

ASCA 2027

Print and Digital Advertising Kit



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

75
YEARS
1952-2027

ASCA School Counselor Magazine



ASCA *School Counselor* magazine, the flagship bimonthly, offers school counselors at all levels informative and educational articles covering the most critical topics in the field. The magazine's audience of elementary, middle and high school counselors; district school counseling directors; school counselor educators and graduate students; principals; and state and federal department of education employees rely on *ASCA School Counselor* magazine for insightful discussions of the issues important to them.

Reach more than 100,000 potential customers by advertising in *ASCA School Counselor* magazine, which is published six times per year in September, November, January, March, May and July.

CLOSING DATES

Issue Date	Insertion Editorial Focus	Advertising Order & Materials Due
Jan/Feb 2027	Empower the School Counselor Role	Nov. 27, 2026
Mar/Apr 2027	Great Ideas	Jan. 29, 2027
May/June 2027	Maximize Your Program: Innovation and Efficiency	March 26, 2027
July/Aug 2027	Professional Growth	May 28, 2027
Sept/Oct 2027	Student Mental Health	July 30, 2027
Nov/Dec 2027	Each and Every Student: Closing Opportunity and Achievement Gaps	Sept. 24, 2027

(Issue themes subject to change)

Contact sales@schoolcounselor.org to learn more.

ASCA School Counselor Magazine

AD RATES PER INSERTION

All rates are net to ASCA

AD SIZE	One Time	Three Times	Six Times
Back Cover	\$4,375	\$4,070	\$3,780
Cover 2 (inside front)	\$4,080	\$3,755	\$3,460
Cover 3 (inside back)	\$3,670	\$3,740	\$3,110
Full page			
Premium Placement	\$3,670	\$3,740	\$3,110
Full Page	\$3,370	\$3,440	\$2,850
2/3 page	\$2,350	\$2,400	\$1,890
½ page horizontal	\$1,730	\$1,765	\$1,470
1/3 vertical	\$1,220	\$1,240	\$1,040

PRINT MECHANICAL REQUIREMENTS

Magazine Trim Size 8⅝" Wide x 10⅞" High

Full page (nonbleed): 7⅝" wide x 9⅞" high

Full page (bleed): 8⅝" wide x 11⅞" high

⅔ Page: 4¾" wide x 9⅞" high

½ page: 7⅝" wide x 4¾" high

⅓ page vertical: 2¼" wide x 9⅞" high

Media: High-resolution (300 dpi) PDF file with fonts embedded

Thank you for continuing to inspire your students.

In unprecedented times, your work as a school counselor is more important than ever. As you support your students, we want you to know we're here to support you along the way.

Join our free, online professional development events later this summer.

Counselor Summer Institute | AUGUST 4-7
Register now for insightful discussions, updates, and advising strategies relevant to the ever-changing college admissions landscape, including the impact of coronavirus (COVID-19). Visit collegeboard.org/csl for more information.

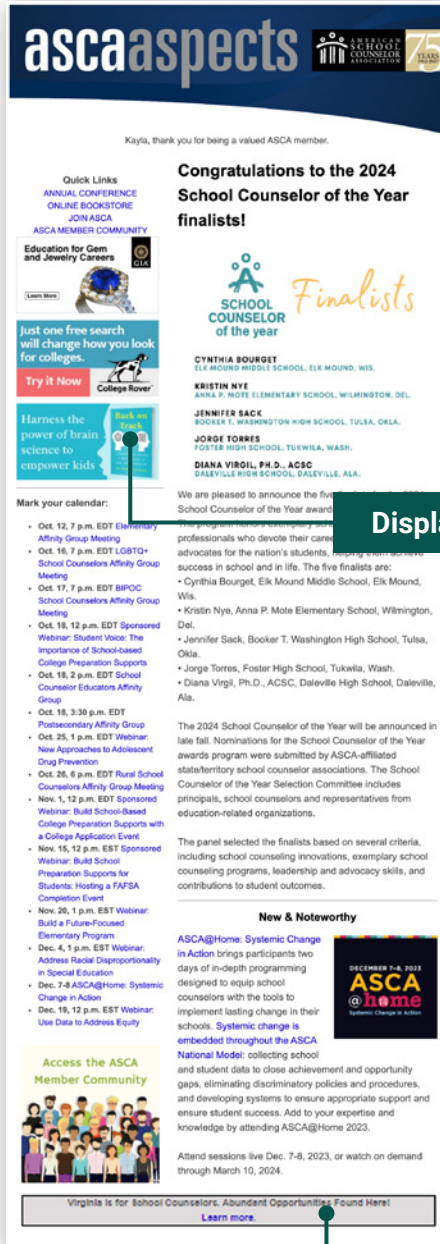
Counselor Workshops | AUGUST-OCTOBER
To support student success, join us to receive the most up-to-date information related to College Board programs and services, as well as valuable counseling resources. Visit collegeboard.org/cslw for more information.

