

ACSM Newsletter Advertising



The American College of Sports Medicine (ACSM) invites you to connect with a diverse and influential audience from the fields of sports medicine, exercise science research, and health & fitness. Our email newsletters serve as a direct channel to thousands of professionals and students, providing them with topical and curated content tailored to their specific interests. As an advertiser, you have the chance to align your brand with high-value content, reaching a targeted audience of experts and practitioners.

This prospectus outlines the exceptional possibilities for advertisers to establish meaningful connections and foster engagement within the ACSM community, making it an ideal platform to showcase your products or services to professionals and students at the forefront of sports medicine and wellness.



The Newsletters

The ACSM Bulletin

Distribution: 13,800+

Audience: ACSM Members (all types)

Cadence: 2nd and 4th Thursdays of each month (24 annually)

Ad specs:

- Square/half-width ad (may appear side-by-side with another ad) 200x200: \$275
- Full-width, banner-style ad 650x90: \$350
- Advertorial: 650x250 graphic image + headline (up to 8 words) and copy (up to 55 words) and call to action button with link: \$475

**1 available per issue. Will include "Sponsored Content" disclaimer.*

Certified eNews

Distribution: 26,500+

Audience: ACSM Certified Professionals (all certifications)

Cadence: Monthly (last weekday of month)

Ad specs:

- Square/half-width ad (may appear side-by-side with another ad) 200x200: \$400
- Full-width, banner-style ad 650x90: \$500
- Advertorial: 650x250 graphic image + headline (up to 8 words) and copy (up to 55 words) and call to action button with link: \$700

**1 available per issue. Will include "Sponsored Content" disclaimer.*

Faculty Newsletter

Distribution: 1,600+

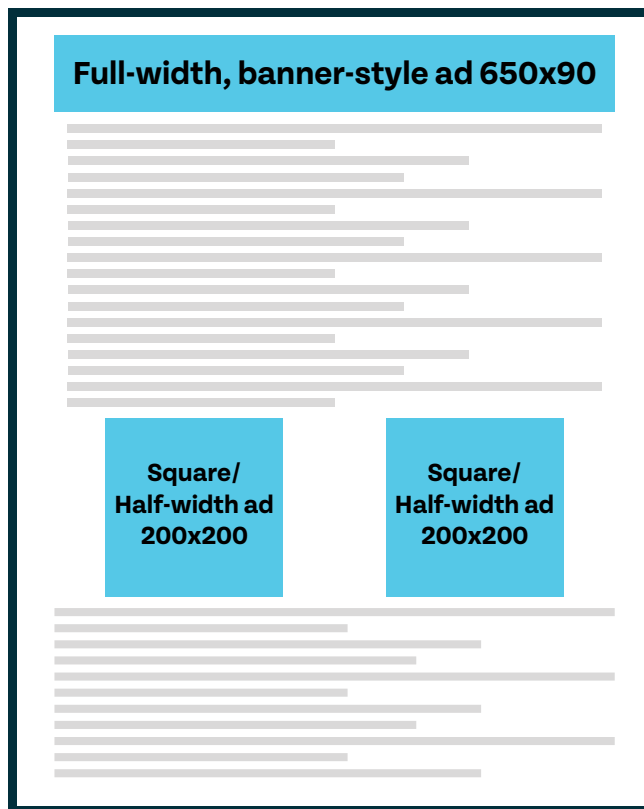
Audience: Educators and faculty members (collegiate level) **Nonmembers may opt-in to this newsletter*

Cadence: 6 issues annually [Mid-spring (mid-late Feb), Pre-Annual Meeting (Apr), Summer (mid-June), Pre-Fall (August), Mid-fall (late Sept), Pre-spring (Dec)]

Ad specs:

- Square/half-width ad (may appear side-by-side with another ad) 200x200: \$75
- Full-width, banner-style ad 650x90: \$125
- Advertorial: 650x250 graphic image + headline (up to 8 words) and copy (up to 55 words) and call to action button with link: \$250

**1 available per issue. Will include "Sponsored Content" disclaimer.*



Clinician Newsletter

Distribution: 6,100+

Audience: Physicians, sports medicine fellows, medical students and certified clinical exercise physiologists

