

thenationshealth.org

**Publication Frequency:** 10 times a year. (February/March and November/December are combined issues)

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

## Issue IO/PO & Material Deadline

January _____	November 16, 2017
February/March _____	December 28, 2017
April _____	February 9
May _____	March 9
June _____	April 6
July _____	May 10
August _____	June 15
September _____	July 13
October _____	August 10
*November/December _____	September 14

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

## PUBLICATION SPECIFICATIONS

- Publication Trim Size: 10.625 x 13.75 inches (Do not build ad to this size.)
- Publication Stock: 30# Atlantic Newsprint.
- Binding: Saddle stitched.
- Printing Process: Web press.  
Inserts: May be blown in, tipped in, or stitched in.
- 2 pages 11.375 x 14.5 inches
- Trim to: 10.625 x 13.75 inches
- 0.375 inch low folio lap required

### Premium and 4 Color Positions

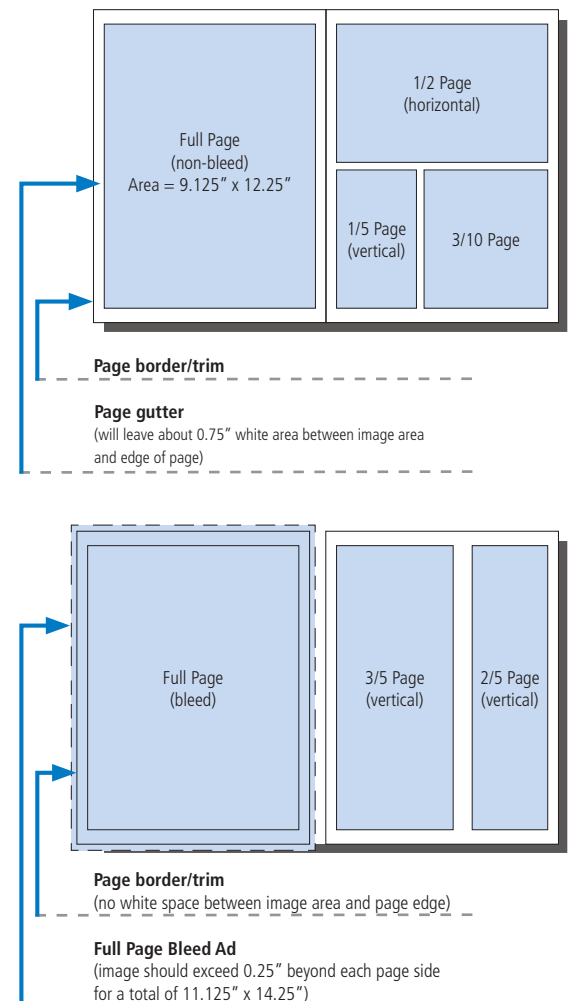
Size	Width & Depth	1x	3x	6x	12x	24x
Back covers	11.125 x 14.25 (trim 10.625 x 13.75)	n/a	\$7000	\$6500	\$6300	\$6200
Spread	21.75 x 14.25 (trim 10.625 x 13.75)	n/a	\$6500	\$6000	\$5500	\$5400
Full pg (bleed)	11.125 x 14.25 (trim 10.625 x 13.75)	\$4600	\$4500	\$4200	\$4100	\$3900
Full pg (non bleed)	9.125 x 12.25	\$4600	\$4500	\$4200	\$4100	\$3900
3/5 page	5.375 x 12.25	\$4400	\$4300	\$4100	\$4000	\$3500
1/2 page (horizontal)	9.125 x 6	\$4000	\$3500	\$3400	\$3100	\$3000
2/5 page (vertical)	3.5 x 12.25	\$3200	\$3000	\$2800	\$2600	\$2500
3/10 page	5.375 x 6	\$3000	\$2800	\$2600	\$2400	\$2300
1/5 page	3.5 x 6	\$2600	\$2500	\$2400	\$2300	\$2100

Black & White	Size	Width & Depth	1x	3x	6x	12x	24x
Full pg	Full pg	9.125 x 12.25	\$1900	\$1800	\$1700	\$1600	\$1500
3/5 page	3/5 page	5.375 x 12.25	\$1800	\$1700	\$1600	\$1500	\$1400
1/2 page (horizontal)	1/2 page (horizontal)	9.125 x 6	\$1500	\$1400	\$1300	\$1200	\$1100
2/5 page (vertical)	2/5 page (vertical)	3.5 x 12.25	\$1400	\$1300	\$1200	\$1100	\$1050
3/10 page	3/10 page	5.375 x 6	\$1100	\$1050	\$1000	\$950	\$900
1/5 page	1/5 page	3.5 x 6	\$1000	\$900	\$800	\$700	\$650

### 3 insertions or more Max # of words

Full pg	9.125 x 12.25	\$1600	\$1500 ea.	950
3/5 page	5.375 x 12.25	\$1450	\$1400	800
1/2 page (horizontal)	9.125 x 6	\$1345	\$1300	600
2/5 page (vertical)	3.5 x 12.25	\$1300	\$1275	350
3/10 page	5.375 x 6	\$1000	\$950	250
1/5 page	3.5 x 6	\$900	\$825	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):

<input type="checkbox"/> American Journal of Public Health	<input type="checkbox"/> The Nation's Health	<input type="checkbox"/> 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.