



# SOPHE

Society for Public Health Education

## 2022 Advertising Rate Kit

**SOPHE**  
10 G Street NE  
Suite 605  
Washington, DC  
20002

# About SOPHE

The Society for Public Health Education (SOPHE) is a nonprofit organization founded in 1950 that supports leaders in health education and promotion to advance healthy and equitable communities across the globe.

SOPHE represents a diverse membership of approximately 4,000. 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.

Additionally, SOPHE can curate lists to target your message by worksite, membership type (student/professional), age range, or groups including conference/event attendee registrants.

Data to Note:

**58% of members are Certified Health Education Specialists – CHES®**

**86% of members have graduate degrees**

*\*Top 10-member areas of expertise taken from 2016 membership survey.*



# SOPHE's Reach

4,000 members, plus a contingency of stakeholders, companies, and organizational partners.

- 22 SOPHE Chapters across the United States.
- SOPHE members are health education specialists, university professors, health promotion specialists, health teachers, undergraduate and graduate students; and other professionals in various workplace and educational settings.
- SOPHE offers an integrated approach to advertising including digital and print channels — newsletters, annual conference materials, website, and others.

## Digital



### Website

[www.sophe.org](http://www.sophe.org)

37,000+ page views per month

16,757 average monthly sessions

12,883 monthly average users



**Bimonthly e-newsletter** distributed electronically to members, stakeholders and partners - 4,000+

- Features news, resources, advocacy and webinars
- Forwarded by subscribers
- Cross-promoted
- Delivers your targeted message regularly
- Archived for unlimited online viewing



**Quarterly newsletter** distributed electronically 3x per year and one print issue to SOPHE members.

Features organizational and partner news, opportunities and information.



SOPHE publishes three peer-reviewed journals on a rotating basis.

Contact Sage Publishing to learn more about advertising opportunities in these journals.

## SOPHE's Annual Conference & SOPHE's Annual Advocacy Summit

SOPHE's Annual Conference or **SOPHE's Annual Advocacy Summit** offer a wealth of advertising and marketing opportunities – program agenda, swag bag, emails, website, SWAG bag and more. These opportunities are designed to meet your advertising needs.

Contact SOPHE at [education@sophe.org](mailto:education@sophe.org)

### Annual Conference

800-900 attendees – practitioners, academia, students

3 full days of professional development sessions

60+ continuing education sessions, plenaries, micro-mentoring, meet & great, roundtable discussions, poster sessions, opening reception and more!

### Advocacy Summit

100-200 attendees – students, practitioners and academia

2 full days of professional development sessions

1 day visiting Capitol Hill

15+ continuing education sessions, plenaries and training discussions

# Advertising Rate Card

## SOPHE Website

Home page leaderboard rotating images

Ad graphic size: 720 x 440 px  
Graphic image with message & logo

*Rate*

*\$1,000/m – 1 month*

*\$700/m – 3/m minimum*

*Total advertising may not exceed 5 months*

*Logo only advertising not accepted on leaderboard*

Affiliate Organizational Member

The following are only available to AOM's.

Home page logo image sizes:

Supporter: 200 x 75 px

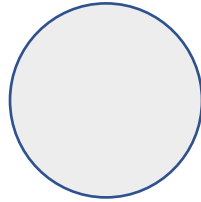
Leaderboard: 728 x 90 px

Interior pages logo/image size:

Feature: 720 x 300 px

Home page feature circle | rotating positions

Ad graphic size: 348 x 348 px  
Graphic image with headline text  
75 character w/ spaces limit



*Rate*

*\$800/m – 1 month*

*May redirect to your microsite or other HTML directly  
or we can build an additional page of text on our  
website for an additional \$200*

