2022 Advertising Rate Kit
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
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’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

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

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

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

**Home page leaderboard rotating images**

<table>
<thead>
<tr>
<th>Ad graphic size: 720 x 440 px</th>
<th>Graphic image with message &amp; logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate</strong></td>
<td></td>
</tr>
<tr>
<td>$1,000/m – 1 month</td>
<td></td>
</tr>
<tr>
<td>$700/m – 3/m minimum</td>
<td></td>
</tr>
<tr>
<td><strong>Total advertising may not exceed 5 months</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Logo only advertising not accepted on leaderboard</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Home page feature circle | rotating positions**

<table>
<thead>
<tr>
<th>Ad graphic size: 348 x 348 px</th>
<th>Graphic image with headline text</th>
</tr>
</thead>
<tbody>
<tr>
<td>75 character w/ spaces limit</td>
<td></td>
</tr>
<tr>
<td><strong>Rate</strong></td>
<td></td>
</tr>
<tr>
<td>$800/m – 1 month</td>
<td></td>
</tr>
<tr>
<td><strong>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</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Home page medium rectangle – footer left**

<table>
<thead>
<tr>
<th>Ad size: 200 x 75 px</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate</strong></td>
<td></td>
</tr>
<tr>
<td>$200/m – 1 month</td>
<td></td>
</tr>
<tr>
<td>$150/m – 3/m min</td>
<td></td>
</tr>
<tr>
<td>$125/m – 6/m min</td>
<td></td>
</tr>
<tr>
<td>$100/m – 12/m min</td>
<td></td>
</tr>
</tbody>
</table>

## 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

## Subpage sidebar rectangle rotating images or static

<table>
<thead>
<tr>
<th>Ad size: 200 x 250 px or 250 x 150 px</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate per 1-2 page minimum</strong></td>
<td></td>
</tr>
<tr>
<td>$775/m – 1 month</td>
<td></td>
</tr>
<tr>
<td>$750/m – 3/m min</td>
<td></td>
</tr>
<tr>
<td>$700/m – 6/m min</td>
<td></td>
</tr>
<tr>
<td>$600/m – 12/m min</td>
<td></td>
</tr>
</tbody>
</table>

## Home page tile rectangle footer right

<table>
<thead>
<tr>
<th>Ad size: 728 x 90 px [max height 100 px]</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate</strong></td>
<td></td>
</tr>
<tr>
<td>$250/m – 1 month</td>
<td></td>
</tr>
<tr>
<td>$200/m – 3/m min</td>
<td></td>
</tr>
<tr>
<td>$175/m – 6/m min</td>
<td></td>
</tr>
<tr>
<td>$150/m – 12/m min</td>
<td></td>
</tr>
</tbody>
</table>
**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

Home page leaderboard

Subpage sidebar rectangle

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’s new CORE elearn platform

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

→ Learn More