

media kit



ADVERTISE
WITH APHA

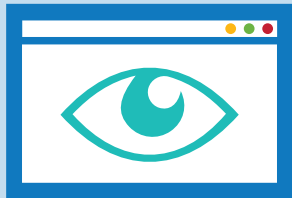
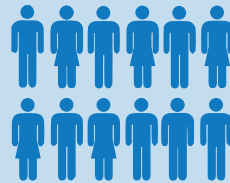
APHA highlights



25,000+
MEMBERS



MORE THAN 300,000
average monthly unique visitors



MORE THAN 1 MILLION
average monthly pageviews

MORE THAN 85,000
e-newsletter recipients



Improve the health of the public
and achieve equity in health status.

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.

Learn more at www.apha.org.

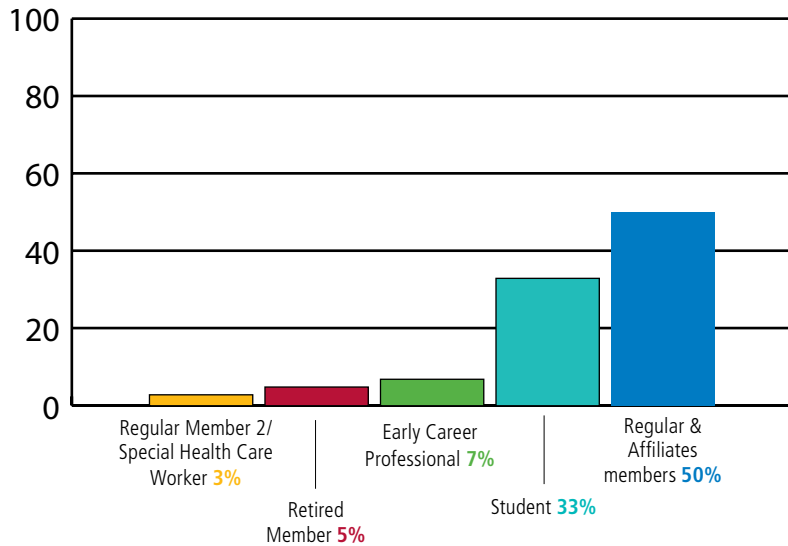
our mission:

OUR MEMBERS

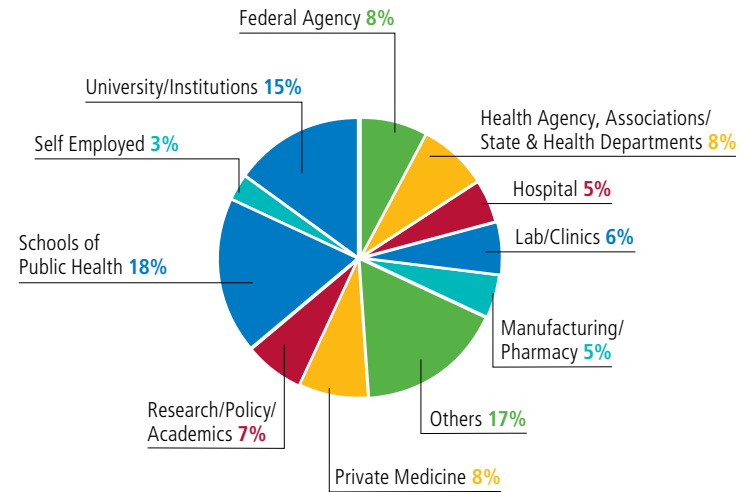
PUBLIC HEALTH OCCUPATIONS

are well-represented among APHA members.

