



eUpdate Advertising **RATE CARD**

The eUpdate is the Texas Counseling Association's official monthly newsletter, reaching around 8,000 members in various counseling settings. It includes professional resources, grant opportunities, legislative alerts, and TCA news. Delivered on the third Tuesday of each month, with an average open rate of 43%.

Ad Options:

- SMALL Ad (300x300 px): \$120 per issue
- BANNER Ad (650x300 px): \$220 per issue

Ad Specs:

- Format: .JPG or .PNG, 72 ppi, full color
- Include URL with submission
- Space is limited and first-come, first-served
- Artwork due by the 1st of each month

Questions? Contact Nicole Lucero Coleman at nicole@txca.org