Visit counselors.collegeboard.org.

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Contact sales@schoolcounselor.org to learn more.

ASCA Aspects Monthly E-Newsletter



ASCA Aspects is emailed monthly (distributed on or about the 15th of the month) to approximately 43,000 ASCA members. The e-newsletter keeps readers up to date on the latest ASCA and school counseling news and offers four display ad positions as well as four headline ad positions. The headline ads appear between the articles and are linked to your URL. Average open rate is 55%, and average click rate is 6%.

Display Ad

CLOSING DATES:

- Insertion order is due by the fifth of the month to be published in that month's ASCA Aspects.
- Ad material is due by the fifth of the month.
- E-mail ad and URL to sales@schoolcounselor.org.

ASCA ASPECTS RATES PER MONTH:

Display Advertising:	\$820
Headline Advertising:	\$720

SPECIFICATIONS:

Display Ad Size: 230 (w) x 125 (h) pixels (static jpeg file only); also provide URL address.
Headline Ad: Provide 8-10 words of text along with a URL for hyperlink.

Headline Ad

Contact sales@schoolcounselor.org to learn more.

ASCA State/Territory School Counselor Association E-Newsletters



ASCA produces digital newsletters for its 53 state/territory school counseling associations, which include a total distribution of approximately 46,000 school counselors, 60% of whom are not members of ASCA. The e-newsletters can be read easily on any device with display ads on the right side and headline ads embedded in the text portion of the newsletters between the editorial articles. The individual states provide two articles – and the balance of the editorial content, including the ads, is the same across all of the newsletters. The newsletters are published five times a year and cover current and timely topics. E-newsletters are sent initially on the distribution date, followed seven days later with a second blast to those who haven't yet opened the e-newsletter from the first distribution. Average open rate is 48%, and average click rate is 12%.

CLOSING DATES:

	Ad Copy Due	Email Blast Date
January 2027	12/15/26	1/5/27
March 2027	2/13/27	3/5/27
May 2027	4/20/27	5/5/27
September 2027	8/20/27	9/7/27
November 2027	10/20/27	11/5/27

AD RATES PER INSERTION:

(rates subject to change)

Display Ads	\$1,330
Headline Ads	\$1,025

AD SIZES:

Display Ad Size (six available):
200 wide x 160 tall pixels (static jpeg file) plus URL.

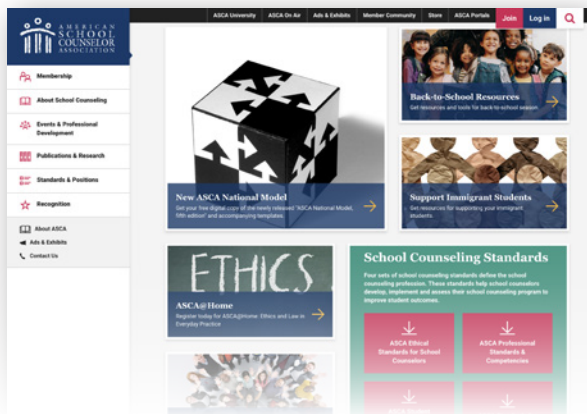
Headline Ads (four available):
Provide 8-10 words of text along with a URL for "learn more" link.

EDITORIAL FOCUS:

- **January 2027:** Tech and Data on Your Side
- **March 2027:** Recognizing Race
- **May 2027:** Whole Student Support
- **September 2027:** Back to School
- **November 2027:** Balancing Growth and Innovation

Contact sales@schoolcounselor.org to learn more.

ASCA Website



The ASCA website, schoolcounselor.org, is the place to be for school counselors. Your ad – linked to your website – keeps your products/ services, program, college or university right at the fingertips of school counselors. With more than 100,000 monthly users and 350,000 monthly page views, the ASCA website provides the ideal resource to keep your name in front of school counselors 24/7.

POSITIONS:

You ad will be placed on one of the following sections and will appear on the subpages of that section as well. All ads will be linked to the advertiser's designated website. Three advertising positions are available per section. Ads will be placed in the right sidebar.

- About School Counseling
- Membership
- Events & Professional Development
- Publications & Research
- Standards & Positions

SPECIFICATIONS:

- **Size:** 300x300 pixels (transparent background, submit URL with ad)
- Advertisers may use **only static** graphics; animated "moving" or "active" graphics are not permitted.

