



ASHA
**MARKETING
SOLUTIONS**

RECRUITMENT ADVERTISING
RATE CARD 2019



ASHA
American
Speech-Language-Hearing
Association

ASHA | 2019 RECRUITMENT ADVERTISING RATE CARD

ASHA Marketing Solutions offers you unparalleled access to more speech, language, and hearing professionals, and students in communication sciences and disorders (CSD) programs than any other organization. Meet your recruitment objectives by reaching 204,000+ ASHA members and affiliates through a variety of print and digital advertising options.

Contact Eli McLean at emclean@asha.org or **301-296-8726** to create a customized plan to fit your needs.

For more information, visit marketing.asha.org/recruitment.

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2019 | PRINT ADVERTISING

The ASHA Leader

Advertising in *The ASHA Leader* connects you with the largest audience of customers and job-seekers in the speech, language, and audiology markets.

Circulation: 195,000+ audiologists; speech-language pathologists; speech, language, and hearing scientists; CSD students; and other subscribers.

RATES

Type: 4-Color	1x	3x	6x	9x	12x
2-Page Spread	\$11,500	\$11,039	\$10,466	\$9,776	\$9,198
1/2 Page Spread	\$7,479	\$7,180	\$6,806	\$6,357	\$5,983
Full Page	\$6,381	\$6,121	\$5,803	\$5,421	\$5,103
2/3 Page (Vertical)	\$4,705	\$4,519	\$4,281	\$4,000	\$3,766
1/2 Page (Horizontal)	\$3,862	\$3,708	\$3,512	\$3,283	\$3,087
1/3 Page (Vertical/Square)	\$2,260	\$2,170	\$2,058	\$1,920	\$1,809
TOC Banner ("On the Job" Section)	\$1,650	\$1,584	\$1,502	\$1,403	\$1,320
1/6 Page (Vertical/Horizontal)	\$1,167	\$1,119	\$1,061	\$992	\$934

Type: B/W	1x	3x	6x	9x	12x
2-Page Spread	\$10,439	\$10,020	\$9,500	\$8,874	\$8,349
1/2 Page Spread	\$6,418	\$6,164	\$5,840	\$5,458	\$5,135
Full Page	\$5,320	\$5,103	\$4,838	\$4,519	\$4,255
2/3 Page (Vertical)	\$3,644	\$3,501	\$3,315	\$3,098	\$2,917
1/2 Page (Horizontal)	\$3,066	\$2,944	\$2,790	\$2,605	\$2,451
1/3 Page (Vertical/Square)	\$1,835	\$1,761	\$1,671	\$1,560	\$1,469
1/6 Page (Vertical/Horizontal)	\$955	\$918	\$870	\$812	\$764

CONTACT

Eli McLean, Associate Director, Recruitment Advertising, at emclean@asha.org or 301-296-8726

The ASHA Leader (continued)

PRINT AD SPECS

Type:	Bleed	Bleed Trim	Non-Bleed
2-Page Spread	16.75" x 11.125"	16.5" x 10.875"	15" x 10"
1/2 Page Spread	16.75" x 5.5"	16.5" x 5.375"	N/A
Full Page	8.5" x 11.125"	8.25" x 10.875"	7.125" x 10"
2/3 Page (Vertical)	N/A	N/A	4.64" x 9.829"
1/2 Page (Horizontal)	N/A	N/A	7.1" x 4.83"
1/3 Page (Vertical)	N/A	N/A	2.2" x 9.829"
1/3 Page (Square)	N/A	N/A	4.64" x 4.83"
TOC Banner ("On the Job" Section)	N/A	N/A	7.1" x 2.33"
1/6 Page (Horizontal)	N/A	N/A	4.64" x 2.2"

***Print Advertisement Notes for Bleed Specs:** Text should be at least 1/8" away from the trim border. Publication trim size: 8.5" x 10.875"

CLASSIFIED LINE ADS

Line ads are text ads that are in the Careers section of *The ASHA Leader* and are listed by state. University faculty openings are grouped together by state. International job listings are placed under their country heading.

- » \$4.50 per word (25-word minimum)
- » Logo—additional \$150 per job listing



Receive a 15% discount on your ad when you advertise both in print and online.

CONTACT

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ASHA Career Portal

Post an ad and get access to thousands of active resumes from qualified CSD professionals, support personnel, and students. This job board receives 116,000+ page views per month. You will also gain social media exposure when we push your vacancy on our Twitter account, @ASHACareers.

Type	Rate
Single-Posting (30-Day Duration)	\$350
5-Pack of 30-Day Job Postings	\$1,500
10-Pack of 30-Day Job Postings	\$2,900
15-Pack of 30-Day Job Postings	\$3,850
Featured Jobs Add-On	Add \$150 per posting
National NSSLHA Updates Add-On	Add \$200 per posting
Leader Live Add-On	Add \$200 per posting
Hot Job Add-On	Starting at \$200 per posting



FEATURED EMPLOYER PACKAGE

Get listings, resume database access, a banner ad, company profile page, micro-tile logo, and much more. Custom pricing available.

Level	Number of Slots	Resume Database	Rate
Tier I	1-4	Unlimited Access	\$899
Tier II	5-9	Unlimited Access	\$1,199
Tier III	10-15	Unlimited Access	\$1,499

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Leader Live Online

This digital component of ASHA's news magazine, *The ASHA Leader*, is an ideal place for your job listings.