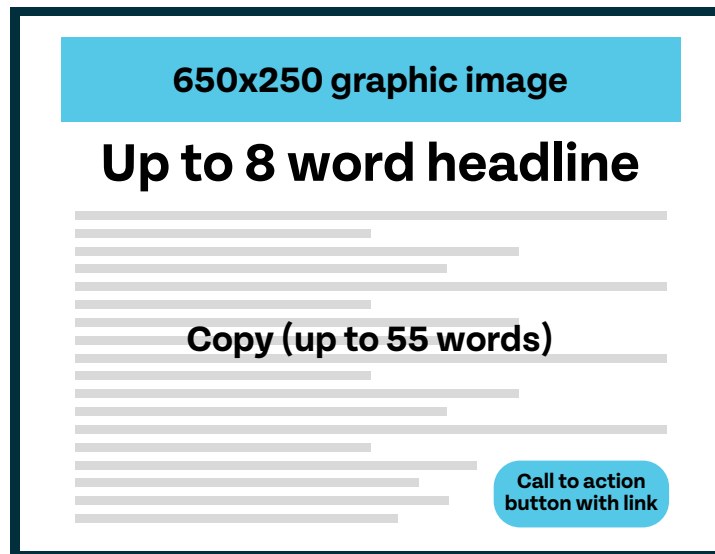
**Nonmembers may opt-in to this newsletter*

Cadence: Quarterly

Ad specs:

- Square/half-width ad (may appear side-by-side with another ad) 200x200: \$250
- Full-width, banner-style ad 650x90: \$400
- Advertorial: 650x250 graphic image + headline (up to 8 words) and copy (up to 55 words) and call to action button with link: \$800

**1 available per issue. Will include "Sponsored Content" disclaimer.*



Advocacy Newsletter

Distribution: 33,200+

Audience: All current ACSM members and certified professionals **Nonmembers may opt-in to this newsletter*

Cadence: Monthly, 3rd Wednesday

Ad specs:

- Square/half-width ad (may appear side-by-side with another ad) 200x200: \$500
- Full-width, banner-style ad 650x90: \$700
- Advertorial: 650x250 graphic image + headline (up to 8 words) and copy (up to 55 words) and call to action button with link: \$950

**1 available per issue. Will include "Sponsored Content" disclaimer.*

Exercise in Medicine Newsletter

Distribution: 10,300+

Audience: Global audience (includes ACSM members and certified professionals) **General public may opt-in to this newsletter*

Cadence: Bi-monthly (6 annually)

Ad specs:

- Square/half-width ad (may appear side-by-side with another ad) 200x200: \$125
- Full-width, banner-style ad 650x90: \$200
- Advertorial: 650x250 graphic image + headline (up to 8 words) and copy (up to 55 words) and call to action button with link: \$400

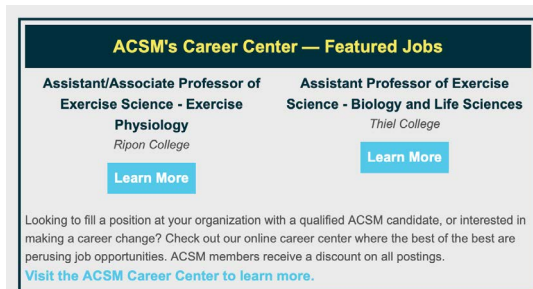
**1 available per issue. Will include "Sponsored Content" disclaimer.*

Promote Your Job Opening

Have an opening that you're looking to fill with an ACSM member or certified professional? The ACSM Bulletin and Certified eNews offer a "Featured Opportunities" section to highlight up to 2 openings per issue.

To highlight your job opening, you can [purchase a listing in ACSM's Online Career Center here](#), and select upgrade to newsletter highlight. \$150 Ensures your posting will be highlighted in at least two issues of your selected newsletter.

Interested in featuring your opening in one of our other newsletters? Contact our sales team for pricing.



Become a Title Sponsor

Create a long-lasting impact by becoming the title sponsor of one of our newsletters. Your name will be added to the masthead of the newsletter AND you will receive category exclusivity for that newsletter, meaning that ACSM will not sell advertisements in that newsletter to your direct competitors for the duration of your title sponsorship contract.

Contact our sales team for title sponsor pricing.



Bundling and Promotional Discounts

- Looking to purchase multiple ads in a single newsletter or across a grouping of newsletters? We offer discounts for bulk purchases. Contact our sales team for custom pricing.
- Members advertising their programs receive a 20% discount.
- Are you sponsoring or exhibiting at the ACSM Annual Meeting or the IDEA & ACSM Health & Fitness Summit in 2024? Add newsletter advertising at a discounted rate! Contact our sales team for custom pricing.

Contact our Sales Team



Jessi Warner
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Notes:

ACSM reserves the right to review and request changes to advertising graphics and copy.

Advertorial content must align with the topical focus of the newsletter.

ACSM has the right to refuse to work with companies deemed to misalign with the organization's goals and values. This includes but is not limited to associations with cigarettes, vaping or other drug use, alcohol, explicit sexual content, violence, and discrimination or harassment of any kind.



**AMERICAN COLLEGE
of SPORTS MEDICINE**
LEADING THE WAY

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