

# 2026 Advertising Rates

ACUHO-I Industry Partners receive 10% OFF all rates | Receive an additional 5% OFF for prepayment.  
[View full Media Guide Here](#)

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

## Talking Stick Magazine - [Click here to view](#)

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	\$3,069	\$8,746	\$2,915	\$16,572	\$2,762
Cover 2	1025 x 1325 px	\$3,745	\$10,674	\$3,558	\$20,224	\$3,371
Front Face	1026 x 1325 px	\$3,534	\$10,072	\$3,357	\$19,084	\$3,181
Cover Banner Pop-Up	1000 x 1000 px	\$3,023	\$8,615	\$2,872	\$16,323	\$2,720
Half Page	1024 x 675 px	\$1,895	\$5,400	\$1,800	\$10,231	\$1,705
Side Banner	440 x 1325 px	\$2,044	\$5,826	\$1,942	\$11,039	\$1,840
Bottom Banner Pop-Up	728 x 90 px	\$1,638	\$4,669	\$1,556	\$8,847	\$1,475
*Campus Marketplace/Quarter Page	575 x 675 px	\$1,024	\$2,917	\$972	\$5,528	\$921
*Video Trailer Sponsor (Add-on)	High Resolution Logo (jpg or png)	\$819	\$2,333	\$778	\$4,421	\$737
*Embedded Video (Add-on)	YouTube URL	\$614	\$1,749	\$583	\$3,314	\$552
*Call to Action Banner (Add-on)	URL for click-through	\$511	\$1,457	\$486	\$2,761	\$460

## Connections Email Newsletter - [Click here to view](#)

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	\$1,494	\$3,586	\$1,195	\$5,827	\$971
Large Banner	600 x 125 px	\$1,920	\$4,609	\$1,536	\$7,489	\$1,248
Sponsored Content - Without Image	Approximately 60 Words	\$2,593	\$6,223	\$2,074	\$10,113	\$1,685
Sponsored Content - With Image	Approximately 50 Words and 125 x 125 px	\$2,977	\$7,146	\$2,382	\$11,612	\$1,935

## Online Community - [Click here to view](#)

Placement	Size	1 Month	3 Months Save 10%	3 Months Cost Per Month	6 Months Save 25%	6 Months Cost Per Month
Landing Page	370 x 300 px	\$781	\$1,993	\$664	\$3,517	\$586
Side Banner (Top Position)	370 x 300 px	\$710	\$1,812	\$604	\$3,197	\$533
Side Banner (Middle Position)	371 x 300 px	\$640	\$1,633	\$544	\$2,882	\$480
Side Banner (Bottom Position)	372 x 300 px	\$592	\$1,510	\$503	\$2,664	\$444

## 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)	\$1,992	\$4,780	\$1,593

## Email Marketing Campaign

Placement		1 Email	3 Emails Save 11%	6 Emails Cost Per Email	12 Emails Save 15%	24 Emails Cost Per Email
Email delivered to ACUHO-I members on behalf of participating industry partner.	No more than one email per month during 12 months after purchase	\$4,820	\$12,870	\$4,290	\$24,584	\$4,097

## Talking Stick Magazine Ads

Placement	Issues	Artwork (Pickup/New)	Inclusion Deadline	Creative Deadline
	Jan+Feb		November 19, 2025	December 10, 2025
	Mar+Apr		January 19, 2026	February 11, 2026
	May+Jun		March 25, 2026	April 8, 2026
	July+Aug		June 3, 2026	June 10, 2026
	Sept+Oct		July 29, 2026	August 12, 2026
	Nov+Dec		October 2, 2026	October 16, 2026

## Email Campaigns

1 Email	3 Emails (Save 11%)	6 Emails (Save 15%)
<input type="checkbox"/> \$4,820	<input type="checkbox"/> \$12,870	<input type="checkbox"/> \$24,584

## LinkedIn Post

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

## Online Ads

Connections	1 Month	3 Months SAVE 20%	6 Months SAVE 35%
Small Banner: 290 x 125 px	<input type="checkbox"/> \$1,494	<input type="checkbox"/> \$3,586	<input type="checkbox"/> \$5,827
Large Banner: 600 x 125 px	<input type="checkbox"/> \$1,920	<input type="checkbox"/> \$4,609	<input type="checkbox"/> \$7,489
Sponsored Content - without image	<input type="checkbox"/> \$2,593	<input type="checkbox"/> \$6,223	<input type="checkbox"/> \$10,113
Sponsored Content - 125 x 125 px image	<input type="checkbox"/> \$2,977	<input type="checkbox"/> \$7,146	<input type="checkbox"/> \$11,612

## Online Community Homepage

	1 Month	3 Months SAVE 15%	6 Months SAVE 25%
Landing Page - 370 x 300 px	<input type="checkbox"/> \$781	<input type="checkbox"/> \$1,993	<input type="checkbox"/> \$3,517
Side Banner - Top: 370 x 300 px	<input type="checkbox"/> \$710	<input type="checkbox"/> \$1,812	<input type="checkbox"/> \$3,197
Side Banner - Middle: 371 x 300 px	<input type="checkbox"/> \$640	<input type="checkbox"/> \$1,633	<input type="checkbox"/> \$2,882
Side Banner - Bottom: 372 x 300 px	<input type="checkbox"/> \$592	<input type="checkbox"/> \$1,510	<input type="checkbox"/> \$2,664

## Community Three Ad Bundle

	1 Month	3 Months SAVE 15%
Homepage (370 x 282 px), Email (600 x 60 px), and Discussion Banner (190 x 190 px)	<input type="checkbox"/> \$1,992	<input type="checkbox"/> \$4,780

## 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: 401 | email: hspurlock@acuho-i.org | fax: 614.292.3205

# **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.