Circulation:

- » Average Visitors per Month: 50,000+
- » Average Page Views per Month: 178,000+

Ad Unit (Online)	Specs	Rate (CPM)*
Medium Rectangle	300w x 250d	\$30
Leaderboard	728w x 90d	\$25

Leader Live E-Newsletter

This e-newsletter features editorial highlights of next issue of *The ASHA Leader*. Exclusive marketing opportunities include premium job listings and promoting your CE offering.

Circulation:

- » 178,000+ ASHA members, CSD students, and consumers
- » Average Open Rate: 21%
- » Average Click Through Rate: 1.5%
- » Published 12 times per year (sent during the 1st week of the month)

Ad Unit (e-newsletter)	Specs	Inventory	Rate (CPM)*
Medium Rectangle	300w x 250d	3	\$3,500 per blast
Square Button	300w x 250d	4	\$1,500 per blast
Job Posting Links*	N/A	5	\$200 add-on

*Job posting links are available when you purchase an add-on for the ASHA Career Portal. Postings include job title, company name, city/state of the job vacancy, and a link to ASHA Career Portal.

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ASHA.org

Build your brand and promote your job postings on the go-to communication disorders website.

- » Average Visitors per Month: 740,000+
- » Average Page Views per Month: 7+ million
- » Average Pages Viewed per Session: 4.9
- » Average Session Duration: 4:23 minutes
- » Average Ad Click-Through Rate: 0.36%

Ad Unit	Specs	Placement	Rate (CPM)*
Medium Rectangle	300w x 250d	Run of Site	\$25
Medium Rectangle	300w x 250d	Targeted Content	\$30

*Minimum purchase: 25,000 impressions.

American Journal of Audiology

This online journal provides peer-reviewed articles and case studies targeted towards professionals and students in audiology.

Circulation:

- » 184,000+ ASHA members and CSD students
- » Average Open Rate: 22%
- » Published 4 times per year

Ad Unit	Specs	Inventory	Rate
Leaderboard Email eTOC	728w x 90d	2	\$650

Journal of Speech, Language, and Hearing Research

This online journal provides peer-reviewed articles and case studies targeted towards professionals and students in speech, language, and hearing research.

Circulation:

- » 196,000+ ASHA members and CSD students
- » Average Open Rate: 21%
- » Published 12 times per year

Ad Unit	Specs	Inventory	Rate
Leaderboard Email eTOC	728w x 90d	2	\$750

National NSSLHA Updates

This e-newsletter provides NSSLHA students with information about association news, updates, and clinical fellowship and externship opportunities.

Circulation:

- » 12,000+ NSSLHA students
- » Average Open Rate: 35%
- » Published 12 times per year

Ad Unit	Specs	Inventory	Rate
Medium Rectangle	300w x 250d	2	\$2,250

2019 | ASHA CONVENTION ADVERTISING

Career Fair at the ASHA Convention



Orange County Convention Center
Orlando, FL
November 21-23, 2019

ASHA's Career Fair features employers from schools, private practice, universities, hospitals, and corporations who are ready to hire. Reserve a booth at the Career Fair in the ASHA Convention Exhibit Hall to connect with qualified professionals, job seekers, and support personnel.

BOOTH OPTIONS

Type of Booth	Early Bird Rate Before 9/6/19	Standard Rates (9/6/19 and After)
Institutional/Academic/Government/Nonprofit 9' x 10'	\$975	\$1,150
Premium (corners) 9' x 10'	\$1,100	\$1,250

2019 ASHA Convention Pocket Planner

Circulation: Mailed to 23,000+ speech, language, and audiology professionals, including ASHA Convention pre-registrants, members who attended the ASHA Convention in the last three years, approximately 10,000 members who still need to meet their professional development requirements for certification, and members who live in a four-state radius around the Convention location.

Deadlines:

Mail Date: September 26
Space Deadline: August 16
Ad Deadline: August 23

Type	Specs	Rate (B/W)	Rate (4 Color)
Full Page	Trim Size (10.5" x 12") Bleed (11" x 12.5") Non-Bleed/Live Area (9.625" x 10.875")	\$5,500	\$6,600
1/2 Page (Horizontal)	9.625" x 5"	\$3,175	\$4,275
1/2 Page (Vertical)	4.75" x 10.25"	\$3,175	\$4,275
1/4 Page	4.75" x 10.25"	\$1,400	\$1,950
1/8 Page	4.75" x 3"	\$955	\$1,230

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2019 ASHA Convention Program and Exhibit Guide

Circulation: 15,000+ ASHA Convention attendees

Deadlines:

Publication Dates: November 16

Space Deadline: September 6

Ad Deadline: September 13

Type	Specs	Rate (B/W)	Rate (4 Color)
Full Page	Trim Size (7.25" x 10.375") Bleed (7.75" x 10.875") Non-Bleed/Live Area (6.5" x 9.875")	\$3,660	\$5,205
1/2 Page (Horizontal)	7.25" x 4.625"	\$2,500	\$3,550
1/4 Page (Horizontal)	7.25" x 2.625"	\$1,575	\$2,680
1/4 Page (Vertical)	3.625" x 4.625"	\$1,575	\$2,680
1/8 Page	3.625" x 2.65"	\$1,220	\$2,285

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