

# ASCA 2026

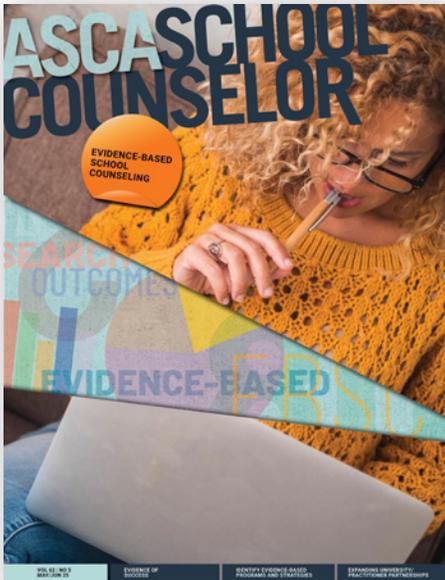
## Print and Digital Advertising Kit



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.

# ASCA School Counselor Magazine

## AD RATES PER INSERTION

All rates are net to ASCA

| AD SIZE                | One Time | Three Times | Six Times |
|------------------------|----------|-------------|-----------|
| Back Cover             | \$4,290  | \$3,990     | \$3,710   |
| Cover 2 (inside front) | \$4,000  | \$3,680     | \$3,390   |
| Cover 3 (inside back)  | \$3,600  | \$3,315     | \$3,050   |
| Full page              |          |             |           |
| Premium Placement      | \$3,600  | \$3,315     | \$3,050   |
| Full Page              | \$3,300  | \$3,035     | \$2,795   |
| 2/3 page               | \$2,300  | \$2,015     | \$1,855   |
| ½ page horizontal      | \$1,700  | \$1,565     | \$1,440   |
| 1/3 vertical           | \$1,200  | \$1,105     | \$1,020   |

## PRINT MECHANICAL REQUIREMENTS

Magazine Trim Size 8⅜ Wide x 10⅞ High

Full page (nonbleed): 7⅜" wide x 9⅞" high

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

⅔ Page: 4¾" wide x 9⅞" high

½ page: 7⅜" wide x 4¾" high

⅓ page vertical: 2¼" wide x 9⅞" high

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

**EMPOWER YOUR HANDS-ON LEARNERS**  
WITH INSIGHT INTO STEM CAREER PATHWAYS

“It's not a job, it's a career. And I love my career.”  
VERONICA ANDERSON  
Automotive Technology  
A 2019 Drive graduate

**HELP YOUR STUDENTS LEARN HOW TO PLAN FOR THE FUTURE...**  
and gain skills needed to pursue a career with our complimentary high school presentation!

**OUR IN-PERSON AND VIRTUAL PRESENTATIONS ADDRESS:**  
• In-demand opportunities in the skilled trades  
• Questions to ask when selecting a school  
• Financial aid for those who qualify  
• Support services  
• Benefits of technical training  
This workshop also provides students with a digital guide because a workshop tools to help your students start on the path toward a career in transportation, skilled trades or energy!

**WE'LL BE AT ASCA! STOP BY OUR BOOTH**

**UNIVERSAL TECHNICAL INSTITUTE**

100 new offers of an automotive, diesel, electronics and marine technician training in a blended learning format consisting of online lecture content and hands-on practice in our training labs. Transferable credits and career preparation involvement in study. Some programs may require a pre-admission test. For more information, visit [www.uti.edu](http://www.uti.edu). For more information, visit [www.uti.edu](http://www.uti.edu). Only for specific countries, states and cities. For program information and other publications, visit [www.uti.edu](http://www.uti.edu).

**VOLUME 62 | SUMMER 2020**

06 Inside Insight  
08 Long & Short  
18 Board Bulletin  
40 News Noteworthy  
47 All In One  
47 Calendar  
48 I Am ASCA

**10 EVIDENCE OF SUCCESS**  
Evidence-based school counseling is an ideal approach to develop school communities that support students' holistic wellness.

**24 EXPANDING UNIVERSITY/ PRACTITIONER PARTNERSHIPS**  
Partnering with universities is one way for school counselors to integrate evidence-based strategies into their daily work and

**18 IDENTIFY EVIDENCE-BASED PRACTICES AND STRATEGIES**  
Counselors apply to evidence if a particular program or strategy is evidence-based, demonstrating that there are levels for it.

**36 JOBS BOARD ELECTION**  
Learn about the candidates for election to the ASCA Board of Directors, and make your voice be heard.

**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/csi](http://collegeboard.org/csi) 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/cfw](http://collegeboard.org/cfw) for more information.