Subpage sidebar rectangle  
rotating images or static

Ad size: 200 x 250 px or  
250 x 150 px

*Rate per 1-2 page minimum*

*\$775/m – 1 month*

*\$750/m – 3/m min*

*\$700/m – 6/m min*

*\$600/m – 12/m min*

Home page medium rectangle – footer left

Ad size: 200 x 75 px

*Rate*

*\$200/m – 1 month*

*\$150/m – 3/m min*

*\$125/m – 6/m min*

*\$100/m – 12/m min*

Home page tile rectangle footer right

Ad size: 728 x 90 px [max height 100 px]

*Rate*

*\$250/m – 1 month*

*\$200/m – 3/m min*

*\$175/m – 6/m min*

*\$150/m – 12/m min*

# Advertising Rate Card

## SOPHE Newsletters

### Health Promotion News

#### Box banner rectangle

450 X 250 pixels

#### Rate

\$1,000/m – 1 month

\$ 500/m – 3/m min

\$ 400/m – 6/m min

\$ 300/m – 12/m min

#### Square box

180 X 1550 pixels

#### Rate

\$300/m - 1 month

\$275/m – 3/m min

\$250/m – 6/m min

\$225/m – 12/m min

### SOPHE's News & Views

#### Box banner

180 X 150 pixels

#### Rate

4 issues: \$1,000

#### Skyscraper | footer | header

485 X 60 pixels

#### Rate

4 issues: \$800

#### Square or Rectangle

300 x 250 pixels square / 450 x 250 rectangle

#### Rate

4 issues: \$600

**SOPHE Dedicated Email Blast** to SOPHE members and stakeholders. Final content must be pre-approved by SOPHE. A final preview sample will be sent to confirm all details are reflected as desired by advertising party. **Cost \$1,000.** Emails will stipulate that all services are not endorsed by SOPHE. For more information email [info@sophe.org](mailto:info@sophe.org) on available advertising packages and opportunities or call 202.408.9804.

#### **ADVERTISING POLICY**

All advertisements must be approved by SOPHE. Acceptance of advertising by SOPHE does not indicate or imply endorsement. SOPHE, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted and reserves the right to insert the word "advertisement" on any advertisement. Rates subject to change.

# Examples

Website  
Home page leaderboard

Innovative  
**MPH  
ONLINE**

Learn More ▶

**FAIRLEIGH  
DICKINSON  
UNIVERSITY**

School of Pharmacy & Health Sciences

Discover your potential in the health care industry with the online MPH degree.

→ Learn More

Subpage sidebar rectangle

Home > Professional Development

## Professional Development

SOPHE provides learning experiences through a variety of formats that make continuing education affordable, accessible, and of the highest quality.

- [Annual conference](#) [spring]
- [Annual Advocacy Summit](#) [fall]
- [Center for Online Resources & Education | CORE](#)
- [Continuing education for Certified Health Education Specialists \(CHES®\)](#)
- Continuing Education Contact Hours (CECH) by the [National Commission for Health Education Credentialing \(NCHEC\)](#)
- [Emerging Volunteers](#)

### Webinars

SOPHE members,  
Register by Feb. 5 for \$99!

Mar. 9-12 **CFSE Virtual Conference**  
Dedicated to consumer food safety education.


[Fightbac.org/virtual](http://Fightbac.org/virtual)

Build a **HEALTHY COMMUNITY**

**MASTER OF PUBLIC HEALTH  
COMMUNITY HEALTH EDUCATION**

**CSUN** | CALIFORNIA STATE UNIVERSITY NORTHRIDGE

## Homepage feature circle



**Focus on You: Build Your Competencies**

SOPHE's new eLearn at CORE features **more than 140 on demand CECH** educational products. Access from anywhere and on any device at your convenience.

eLearn at **CORE** sophe's center for online resources & education

### SOPHE's new CORE elearn platform

CORE provides CHES/MCHES credits to SOPHE members and professionals in health promotion and education.

[→ Learn More](#)

## Home page footer

[BECOME A SUPPORTER](#)







# SOPHE

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