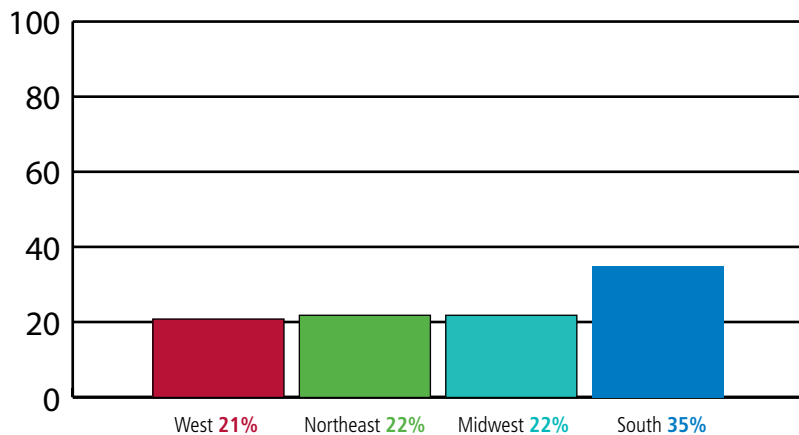
member demographics
member type



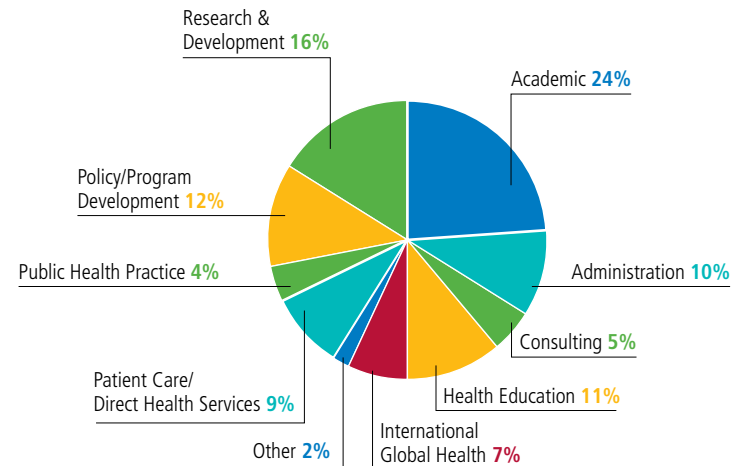
member place of employment
work place



member demographics
geographic regions



member place of employment
primary focus



PRINT

American Journal of Public Health

ajph.org



The American Journal of Public Health is the No.1 publication dedicated to original work in research, research methods, and program evaluation in the field of public health. This prestigious journal also regularly publishes authoritative editorials and commentaries and serves as a forum for the analysis of health policy.

The Nation's Health

thenationshealth.org



The Nation's Health is the most widely read news tabloid in the public health community. The newspaper presents informative articles addressing every facet of public health.

Get Ready Calendar

aphagetready.org



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.

DIGITAL

American Public Health Association

apha.org

131,000 unique monthly visitors
530,000 monthly pageviews



American Journal of Public Health

ajph.org

154,000 unique monthly visitors
423,000 monthly pageviews



Public Health Newswire

publichealthnewswire.org

8,000 unique monthly visitors
51,000 monthly pageviews



American Journal of Public Health e-newsletter

Average monthly delivered: 44k
Average open rate: 30%



The Nation's Health

thenationshealth.org
38K unique monthly visitors
56K monthly pageviews



Inside Public Health e-newsletter

Average monthly delivered: 20.5K
Average open rate: 21%



Highlights From The Nation's Health

Average monthly delivered: 68K
Average open rate: 21%



Public Health Buyer's Guide

Publichealthbuyersguide.com
16K unique visitors per month



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

AMERICAN JOURNAL OF PUBLIC HEALTH

ajph.org
 Publication Frequency: 12 times a year.

issues

January _____	November 9, 2019
February _____	December 6, 2019
March _____	January 6
April _____	February 10
May _____	March 9
June _____	April 6
July _____	May 9
August _____	June 8
September _____	July 9
October _____	August 10
November _____	September 7
December _____	October 9

O/P/O & Material Deadlines

publication specifications

Publication trim: 8.25 x 10.875 inches.



Premium and 4 Color Positions

rates & specs

Size	1x	3x	6x	12x
Cover 4 (Outer Back Cover)	n/a	\$9,000	\$8,500	\$8,000
Cover 3 (Inside Back Cover)	n/a	\$7,000	\$6,500	\$6,000
Cover 2 (Inside Front Cover)	n/a	\$7,000	\$6,500	\$6,000
Opposite Editorial	n/a	\$7,000	\$6,500	\$6,000
Spread	\$9,000	\$8,000	\$7,500	\$6,500
Full page	\$4,600	\$4,400	\$4,200	\$4,100
1/2 page	\$4,000	\$3,500	\$3,300	\$3,000

