

**ACSA ADVERTISING**  
**RATE CARD**  
2011-2012



# ACSACAREERS JOB ADS

ACSA reaches over 25,000 users on [acsa-arch.org](http://acsa-arch.org) per month and the job board alone is the most visited page on the ACSA website. See below for the rates, benefits, and features for posting your job opportunity on ACSA Careers.

## STANDARD POSTING

	MEMBER RATE	NONMEMBER RATE
<b>Basic</b> (text only, up to 350 words)	\$350	\$500
<b>Extended with logo</b> (unlimited text) (send jpg)	\$500	\$700

## ADD ONS

### ACSACAREERS

<b>Featured Listing</b> Be one of the first jobs seen by job seekers. Make your listing appear at the top of the list on ACSA Careers.	+ \$150	+ \$200
<b>ACSA Careers Banner</b> (728 x 90 pixels-Leaderboard)	+ \$200	+ \$250

### ACSA HOMEPAGE

<b>Homepage Listing</b> (text and logo only)	+ \$100	+ \$150
<b>Homepage Banner</b> (180 x 150 pixels-Rectangle)	+ \$400	+ \$450

## EMAIL

<b>ACSA Update</b> Include your listing in 2 Friday blast emails as a sidebar. (text and logo)	+ \$200	+ \$250
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## PRINT

<b>ACSA Careers Digest</b> Distributed November, February, and April. (text and logo only) Deadline 30 days prior.	+ \$500 per issue	+ \$550 per issue
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Rates above are for a single job title and are for a 30 day listing, beginning the day the ads is posted.

# ONLINE ADS

Banner ads will be offered on the following sections of the website.

<b>HOMEPAGE - <a href="http://acsa-arch.org">acsa-arch.org</a></b> guarantee 15,000 views	<b>STUDENTS</b> guarantee 5,000 views
<b>ACSA CAREERS</b> guarantee 10,000 views	<b>RESOURCES</b> guarantee 1,500 views
<b>ACSA NEWS</b> guarantee 7,500 views	<b>PROGRAMS+EVENTS</b> guarantee 1,500 views

- The ad will be online for 30 days unless the guarantee is not met, in which case the ad will appear until the guarantee is met.

	<b>MEMBER RATE</b>	<b>NONMEMBER RATE</b>
<b>1st ad above fold</b> (300 x 250 pixels-Medium Rectangle)	\$60 CPM	\$85 CPM
<b>1st ad below fold</b> (180 x 150 pixels-Rectangle)	\$45 CPM	\$65 CPM
<b>2nd ad below fold</b> (180 x 150 pixels-Rectangle)	\$35 CPM	\$50 CPM

- CPM refers to the cost for 1,000 ad views
- An ad view is counted each time your ad appears on someone's computer when they load [acsa-arch.org](http://acsa-arch.org)
- ACSA does not offer animated GIFs, pop-ups, or pop-unders
- Ad sizes meet IAB standards

## Example:

- Homepage: 1st ad above the fold for 1 month:  $\$60 \times 15 = \$900$
- Resources: 1st ad below the fold for 2 months:  $\$45 \times 1.5 \times 2 = \$135$

**TO LEARN MORE VISIT:  
[WWW.ACSA-ARCH.ORG/ADVERTISING](http://WWW.ACSA-ARCH.ORG/ADVERTISING)**

# EMAIL ADVERTISING

## SPONSORED EMAILS

Stand-alone emails sent on Tuesdays or Thursdays. ACSA permits only one email per week.

	MEMBER RATE	NONMEMBER RATE
All members	\$0.50/address	\$0.55/address
Administrators	\$0.70/address	\$0.85/address

- There are roughly 5,000 faculty and 350 administrators
- Final price will be agreed upon before sending email
- Additional lists are available (by specialty, location, etc.)

## MAILING LIST RENTALS

	MEMBER RATE	NONMEMBER RATE
All members	\$0.20/address	\$0.30/address
Administrators	\$0.30/address	\$0.45/address

plus \$12 shipping and handling fee

## ACSA UPDATE EMAIL

Weekly membership email sent to full ACSA mailing list (5,000+ emails)

	MEMBER RATE	NONMEMBER RATE
<b>1 Ad above fold</b> within body of email	<b>\$600</b> for 1 month (4 emails)	<b>\$800</b> for 1 month (4 emails)
<b>1 Ad below fold</b> within sidebar of email	<b>\$300</b> for 1 month (4 emails)	<b>\$500</b> for 1 month (4 emails)

## CONTACT

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