

ajph.org

**Publication Frequency:** 12 times a year.

Download reservation form and specifications at [apha.org/publications-and-periodicals/advertising](http://apha.org/publications-and-periodicals/advertising)

## Issue IO/PO Deadline & Material Deadlines

January _____	November 3, 2017
February _____	December 5, 2017
March _____	January 5
April _____	February 5
May _____	March 5
June _____	April 3
July _____	May 3
August _____	June 5
September _____	July 5
October _____	August 6
*November _____	September 5
December _____	October 5

**\*Bonus issue: distributed at APHA Annual Meeting**

## PUBLICATION SPECIFICATIONS

- Publication trim: 8.25 x 10.875 inches.
- Publication stock: Coated matte finish text is printed at 133 lpi.
- Cover – Coated gloss stock printed at 150 lpi.
- Binding: Perfect.
- Printing Process: Heat set web for the text and sheet fed for the covers
- Trim size for inserts: 8.25 x 10.875 inches. Journal jogs to the head so inserts that bleed should be designed accordingly.

### Premium and 4 Color Positions

Size	Width & Depth	1x	3x	6x	12x	24x
Cover 4	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$9000	\$8500	\$8000	\$7500
Covers 3 & 4	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$8000	\$7500	\$6500	\$6000
Covers 3	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$7000	\$6500	\$6000	\$5500
Covers 2	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$7000	\$6500	\$6000	\$5500
Opposite Editorial	7 x 10	n/a	\$7000	\$6500	\$6000	\$5500
Spread	15 x 10	n/a	\$8000	\$7500	\$6500	\$6000
Full pg (bleed)	8.5 x 11.125 (trim 8.25 x 10.875)	\$4600	\$4400	\$4200	\$4100	\$4000
Full page (non bleed)	7 x 10	\$4600	\$4400	\$4200	\$4100	\$4000
2/3 page	4.5 x 10	\$4200	\$4000	\$3600	\$3400	\$3200
1/2 page (vertical)	3.375 x 10	\$4000	\$3500	\$3300	\$3000	\$2900
1/2 page (horizontal)	7 x 4.875	\$4000	\$3500	\$3300	\$3000	\$2900
1/3 page	2.125 x 10	\$3500	\$3300	\$3000	\$2800	\$2700

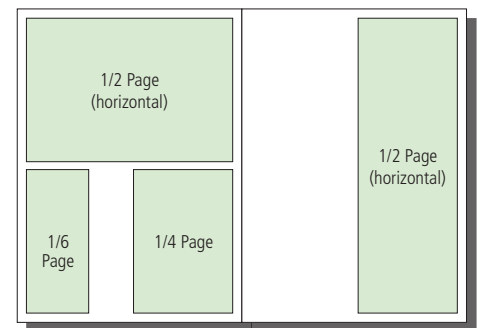
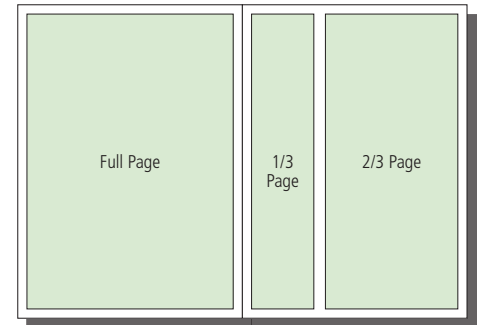
### Black & White: Market Place and Books & Other Media

Full pg	7 x 10	\$2500	\$1800	\$1700	\$1600	\$1500
2/3 page	4.5 x 10	\$2000	\$1700	\$1600	\$1500	\$1400
1/2 page (vertical)	3.375 x 10	\$1800	\$1500	\$1400	\$1300	\$1200
1/2 page (horizontal)	7 x 4.875	\$1800	\$1500	\$1400	\$1300	\$1200
1/3 page	2.125 x 10	\$1600	\$1200	\$1100	\$1000	\$950
1/4 page	3.375 x 4.875	\$1300	\$1100	\$1000	\$900	\$850
1/6 page	2.125 x 4.875	\$1200	\$1000	\$900	\$800	\$750

### 3 insertions or more Max # of words

Full page	7 x 10	\$1700	\$1500 ea.	700
2/3 page	4.5 x 10	\$1500	\$1400	575
1/2 page (vertical)	3.375 x 10	\$1300	\$1200	425
1/2 page (horizontal)	7 x 4.875	\$1300	\$1200	425
1/3 page	2.125 x 10	\$1200	\$1100	275
1/4 page	3.375 x 4.875	\$1100	\$1000	225
1/6 page	2.125 x 4.875	\$1000	\$900	150

### Recruitment Rates



# Print Reservation Form



apha.org/publications-and-periodicals/advertising

Date: \_\_\_\_\_ E-mail: \_\_\_\_\_

Advertiser: \_\_\_\_\_ Type of Advertisement:  Recruitment  Non-Recruitment

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Please reserve space in the following publication(s):

American Journal of Public Health

The Nation's Health

Annual Meeting Program

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

### Electronic File Specifications:

**File:** Print ready PDF or Word document.

**Fonts:** All printer and screen fonts must be included, even fonts embedded in art files, logos, etc. In Adobe Illustrator, fonts must be converted to outlines, paths, or curves (save Illustrator files as EPS). (Font variations or substitutions that are caused by incorrect conversion or transmission of fonts are the responsibility of the client.)

**Press Ready PDF:** The ads must match the publication ad sizes. High-resolution files from stock-photo disks should be converted to CMYK TIFFs and placed directly into the document (extra charges may result if non-linked, low-resolution files are left in the document). Tints and color type must be produced in a CMYK equivalent. No RGB. Please make sure to flatten all transparencies.

**Submission:** Electronic files; any related graphic files (of at least 300 dpi); any fonts used.

### Online recruitment: [careers.apha.org](http://careers.apha.org)

*Employers Compliance: Recruitments in APHA publications must affirm in writing that they follow nondiscriminatory employment practices with regard to race, sex, creed, age, and sexual orientation. The ad must include the words "Equal Opportunity Employer" or the abbreviation "EOE." Readers are invited to notify APHA if they experience any employment discrimination with recruitment advertisers.*

### Color

Black and White  4-Color (CMYK)

### Material(s)

Ad to follow  Ad enclosed  Ad e-mailed

### Form of Payment Enclosed

Insertion/Purchase Order  
 Visa  MasterCard  American Express

**All advertisements must be prepaid or accompanied by a purchase or insertion order.**

Card Number \_\_\_\_\_

Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Print \_\_\_\_\_

Submit electronically to: [advertise@apha.org](mailto:advertise@apha.org) or fax to: 202-777-2531

Policy: The Executive Director of APHA must approve all advertisements. 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 any advertisement.