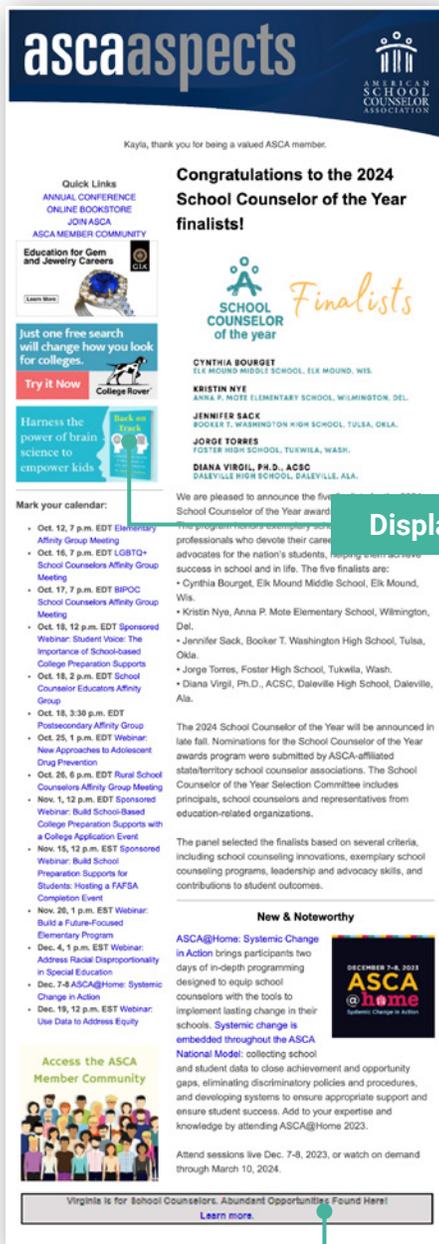
Visit [counselors.collegeboard.org](http://counselors.collegeboard.org).

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College Board

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

# ASCA Aspects Monthly E-Newsletter



Display Ad

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. Average open rate is 55%, and average click rate is 6%.

## 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](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.

# ASCA State/Territory School Counselor Association E-Newsletters



Headline Ad

Display Ad

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 2026   | 12/15/26    | 1/6/26           |
| March 2026     | 2/13/26     | 3/5/26           |
| May 2026       | 4/20/26     | 5/5/26           |
| September 2026 | 8/20/26     | 9/5/26           |
| November 2026  | 10/20/26    | 11/5/26          |

## AD RATES PER INSERTION:

(rates subject to change)

|              |         |
|--------------|---------|
| Display Ads  | \$1,295 |
| Headline Ads | \$999   |

## AD SIZES:

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

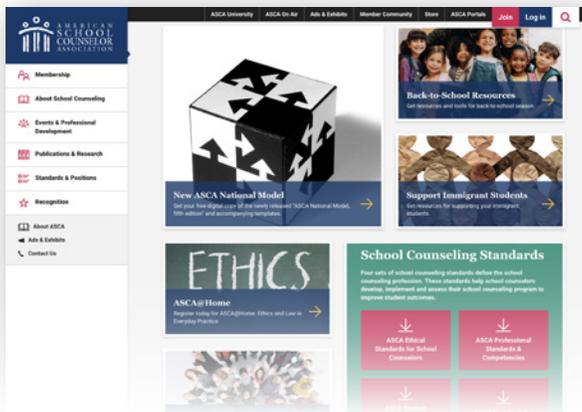
**Headline Ads (four available):**  
Provide 8-10 words of text along with a URL for “learn more” link.

## EDITORIAL FOCUS:

- **January 2026:** Proactive Approaches
- **March 2026:** Family Connections
- **May 2026:** Students and SEL
- **September 2026:** TBA
- **November 2026:** TBA

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

# ASCA Website



The ASCA website, [schoolcounselor.org](http://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:

|                              |             |
|------------------------------|-------------|
| <b>Per Section Ad Price:</b> | \$799/month |
|------------------------------|-------------|

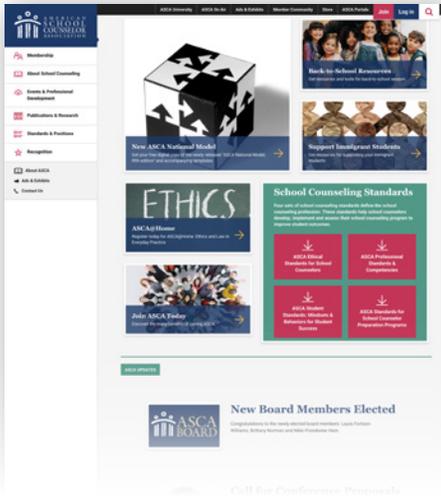
## AD DEADLINES:

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.

# 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



160x600 pixels

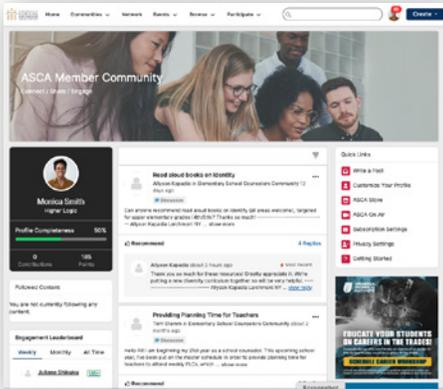


300x250 pixels

Submit URL for ad link.

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 preceding 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.

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