



# ASCA 2025

## Print and Digital Advertising Kit



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

THE HOME FOR SCHOOL  
COUNSELORS SINCE 1952

# 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 2026	Marketing Your Program	Nov. 26, 2025
Mar/Apr 2026	Great Ideas	Jan. 29, 2026
May/June 2026	Student Belonging and Inclusion	March 27, 2026
July/Aug 2026	Amplify Success	May 29, 2026
Sept/Oct 2026	SEL at Every Level	July 31, 2026
Nov/Dec 2026	Postsecondary Planning Across the Student Lifecycle	Sept. 25, 2026

(Issue themes subject to change)

Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](https://bit.ly/ASCA-ad-orders)

# ASCA School Counselor Magazine

## AD RATES PER INSERTION

All rates are net to ASCA

### Four Color

Cover 2 (inside front cover) or 4 (back cover)	\$3,999
Cover 3 (inside back cover)	\$3,599
Full Page <b>Premium Placement</b> (ad appears in first one-third of the magazine)	\$3,599
Full Page	\$3,299
$\frac{2}{3}$ Page	\$2,299
$\frac{1}{2}$ Page	\$1,699
$\frac{1}{3}$ Page (Vertical)	\$1,199

## PRINT MECHANICAL REQUIREMENTS

Magazine Trim Size  $8\frac{3}{8}$ " Wide x  $10\frac{7}{8}$ " High

Full page (nonbleed):  $7\frac{3}{8}$ " wide x  $9\frac{7}{8}$ " high

Full page (bleed):  $8\frac{5}{8}$ " wide x  $11\frac{1}{8}$ " high

$\frac{2}{3}$  Page:  $4\frac{3}{4}$ " wide x  $9\frac{7}{8}$ " high

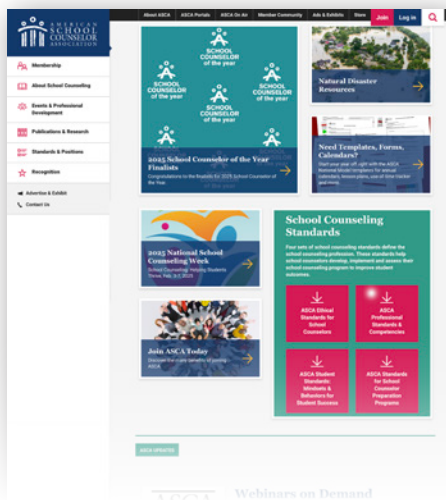
$\frac{1}{2}$  page:  $7\frac{3}{8}$ " wide x  $4\frac{3}{4}$ " high

$\frac{1}{3}$  page vertical:  $2\frac{1}{4}$ " wide x  $9\frac{7}{8}$ " high

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

Contact [sales@schoolcounselor.org](mailto: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:

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

728x90 pixels

300x250 pixels

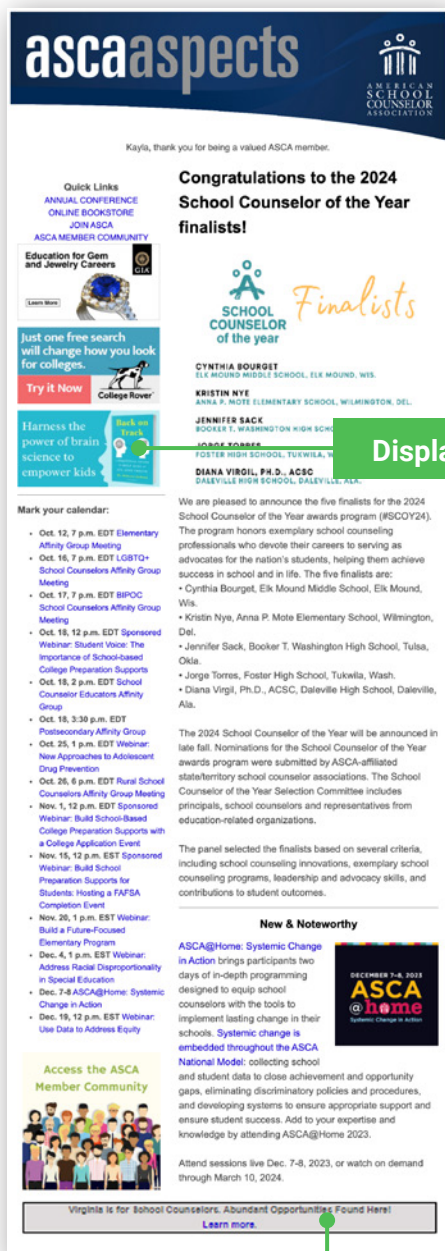
160x600 pixels

Submit URL for ad link.

Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](https://bit.ly/ASCA-ad-orders)

# ASCA Aspects Monthly E-Newsletter



Headline Ad

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.

## CLOSING DATES:

- Insertion order is due by the 5th of the month to be published in that month's ASCA Aspects.
- Ad material is due by the 5th of the month.
- E-mail ad and URL to [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org).

## ASCA ASPECTS RATES PER MONTH:

Display Advertising:	\$799
Headline Advertising:	\$699

## SPECIFICATIONS:

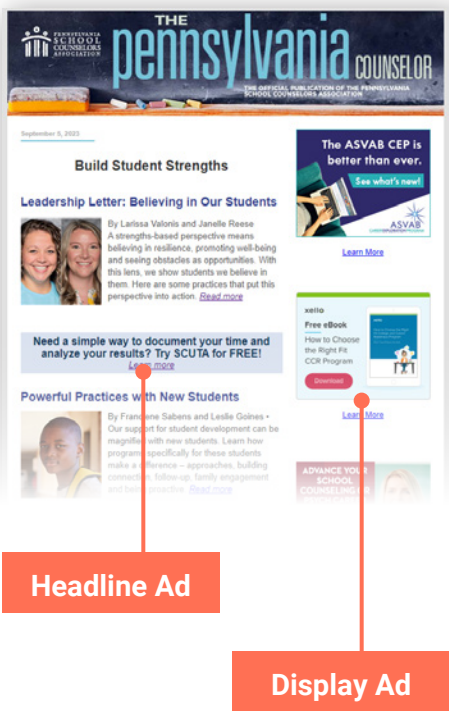
**Display Ad Size:** 230 (w) x 125 (h) pixels (static jpeg file only); also provide URL address.  
**Headline Ad:** Provide 8-10 words of text along with a URL for hyperlink.

Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](http://bit.ly/ASCA-ad-orders)



# 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 40,000 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.

## CLOSING DATES:

	Ad Copy Due	Email Blast Date
January 2025	12/16/24	1/6/25
March 2025	2/14/25	3/5/25
May 2025	4/18/25	5/5/25
September 2025	8/20/25	9/5/25
November 2025	10/20/25	11/5/25

## AD RATES PER INSERTION:

(rates subject to change)	
Display Ads	\$995
Headline Ads	\$775

## AD SIZES:

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

**Headline Ads (eight available):**  
Provide 8-10 words of text along with a URL for “learn more” link.

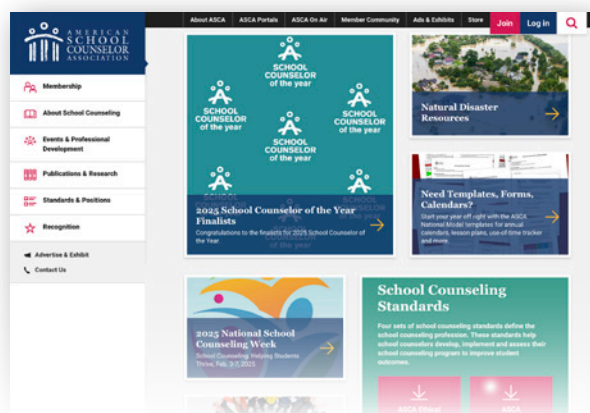
## EDITORIAL FOCUS:

- **January 2025:** Communicate and Connect
- **March 2025:** Heroes Without Caps
- **May 2025:** Center on the Senses
- **September 2025:** TBA
- **November 2025:** TBA

Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](https://bit.ly/ASCA-ad-orders)

# ASCA Website



The ASCA website, [schoolcounselor.org](https://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 may choose to advertise on one or any of the following sections (rates are per section). All ads will be linked to the advertiser's designated website, and your ad will appear on the sub-pages of that section. 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:

<b>Per Section Ad Price:</b>	\$799/month
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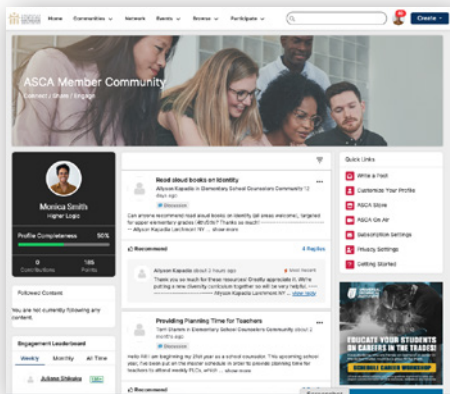
## AD DEADLINES:

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](mailto:sales@schoolcounselor.org).

