emails (SAVE 11%)	6 Emails (SAVE 15%)
<input type="checkbox"/> \$4,635	<input type="checkbox"/> \$12,375	<input type="checkbox"/> \$23,639

### Talking Stick Sizes & Rates

Placement	Size	Single Insertion	3x SAVE 5%	3x cost of each ad	6x SAVE 10%	6x cost of each ad
Full Page	1024 x 1325 px	<input type="checkbox"/> \$3,100	<input type="checkbox"/> \$8,835	<input type="checkbox"/> \$2,945	<input type="checkbox"/> \$16,739	<input type="checkbox"/> \$2,790
Cover 2	1025 x 1325 px	<input type="checkbox"/> \$3,783	<input type="checkbox"/> \$10,781	<input type="checkbox"/> \$3,594	<input type="checkbox"/> \$20,428	<input type="checkbox"/> \$3,405
Front Face	1026 x 1325 px	<input type="checkbox"/> \$3,570	<input type="checkbox"/> \$10,174	<input type="checkbox"/> \$3,391	<input type="checkbox"/> \$19,276	<input type="checkbox"/> \$3,213
Cover Banner Pop-Up	1000 x 1000 p	<input type="checkbox"/> \$3,053	<input type="checkbox"/> \$8,702	<input type="checkbox"/> \$2,901	<input type="checkbox"/> \$16,488	<input type="checkbox"/> \$2,748
Half Page	1024 x 675 px	<input type="checkbox"/> \$1,914	<input type="checkbox"/> \$5,454	<input type="checkbox"/> \$1,818	<input type="checkbox"/> \$10,334	<input type="checkbox"/> \$1,722
Side Banner	440 x 1325 px	<input type="checkbox"/> \$2,065	<input type="checkbox"/> \$5,885	<input type="checkbox"/> \$1,962	<input type="checkbox"/> \$11,150	<input type="checkbox"/> \$1,858
Bottom Banner Pop-Up	728 x 90 px	<input type="checkbox"/> \$1,655	<input type="checkbox"/> \$4,717	<input type="checkbox"/> \$1,572	<input type="checkbox"/> \$8,937	<input type="checkbox"/> \$1,489
Quarter Page	575 x 675 px	<input type="checkbox"/> \$1,034	<input type="checkbox"/> \$2,947	<input type="checkbox"/> \$982	<input type="checkbox"/> \$5,583	<input type="checkbox"/> \$931
Embedded Video (Add-on)	YouTube URL	<input type="checkbox"/> \$620	<input type="checkbox"/> \$1,767	<input type="checkbox"/> \$589	<input type="checkbox"/> \$3,348	<input type="checkbox"/> \$558
Call to Action Banner (Add-on)	URL for click-through	<input type="checkbox"/> \$516	<input type="checkbox"/> \$1,472	<input type="checkbox"/> \$491	<input type="checkbox"/> \$2,789	<input type="checkbox"/> \$465

### 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.

### Sign and Date Below

Make a copy for your records. The underground 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
----------------------	------

\* Please send completed and signed insertion order to:

ACUHO-I • Attention: Heaven Spurlock - 1445 Summit Street - Columbus, OH 43221 • phone: 614.292.0099 ext: 402 • email: hspurlock@acuho-i.org

### Online Ads

TYPE OF AD	1 month	3 months	6 months
		SAVE 20%	SAVE 35%
<b>Connections</b>			
Small Banner: 290 x 125 px	<input type="checkbox"/> \$1,437	<input type="checkbox"/> \$3,448	<input type="checkbox"/> \$5,603
Large Banner: 600 x 125 px	<input type="checkbox"/> \$1,846	<input type="checkbox"/> \$3,431	<input type="checkbox"/> \$7,201
Sponsored Content - without image	<input type="checkbox"/> \$2,493	<input type="checkbox"/> \$5,984	<input type="checkbox"/> \$9,724
Sponsored Content - 125 x 125 px image	<input type="checkbox"/> \$2,863	<input type="checkbox"/> \$6871	<input type="checkbox"/> \$11,165

#### Online Community Homepage

	1 month	3 months	6 months
		SAVE 15%	SAVE 25%
Side Banner - Top: 370 x 300 px	<input type="checkbox"/> \$683	<input type="checkbox"/> \$1,742	<input type="checkbox"/> \$3,074
Side Banner - Middle: 371 x 300 px	<input type="checkbox"/> \$616	<input type="checkbox"/> \$1,570	<input type="checkbox"/> \$2,771
Side Banner - Bottom: 372 x 300 px	<input type="checkbox"/> \$569	<input type="checkbox"/> \$1,452	<input type="checkbox"/> \$2,562
Landing Page - Login Page: 370 x 300 px	<input type="checkbox"/> \$676	<input type="checkbox"/> \$1,724	<input type="checkbox"/> \$3,043

#### Community Three Ad Bundle

Homepage (370 x 282 px), Email (600 x 60 px), and Discussion Banner (190 x 190 px)	<input type="checkbox"/> \$1,982	<input type="checkbox"/> \$4,757
--	----------------------------------	----------------------------------

### LinkedIn Post

\$250  
Please reach out to Heaven Spurlock (hspurlock@acuho-i.org) for more information regarding sponsored LinkedIn posts.

# ***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. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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 issue 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.
13. 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.
14. 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.
15. Advertisements promoting the sales or consumption of alcoholic beverages, guns, gambling and tobacco are prohibited.
16. 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.
17. 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.
18. All advertising rates are non-commissionable.

# Benefits

## WHY SHOULD YOUR COMPANY BE ADVERTISING WITH ACUHO-I?

**Talking Stick Magazine:** A publication, with six issues a year focused on the latest in housing news, innovation, and professional development information. Written by experts in the field, the articles provide practical, actionable information. Various advertising options are available to help you reach thousands of readers.

- Bimonthly publication
- Over 17,000 digital subscribers
- Digital is seamless across all platforms and devices
- Click-throughs directed to URLs of your choice

**Connections E-Newsletter:** The top source of news and updates on ACUHO-I programs, resources, volunteer opportunities, and more, delivered to inboxes of more than 17,000 individuals each week.

- Ads appear in weekly digital newsletter in line with valuable news and information target towards campus housing decision makers
- Click-throughs directed to URLs of your choice with enhanced traffic reports specific to your ad sent each month

**ACUHO-I Online Community:** An exclusive platform for members to share questions and answers with their peers. Available in your browser and through daily emails, this is the place where experts discuss their challenges, exchange ideas, and connect with colleagues from around the globe. Give your business a spot on the community home page as well as email and online discussion posts.

- Your ad is placed in an exclusive platform for members to ask peers and experts questions about top problems, exchange ideas, and connect with colleagues worldwide
- Available as a single banner insertion or a 3-ad bundle

### Industry Partner Email Marketing Campaign

An exclusive opportunity for ACUHO-I industry partners looking to position themselves as an industry leader in campus housing and residence life. Your email will be viewed by ACUHO-I's 17,000+ members on a monthly basis. minus unsubscribed members

- Partner with ACUHO-I
- Reach 17,000+ ACUHO-I members
- Showcase your company, staff, product, goods, and services
- Connect with campus-based members and offer unique solutions for their campus needs
- Access to email statistics and metrics

### Email Package and Pricing:

- \$4,635 for one email sent in a selected month
- \$12,375 for one email sent per month for 3 months over a 12-month period from purchase
- \$23,639 for one email sent per month for 6 months over a 12-month period from purchase