ASCA WEBSITE PRICING:

Per Section	\$820/month
Ad Price:	

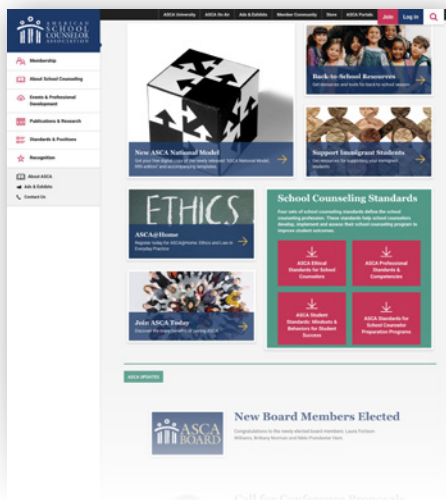
AD DEADLINES:

Insertion orders and ad due by 25th of the month preceding placement, e.g., Nov. 25 for ad beginning Dec. 1.

Email graphic and URL to
sales@schoolcounselor.org.

Contact sales@schoolcounselor.org to learn more.

Sponsored Ad Retargeting



Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget and advertise directly to ASCA's website visitors. Retargeting works by keeping track of people who visit our sites and displaying your retargeting ads to them as they visit other sites online. Take this opportunity to increase your brand exposure and add additional influence to your online marketing campaign. You provide the ad; we take care of the rest.

KEY BENEFITS:

- **Targeted Audience:** Gain valuable access to school counselors – increase brand exposure and leads.
- **Digital Reach:** Your message reaches your audience wherever they browse online.
- **Quantifiable ROI:** Detailed reporting analyzes your return, making it easy to prove value.
- **365-Day Exposure:** Promote your brand and obtain leads year-round.
- **Increased Leads:** Up to 70%.

PRICING:

Package A:	50,000 Impressions	\$3,375	
Package B:	100,000 Impressions	\$5,570	<i>*Most Popular*</i>
Package C:	150,000 Impressions	\$7,500	
Package D:	200,000 Impressions	\$9,975	

728x90 pixels

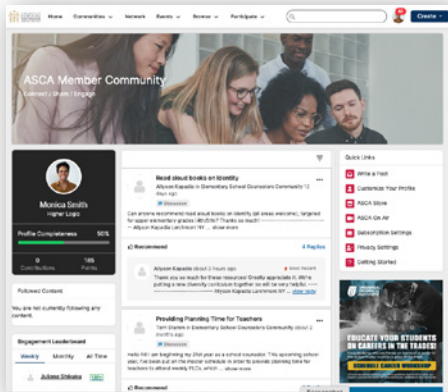
300x250 pixels

160x600 pixels

Submit URL for ad link.

Contact sales@schoolcounselor.org to learn more.

ASCA Member Community



Since its inception in 2008, the ASCA Member Community has provided a place for school counseling professionals to connect, share ideas, get advice and more. When you advertise on the ASCA Member Community, you can reach school counselors 24/7. Your ad – linked to your website – keeps your products/ services or college/university right in the spotlight.

AD DEADLINES:

- Insertion orders and ad due by 25th of the month proceeding insertion date, e.g. Nov. 25 for ad beginning Dec. 1.
- Include URL for ad link.

SPECIFICATIONS:

Banner Ad: 962x125

Sidebar Ad: 280x280

ASCA MEMBER COMMUNITY RATES PER MONTH

Banner or Sidebar Ad	\$600/month
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Contact sales@schoolcounselor.org to learn more.

General Conditions for Advertising

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at ASCA by the closing deadline specified by ASCA for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at ASCA by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at ASCA by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

Layout and typesetting costs are not included in the Publisher's advertising price and shall be billed separately to the Advertiser at prevailing rates.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade in the state of Virginia.

ASCA reserves the right to not run ads that are deemed inappropriate.

If your ad(s) is not sent in by the due date, you will forfeit that ad and the advertising fee paid.

PAYMENT TERMS:

- **Invoices are sent to client at the time the insertion order is placed and must be paid before the ad runs.**
- **All payment is due within 30 days from date of invoice.**
- Advertising rates are subject to change without notice.
- Cancellations must be received in writing no later than 30 days prior to the ad run date. If a cancellation is received after this time, then it will be billed at the contracted rate.
- Discounts may be available for multiple insertions.
- Rates subject to change.

This agreement to terms applies to all advertising orders going forward. There is no need to fill out an Insertion Order each time. An email stating your order is acceptable.

Contact sales@schoolcounselor.org to learn more.