“APHA members are working tirelessly to promote science-based policies and practices to combat the COVID-19 pandemic and champion the health of all people and all communities.”

APHA Executive Director Georges C. Benjamin, MD
APHA highlights

25,000+ MEMBERS

MORE THAN 300,000 average monthly unique visitors

MORE THAN 1 MILLION average monthly pageviews

MORE THAN 120,000 e-newsletter recipients

our vision:

Create the healthiest nation in one generation.

APHA champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and policies backed by science. We are the only organization that combines a nearly 150-year perspective, a broad-based member community and the ability to influence federal policy to improve the public’s health.
our members

public health occupations
are well-represented among APHA members.

member type

- Regular & Affiliate Member 50%
- Student 33%
- Early Career Professional 7%
- Retired Member 5%
- Special Health Care Worker 5%

workplace

- School of Public Health 18%
- Manufacturing/Pharmacy 5%
- Research/Policy/Academics 7%
- Private Medicine 8%
- Hospital, Lab/Clinics 11%
- University/Institutions 15%
- Health Agency, Federal Agency, State & Health Departments, Associations 16%
- Self-Employed/Others 20%

primary focus

- Academic 24%
- Health Education 11%
- Consulting/Other 7%
- Research & Development 16%
- Patient Care / Direct Health Services 9%
- Administration 10%
- Policy/Program Development 12%
- International Global Health 7%

geographic regions

- West 21%
- South 35%
- Midwest 22%
- Northeast 22%
How does environmental racism harm the health and well-being of people of color? The final

Mask up: There’s no dress code for the next few months.” The U.S. topped more than 10 million cases of

against COVID-19.

Want to save on your student loans? APHA has partnered with Savi to help you

New member benefit!

Highlights From

The Nation’s Health

Smudging: An American Indian perspective on holistic wellness

APHA member savings

APHA TV

Check out our collection of

thought leader videos.

 Important, relevant and

insightful interviews with select

APHA 2020 presenters, daily

Public Health

Public Health Newswire

publichealthnewswire.org

Inside Public Health e-newsletter

Public Health Buyer’s Guide

Publichealthbuyersguide.com

December 2020 issue:

the world.

experiences and recommendations from around

the better. Another section features an

inadequate health care, and what makes this

climate change. It features a special dossier on

impact of excess medical care spending and

next beyond COVID-19 for public health, the

AJPH

Dear Friend of Public Health,

Racial and ethnic disparities in maternal and infant outcomes among

in government surveillance through mobile applications

COVID-19 and the rise of participatory SIGINT: An examination of the rise

response

Populist nationalism threatens health & human rights in the COVID-19

challenges

Climate change and health justice: New perspectives on pressing

opportunity costs of wasteful spending in the U. S.

Excess medical care spending: The categories, magnitude, and

Medicine’s 2030 Target

spending. Introduction to the Special AJPH Section

Changing the public’s health story: reducing wasteful medical care

CARE SPENDING: KEY TO REINVENTING PUBLIC HEALTH?”

Podcast: AJPH December 2020 “REDUCING WASTEFUL MEDICAL

Learn more, customize your campaign, or place an order by contacting Cleo Chitester at 804-469-0360 or cchitester@associationmediagroup.com
issues

January _____________________________ November 9, 2020
February ____________________________ December 7, 2020
March ______________________________ January 11
April _________________________________ February 10
May ________________________________ March 8
June ________________________________ April 6
July ________________________________ May 9
August ______________________________ June 8
September _____________________________ July 9
October ______________________________ August 10
November ______________________________ September 7
December ______________________________ October 10

publication specifications

Publication trim: 8.25 x 10.875 inches (Do not build ad to this size.)

Learn more, customize your campaign, or place an order by contacting Cleo Chitester at 804-469-0360 or cchitester@associationmediagroup.com
THE NATION’S HEALTH
thenationshealth.org
Publication Frequency: 10 times a year.
(February/March and November/December are combined issues)
Total Readership: 26,000

issues

January _____________________________ November 13, 2020
February/March ______________________ December 28, 2020
April ________________________________ February 10
May ________________________________ March 9
June ________________________________ April 9
July ________________________________ May 11
August ______________________________ June 14
September __________________________ July 13
October _____________________________ August 10
November/December __________________ September 14

publication specifications

Publication Trim Size: 10.625 x 13.75 inches (Do not build ad to this size.)
AJPH WEBSITE

ajph.org

The American Journal of Public Health’s website attracts approximately 2 million unique visitors, generating more than 8 million pageviews per year. More than 5 million articles were downloaded or read last year.

<table>
<thead>
<tr>
<th>Size</th>
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<th>12 Months</th>
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<td>300x250</td>
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APHA WEBSITE

APHA.org

The American Public Health Association website attracts approximately 1.5 million unique visitors, generating more than 6 million pageviews a year.

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THE NATION’S HEALTH WEBSITE

thenationshealth.org

The Nation’s Health website attracts more than 200k unique visitors, generating nearly half a million pageviews a year.

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<tr>
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<td>$10,560</td>
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</table>

*Includes both banners

Please contact cchitester@associationmediagroup.com for specifications and guidelines
### Inside Public Health
Delivered monthly to more than 20k APHA members and averages a 27% open rate (including COVID versions).

<table>
<thead>
<tr>
<th>Size</th>
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### American Journal of Public Health
Delivered monthly to more than 110k subscribers and averages an open rate of 27%.

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*Exclusive placement

### HIGHLIGHTS FROM THE NATION’S HEALTH
Delivered monthly to over 75K public health professionals monthly and averages a 21% open rate.

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<td>120x150</td>
<td>$3,500</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

Please contact cchitester@associationmediagroup.com for specifications and guidelines.
GET READY CALENDAR

APHA’s Get Ready campaign helps Americans prepare themselves, their families and their communities for all disasters and hazards, including pandemic flu, infectious disease, natural disasters and other emergencies. APHA’s popular Get Ready calendar is mailed to nearly 20,000 readers of The Nation’s Health and shared online, where it is downloaded by thousands more.

<table>
<thead>
<tr>
<th>Size</th>
<th>Width &amp; Depth (in inches)</th>
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<tbody>
<tr>
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<tr>
<td>Large display ad (Inside)</td>
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<td>Medium display ad (Inside)</td>
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<tr>
<td>Logo ad (Inside, bottom, of calendar page)</td>
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<td>$1,255</td>
</tr>
</tbody>
</table>

In a disaster, be sure to paws and reflect.

Disasters can cause panic. That’s why it’s important to plan ahead. Develop an emergency plan with a designated route, plans for supplies and a meeting spot so you don’t get flooded.

DECEMBER 2020

No kitten around when getting ready for winter weather.

Learn more, customize your campaign, or place an order by contacting Cleo Chitester at 804-469-0360 or cchitester@associationmediagroup.com
APHA ADVERTISING POLICY
All advertisements must be approved by APHA. Acceptance of advertising by APHA does not indicate or imply endorsement. APHA, 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 all advertisements.

Combination Earned Frequency:
Reduced rates can be earned by placing advertisements in multiple APHA publications.

Mailing List Information:
American List Council, Inc.