Contact [sales@schoolcounselor.org](mailto: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

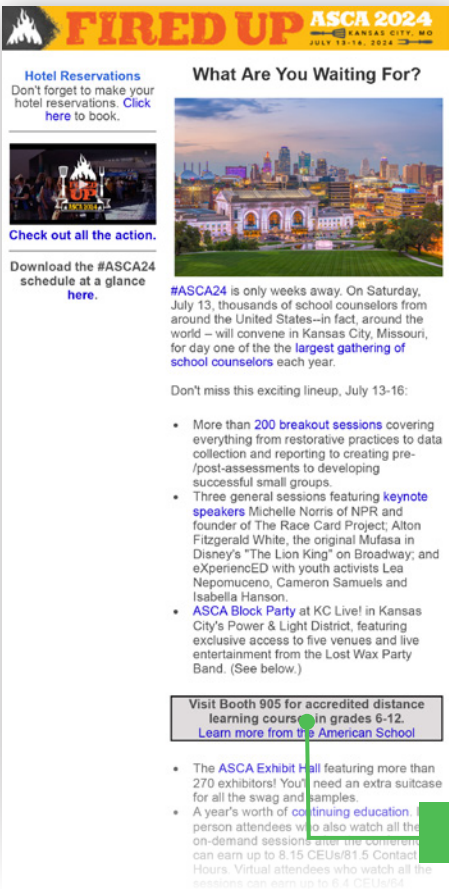
**Banner or  
Sidebar Ad**

**\$599/month**

Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.



# ASCA 2025 Conference E-Blast



Each year in advance of the ASCA Annual Conference, ASCA sends out four targeted e-blasts to promote the event. Distributed in March, April, May and June (June sold out) to approximately 50,000 potential conference attendees, the e-blasts present an excellent opportunity to share your marketing message. Four headline advertising positions are available and include eight–10 words of copy placed between paragraphs and linked to your specified URL and “Learn More” hyperlink. E-blast advertising is open to all companies, whether or not they exhibit during the conference.

## SPECIFICATIONS FOR HEADLINE ADS:

Provide eight-10 words of copy along with a URL for “Learn More” link.

## CLOSING DATES:

- Insertion order and ad are due by the 20th of the month (blast will be sent out last week of the month).
- E-mail ad text (8-10 words) and URL to [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org).

## RATES PER E-BLAST:

Headline Ad	\$699/month
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Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](https://bit.ly/ASCA-ad-orders)

# ASCA @home

Ethics and Law in Everyday Practice DEC. 5-6, 2024

## SPONSORSHIP OPPORTUNITIES

The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students and school counseling supervisors for **ASCA@Home: Ethics and Law in Everyday Practice**, Dec. 5-6, 2024. If you market to the school counselor community, or want college student referrals, you can't afford to miss the opportunity to be an ASCA@Home sponsor. This fully online professional development gives attendees three-month access to the event, ensuring your organization name will be seen over and over again.

### SPONSORSHIPS AVAILABLE:

#### Keynote Speaker Sponsor

**\$5,000** (two opportunities)

- ▶ Opportunity to introduce the keynote speaker and speak for 2-3 minutes

#### Sponsor Session

**\$4,000** (multiple opportunities available)

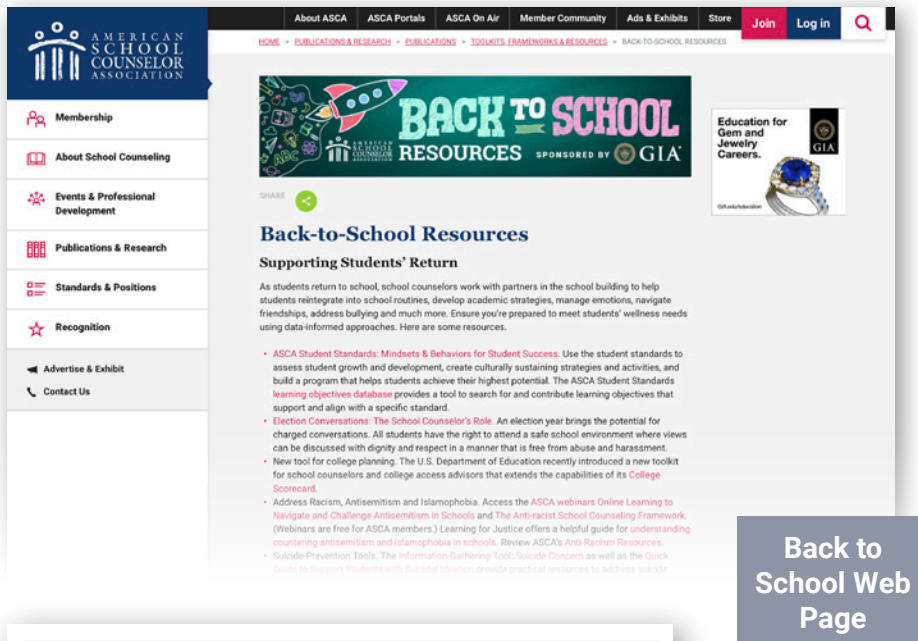
- ▶ Create your own 30-minute (pre-recorded) breakout session

