SOPHE Ad Kit 2021

A MARKETING AND ADVERTISING GUIDE FOR PROFESSIONALS

For more information contact: hflattery@sophe.org
WHO ARE WE?

The Society for Public Health Education (SOPHE) is a nonprofit organization founded in 1950 to provide global leadership to the profession of health education and health promotion, and promoting a healthier society.

SOPHE represents a diverse membership of more than 4,000 internal contacts. SOPHE members work and learn in various public and private organizations and universities to advance health education theory and research, develop disease prevention and health promotion programs, and promote public policies conducive to health.

MISSION

Supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

VISION

A healthy world through health education.
TARGET AUDIENCES

Here are some of the ways SOPHE can curate lists to target your message: build a list by worksite type, membership category (student/professional), age range, or conference/event attendance.

- Over 4,000 members, plus a contingency of stakeholders, companies and organizational partners
- More than 20 state and regional SOPHE Chapters across the United States with dedicated SOPHE local members
- Professional workplace role and title: health education specialists, university professors, health promotion specialists, health teachers, undergraduate and graduate students, etc.
- Professional workplace settings: government agencies, non-profit coalitions, universities and colleges, state and local health departments, K-12 education, etc.

SOPHE offers an integrated approach to advertising including digital and print channels — newsletters, annual conference materials, website and more.
Opportunities for Exposure

**DIGITAL**

- SOPHE Website: www.sophe.org
- News You Can Use - Bimonthly e-newsletter distributed to members, stakeholders and partners
- News & Views - Quarterly newsletter distributed electronically 3x per year (1x printed) to SOPHE members.
- Annual Conference website, conference exhibit and sponsorship
- Advocacy Summit sponsorships
- SOPHE SCRIPT website
- Career Hub website

**PRINT**

- Newsletter
- Annual Conference marketing promotions
- Advocacy Summit marketing promotions

**LIVE EVENT**

Any combination of the above opportunities that provide a live (in-person) event where we will be advertising and marketing our educational content and resources will also provide you with the opportunity to engage with our target audience.

Please inquire for specific details related to live events.

To process an invoice or for more information, on these marketing opportunities please contact Heather Flattery by email at hflattery@sophe.org.
Pricing

SOPHE WEBSITE

Home Page Leaderboard
Ad graphic size: 720 x 440 pixels
Deliverables: Graphic image with message & logo

Rate:
$1,000/m – 1 month
$700/m – 3/m minimum
Total advertising may not exceed 3 months in a 12 month period. Logo-only advertising not accepted on leaderboard

Home Page Feature
Ad graphic size: 348 x 348 pixels
Deliverable: Graphic image with headline text 75 character w/ spaces limit. Hyperlink for re-direct from SOPHE home page.

Rate: $800/m – 1 month
To build an additional page of text on our website - additional $200

Internal webpage sidebar rectangle/square image
Ad size: 200 x 250 pixels or 250 x 150 pixels
Deliverable: Graphic image with hyperlink for re-direct from SOPHE home page.

Rate per 2 page insertion (minimum)
$800/m – 1 month
$750/m – 3/m min
$725/m – 6/m min
$650/m –12/m min

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SOPHE Website

SAMPLE ADVERTISEMENTS

Homepage Leaderboard Ad

Internal webpage square ad
News You Can Use (NUCU)

Box banner rectangle
Ad graphic size: 450 X 250 pixels
Deliverable: Graphic image with hyperlink for re-direct from digital production.
Rate:
$1,000/m – 1 month
$500/m – 3/m min
$400/m – 6/m min
$300/m – 12/m min

Square box
Ad graphic size: 180 X 1550 pixels
Deliverable: Graphic image with hyperlink for re-direct from digital production.
Rate:
$400/m - 1 month
$375/m – 3/m min
$350/m – 6/m min
$325/m – 12/m min

News & Views (N+V)

Box banner
Ad graphic size: 180 X 150 pixels
Deliverable: Graphic image with hyperlink for re-direct from digital production.
Rate: 4 issues - $1,000

Skyscraper / footer / header
Ad graphic size: 485 X 60 pixels
Deliverable: Graphic image with hyperlink for re-direct from digital production.
Rate: 4 issues - $800

Advertorial
Ad Graphic size: 450 x 250 rectangle
Deliverable: Graphic image with hyperlink for re-direct from digital production and 350 - 500 words of copy with links and information for print and digital.
Rate: 1 issue - $800

Square or Rectangle
Ad graphic size: 300 x 250 pixels square / 450 x 250 rectangle
Deliverable: Graphic image with hyperlink for re-direct from digital production.
Rate: 4 issues - $600

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Sample Advertisements

Advertorial Segment - News & Views

Center internal banner in News You Can Use (NUCU)

Advertorial Segment News & Views

Header/Footer banner News & Views
Virtual event pages in 2020-2021 have resulted in a robust sharing of resources, images, video content and links to help market SOPHE partners, educational institutions and showcase value to our annual conference registrants.
ADDITIONAL OPTIONS

**SOPHE Dedicated E-blast**
Deliverable: Fully developed digital marketing email disseminated to SOPHE members and stakeholder contacts. Drafted message with images, hyperlinks, and messaging by the advertiser. Final content must be pre-approved by SOPHE. A final preview sample will be sent to confirm all details are reflected as desired by advertiser.

Rate: $1,000/email – 1 email per month maximum, list of up to 3,000 names. For additional rates see below:
- Tier 1 - up to 3,000 contacts --> $1000
- Tier 2 - up to 4,500 contacts --> $1500
- Tier 3 - up to 5,000 contacts --> $2250

**SOPHE Journals**
Opportunities and prices vary. Contact SAGE publishing for current opportunities. [https://us.sagepub.com/en-us/nam](https://us.sagepub.com/en-us/nam)

**SOPHE Career Hub Website**
**Box banner**
Ad graphic size: 250 x 250 pixels
Deliverable: Graphic image with hyperlink for re-direct; ad displayed where the resume review image is located as well as to the internal pages.

Rate:
- $800/m – 1 month
- $750/m – 3/m min
- $725/m – 6/m min
- $650/m –12/m min

**Skyscraper / footer / header**
Ad graphic size: 728x 90 pixels
Deliverable: Graphic image with hyperlink for re-direct; ad displayed on the top or bottom of the homepage.

Rate:
- $1,000/m – 1 month
- $650/m – 3/m minimum

Total advertising may not exceed 3 months in a 12 month period.

**SOPHE Learning Management System - Opportunities Coming SOON!**

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Stay Connected

BEST PRACTICES

1. When sending image/logo please include the highest quality (.jpg or .png) file of the highest resolution possible (300 dpi or greater).
2. Send the URL you would like the logo to point to. This is the best way to drive prospects to your preferred web site.
3. Optimize your reach by placing your ad or logo in more than 1 place.
4. Follow and tag/engage with SOPHE on social media
5. Engage with your SOPHE Membership & Marketing team to personalize your advertising and target your audience.

FOLLOW US ON SOCIAL

Twitter: @sophetweets
Instagram: @sophegram
LinkedIn: www.linkedin.com/company/society-for-public-health-education
Facebook: www.facebook.com/SOPHEhealth

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