Specs

Size	Width & Depth (in inches)
Covers 2, 3, and 4	8.5 x 11.125 (trim 8.25 x 10.875)
Opposite Editorial	7 x 10
Spread	15 x 10
Full Page (bleed)	8.5 x 11.125 (trim 8.25 x 10.875)
Full Page (non bleed)	7 x 10
1/2 Page (vertical)	3.375 x 10
1/2 Page (horizontal)	7 x 4.875

Recruitment Rates

Size	1x	3x	Max Word Count
Full page	\$1,700	\$1,500	700
2/3 page	\$1,500	\$1,400	575
1/2 page	\$1,300	\$1,200	425
1/3 page	\$1,200	\$1,100	275
1/4 page	\$1,100	\$1,000	225

Specs

Size	Width & Depth (in inches)
Full page	7 x 10
2/3 page	4.5 x 10
1/2 Page (vertical)	3.375 x 10
1/2 Page (horizontal)	7 x 4.875
1/4 page	2.125 x 10
1/4 page	3.375 x 4.875

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

thenationshealth.org

Publication Frequency: 10 times a year.

(February/March and November/December are combined issues)

issues

January _____	November 15, 2019
February/March _____	December 20, 2019
April _____	February 10
May _____	March 9
June _____	April 9
July _____	May 11
August _____	June 12
September _____	July 13
October _____	August 10
November/December _____	September 14

IO/PO & Material Deadlines

publication specifications

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



rates & specs

Premium and 4 Color Positions

Size	1x	3x	6x	10x
Back Cover	n/a	\$7,000	\$6,500	\$6,300
Spread	n/a	\$6,500	\$6,000	\$5,500
Full Page	\$4,600	\$4,500	\$4,200	\$4,100
1/2 Page	\$4,000	\$3,500	\$3,400	\$3,100
3/10 Page	\$3,000	\$2,800	\$2,600	\$2,400
1/5 Page	\$2,600	\$2,500	\$2,400	\$2,300

Specs

Size	Width & Depth (in inches)
Back Cover	11.125 x 14.25 (trim 10.625 x 13.75)
Spread	21.75 x 14.25 (trim 10.625 x 13.75)
Full Page (bleed)	11.125 x 14.25 (trim 10.625 x 13.75)
Full Page (non bleed)	9.125 x 12.25
1/2 Page (horizontal)	9.125 x 6
3/10 Page	5.375 x 6
1/5 Page	3.5 x 6

Recruitment Rates

Size	1x	3x	Max Word Count
Full Page	\$1,600	\$1,500 ea.	950
1/2 Page	\$1,345	\$1,300	600
3/10 Page	\$1,050	\$1,000	250
1/5 Page	\$945	\$870	150

Specs

Size	Width & Depth (in inches)
Full Page	9.125 x 12.25
1/2 Page (horizontal)	9.125 x 6
3/10 Page	5.375 x 6
1/5 Page	3.5 x 6

APHA VIRTUAL ANNUAL MEETING & EXPO

Virtual Annual Meeting Program
October 24-28

Creating the Healthiest Nation: Preventing Violence

we're going virtual

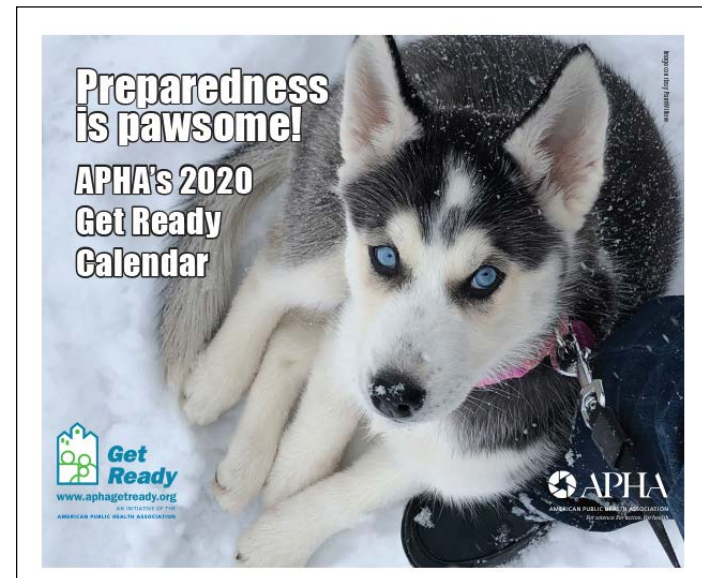
The APHA Annual Meeting and Expo is going virtual! Learn more about the virtual meeting by visiting <https://apha.org/events-and-meetings/annual> or contact Angelica Walker, angelica.walker@apha.org for sponsorship details.