Additional benefits for all sponsors include recognition in all promotional emails, as well as recognition on the ASCA@Home online portal.

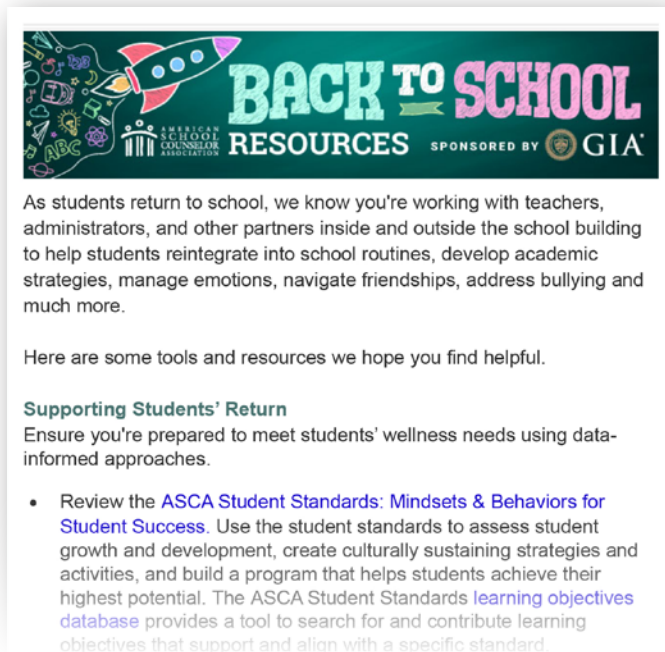
Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](https://bit.ly/ASCA-ad-orders)

# Back-to-School Resources



Back to  
School Web  
Page



Back to  
School  
eBlast

As schools resume in the fall, ASCA's back-to-school resources provide valuable tools and tips for school counselors. Sponsorship of ASCA's back-to-school resources package puts your message in front of more than 43,000 school counselors who are eager for advice and information.

## SPONSOR BENEFITS:

- Your name on the back-to-school resources banner, which appears on the back-to-school section of the website as well as in all e-blasts promoting the resources
- Banner ad with URL link on the back-to-school resources website section

**Cost: \$7,500**

Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](http://bit.ly/ASCA-ad-orders)

