

MEDIA KIT



American
SCHOOL
HEALTH
Association
Connecting Health & Learning

For nearly 90 years, the American School Health Association (ASHA) has been promoting the health of our nation's youth by educating its members who work in Pre K-12 schools, or who advise or oversee health education or health services programs in schools or state agencies. ASHA's mission is to transform all schools into places where every student learns and thrives. ASHA's core beliefs support a student-centered, integrated and collaborative approach that addresses the needs of the Whole Child.

Some key areas of focus include:

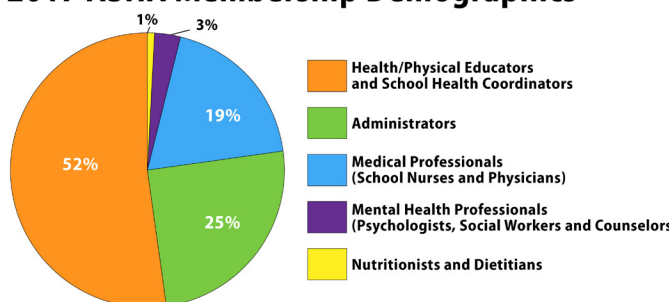
Health Education
Health Services
Physical Education and Activity

Physical Activity and Healthy Eating
Family Engagement
Community Involvement

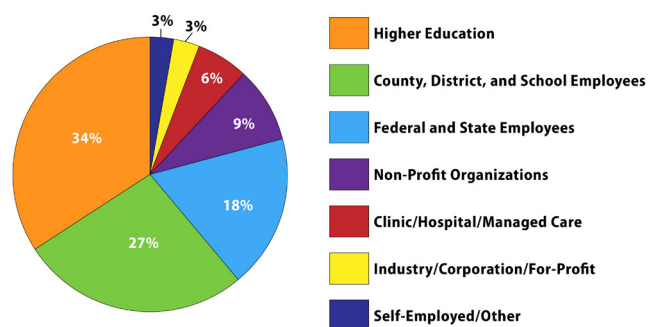
ASHA's total engaged audience exceeds 6,000 school health professionals and supporters.



2017 ASHA Membership Demographics



2017 ASHA Members by Workplace



Dedicated Email

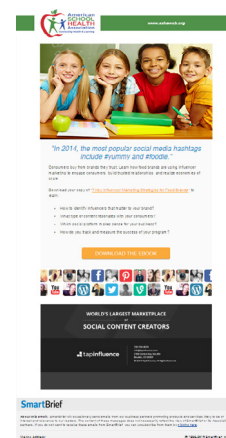
The Dedicated Send puts your company front and center in an exclusive e-mail blast to our industry. Communicate directly with prospects on your own terms with 100% share-of-voice and complete control of design, content and subject line. We send only a limited quantity of these high-impact messages to keep reader engagement high - which would be a dedicated email to our e-newsletter audience.

Circulation: 6,000 school health professionals and supporters

Frequency: limit 1x/month

Rates: \$2,500/email

Contact: info@ashaweb.org or phone: 202-854-1721



Journal of School Health Advertising

ASHA's Journal of School Health (JOSH) is committed to communicating information regarding the role of schools, school personnel, or the school environment in facilitating optimal growth and development of children and youth.

Circulation: 3,700

Frequency: Monthly

Options: ¼ page; ½ page; full page (all ads black and white)

Rates: See [Rate Card](#)

Contact: info@ashaweb.org or phone: 202-854-1721



Webinar Sponsorship

ASHA webinars are a leading source of professional development and continuing education for school health professionals. At each webinar, our expert presenters address school health issues in the context of the Whole School, Whole Community, Whole Child framework that was developed jointly by the Centers for Disease Control and Prevention and ASCD. Each webinar also consists of a question-and-answer session, ensuring that you leave with the information you need. All webinars are promoted through dedicated emails, School Health Action e-newsletter, www.ashaweb.org website and social media platforms. Webinars are recorded and archived on YouTube and ashaweb.org. [Click here](#) to see our upcoming and archived webinars.

Audience: A single ASHA webinar attracts hundreds of school health professionals

Frequency: monthly

Options: Webinar Branding Sponsorship: \$2,500; Webinar Hosting Sponsorship: \$5,750

Contact: info@ashaweb.org or phone: 202-854-1721

School Health Action e-Newsletter Advertising

The popular e-newsletter School Health Action combines news from ASHA with stories about the health and learning of school-aged children. Stories are submitted in brief format with links for readers who want more information. Readers can also search through the archive of previous issues and utilize a keyword search to discover articles specific to a topic or issue. All ASHA members are subscribers of School Health Action and it is also open to the public. The open rate for School Health Action is 68.5%, compared to the average open rate for nonprofit emails of 16%.

Circulation: 6,000 school health professionals and supporters

Frequency: Every other week on Tuesday mornings

Options: 8 different options available see [rate card](#)

Rates: See [rate card](#)

[Request Form](#)



ASHAWEB.ORG Advertising

ASHA's award-winning website, www.ashaweb.org, attracts members and nonmembers who are interested in information and registration for our monthly webinars and annual conference; accessing our robust list of school health resources, members only portal and blog; and signing up for our School Health Action e-newsletter and new membership.

Circulation: Average of over 13,000 total page views and 5,900 sessions per month; a total of over 23,500 users (data from May 2017)

Option: 728p x 90 p

Rate: \$2,950/year; [see sample](#)

[Request Form](#)



ASHA Webinar - Teens, Health and Technology:
How Teens Search for Health Information in the

Digital Age

JULY 19

*Teens seek health information from a variety of sources. Now that many teens have access to computers, smartphones and tablets, health information is nearly constantly available to them, at the push of a button.