GET READY CALENDAR

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.

Size	Width & Depth (in inches)	1x
Back cover (full page display ad)	10.875 x 9 with additional 1/8 bleed on all sides	\$4,500
Large display ad (Inside)	5.375 x 6	\$2,900
Medium display ad (Inside)	3.5 x 6	\$2,200
Logo ad (Inside, bottom, of calendar page)	10.375 x 1 (350 text characters & logo of 2.7 x .625)	\$1,255



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website advertising



ajph.aphapublications.org

The American Journal of Public Health's website attracts approximately 1.8 million unique visitors, generating more than 5 million pageviews a year.



APHA.org

The American Public Health Association website attracts approximately 1.5 million unique visitors, generating more than 4.5 million pageviews a year.

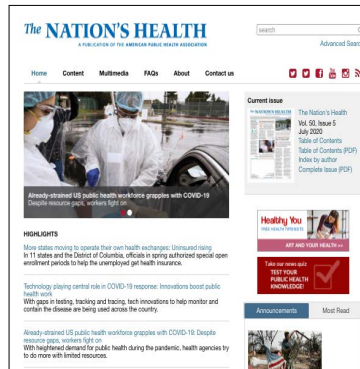
Size	1 Month	3 Months	12 Months
728x90	\$3,500	\$9,450	\$33,600
300x250	\$1,500	\$4,050	\$14,400

Size	1 Month	3 Months	12 Months
220x300	\$1,450	\$3,915	\$13,920



thenationshealth.aphapublications.org

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



Size	1 Month	3 Months	12 Months
300x250 & 728x90*	\$1,100	\$2,970	\$10,560

*Includes both banners

Specifications & Guidelines

Image File Format: jpg, png, gif. HTML5 and 3rd party ad tags may be accepted upon approval.

Image File Size Restriction: 250kb

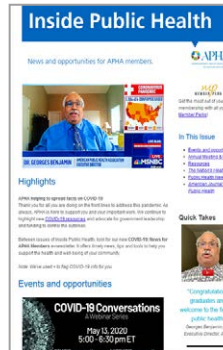
Materials Due: 10 business days prior to start date.

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newsletter advertising

INSIDE PUBLIC HEALTH MONTHLY

Delivered to more than 20k APHA members and averages a 23% open rate



Size	3 Months	12 Months
120x300	\$6,000	\$15,000
120x150	\$3,500	\$12,000

AMERICAN JOURNAL OF PUBLIC HEALTH MONTHLY

Delivered to over 44K public health professionals monthly and averages a 30% open rate.



Size	3 Months	12 Months
120x300	\$15,000	\$55,000

*Exclusive placement

HIGHLIGHTS FROM THE NATION'S HEALTH MONTHLY

Delivered to over 75K public health professionals monthly and averages a 21% open rate.

Size	3 Months	12 Months
120x300	\$6,000	\$15,000
120x150	\$3,500	\$12,000



Specifications & Guidelines

Image File Format: jpg, png, gif.

Image File Size Restriction: 250kb

Materials Due: 10 business days prior to start date.

Cancellation Policy: Cancellation for digital placements must be submitted 7 days prior to your scheduled start date.

GENERAL INFORMATION

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 advertisement.

Combination Earned Frequency:

Reduced rates can be earned by placing advertisements in multiple APHA publications.

Mailing List Information:

American List Council, Inc.
1-800-252-5478

Language Rights:

Bookproposals@apha.org

Reprints:

apha@subscriptionoffice.com

Subscriptions:

apha@subscriptionoffice.com

Order/Billing Questions

billing@associationmediagroup.com

APHA Online Publications

cchitester@associationmediagroup.com
804-469-0360

Print Recruitment

cchitester@associationmediagroup.com

APHA Public Health Buyer's Guide

publichealthbuyersguide.com

Online Recruitment

careers.apha.org

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