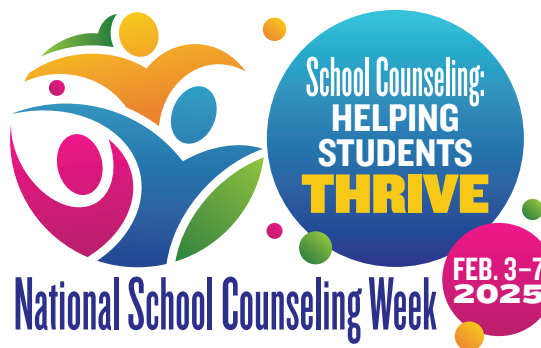
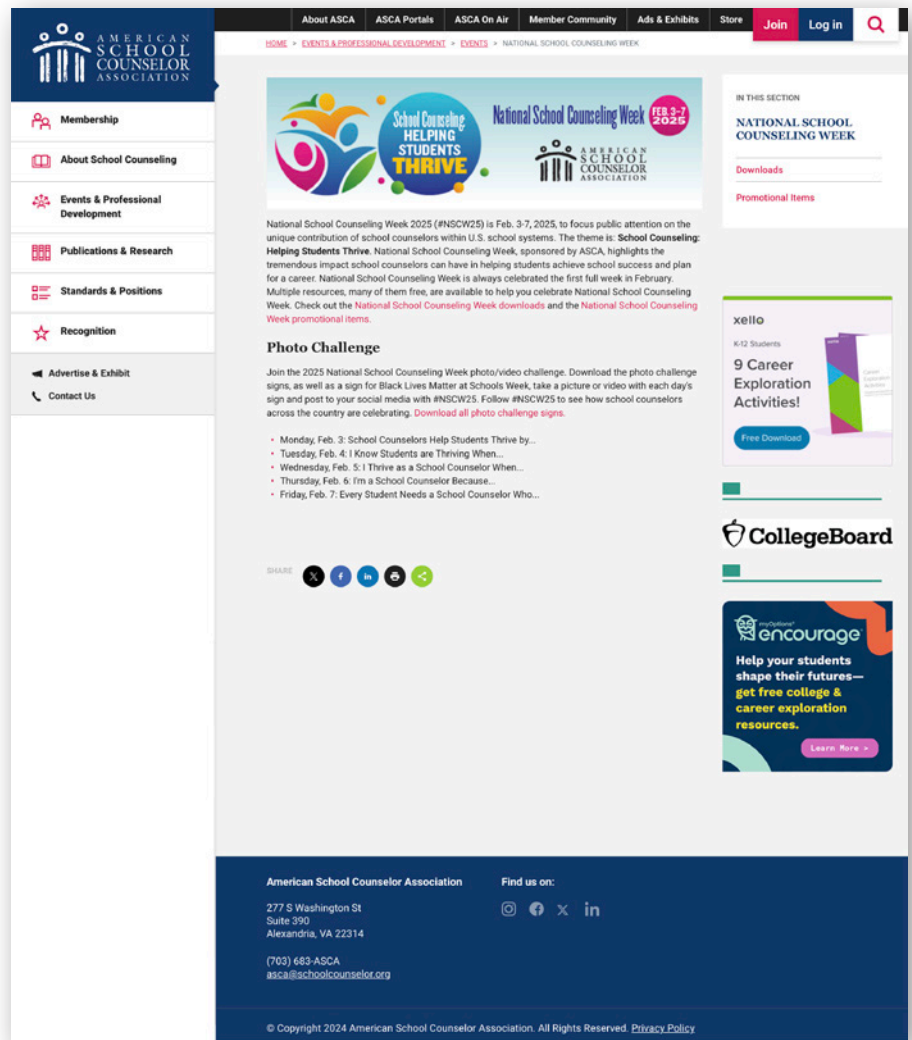
# National School Counseling Week

National School Counseling Week 2025 is Feb. 3-7, 2025, to focus public attention on the unique contribution of school counselors within U.S. school systems. The theme is: School Counseling: Helping Students Thrive. National School Counseling Week highlights the tremendous impact school counselors can have in helping students achieve school success and plan for a career.

## SUPPORTER BENEFITS

- Your logo with URL link on the National School Counseling Week website
- Your logo and link in daily e-blasts during the week
- Your company name included in National School Counseling Week podcasts

Cost \$5,000



Contact [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to learn more.

Book online at  
[bit.ly/ASCA-ad-orders](http://bit.ly/ASCA-ad-orders)



# Sponsored Content Webinars

Have some educational information to share with school counselors? Reach ASCA's more than 43,000 members with a sponsored webinar. Sponsored content package includes a webinar (up to 60 minutes) and banner ad on the ASCA On Air site in conjunction with your webinar. Contact Brian Levy ([sales@schoolcounselor.org](mailto:sales@schoolcounselor.org)) for more details or to book your package.

All webinars must be approved by ASCA. To be considered for a sponsored webinar, please submit the following to Brian Levy, [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org):

- Title
- Description
- Speaker Name(s) + title(s)
- Learning objectives (After attending this session, you will be able to)



## SPONSOR RATES:

<b>Sponsored Content Webinar</b>	<b>\$2,500</b>
<b>Sponsored Content Track (five webinars)</b>	<b>\$10,000</b>

\*Note: These are not sales pitch videos. All audio/video content must be approved by ASCA and provide practical educational content to school counselors. This may in the form of a best practice, case study, industry issue(s), innovative solution, Q&A or panel discussion.

Contact [sales@schoolcounselor.org](mailto: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.**
- **All payment is due 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.

## ACCEPTABLE FORMS OF PAYMENT:

- Credit Card  
[https://swipesimple.com/links/lnk\\_5a8b5962](https://swipesimple.com/links/lnk_5a8b5962)  
If you do not have your invoice #, please enter "1111" in the invoice number field
- Checks

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](mailto:sales@schoolcounselor.org) to learn more.