

www.ajph.org

Publication Frequency: 12 times a year.

Download reservation form and specifications at apha.org/publications-and-periodicals/advertising

Issue	IO/PO Deadline	Material Deadline
January _____	November 3, 2016 _____	November 10, 2016 _____
February _____	December 4, 2016 _____	December 14, 2016 _____
March _____	January 4, 2017 _____	January 12, 2017 _____
April _____	February 2 _____	February 9 _____
May _____	March 7 _____	March 11 _____
June _____	April 4 _____	April 11 _____
July _____	May 2 _____	May 9 _____
August _____	June 6 _____	June 13 _____
September _____	July 5 _____	July 12 _____
October _____	August 1 _____	August 8 _____
*November _____	September 6 _____	September 13 _____
December _____	October 3 _____	October 10 _____

*Bonus issue: distributed at APHA Annual Meeting

PUBLICATION SPECIFICATIONS

- Publication trim: 8.25 × 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 × 10.875 inches. Journal jogs to the head so inserts that bleed should be designed accordingly.

Rates & Sizes

4-Color/Books & Other Media

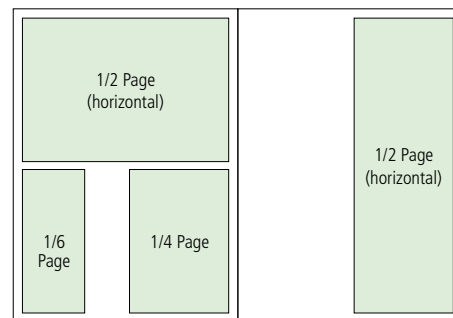
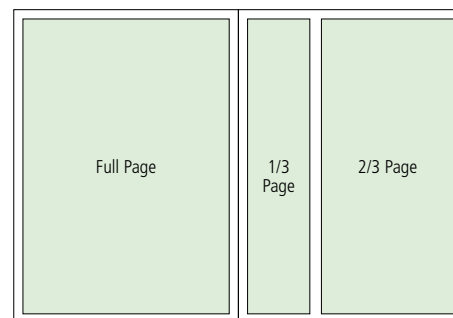
Size	Width & Depth	1x	3x	6x	12x	24x
Cover 4	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$9,000.00	\$8,500.00	\$8,000.00	\$7,500.00
Covers 3 & 4	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$8,000.00	\$7,500.00	\$6,500.00	\$6,000.00
Covers 3	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00
Covers 2	8.5 x 11.125 (trim 8.25 x 10.875)	n/a	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00
Opposite Editorial	7 x 10	n/a	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00
Spread	15 x 10	n/a	\$8,000.00	\$7,500.00	\$6,500.00	\$6,000.00
Full pg (bleed)	8.5 x 11.125 (trim 8.25 x 10.875)	\$4,600.00	\$4,400.00	\$4,200.00	\$4,100.00	\$4,000.00
Full page (non bleed)	7 x 10	\$4,600.00	\$4,400.00	\$4,200.00	\$4,100.00	\$4,000.00
2/3 page	4.5 x 10	\$4,200.00	\$4,000.00	\$3,600.00	\$3,400.00	\$3,200.00
1/2 page (vertical)	3.375 x 10	\$4,000.00	\$3,500.00	\$3,300.00	\$3,000.00	\$2,900.00
1/2 page (horizontal)	7 x 4.875	\$4,000.00	\$3,500.00	\$3,300.00	\$3,000.00	\$2,900.00
1/3 page	2.125 x 10	\$3,500.00	\$3,300.00	\$3,000.00	\$2,800.00	\$2,700.00

Black & White/Books & Other Media

Full pg	7 x 10	\$2,500.00	\$1,800.00	\$1,700.00	\$1,600.00	\$1,500.00
2/3 page	4.5 x 10	\$2,000.00	\$1,700.00	\$1,600.00	\$1,500.00	\$1,400.00
1/2 page (vertical)	3.375 x 10	\$1,800.00	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00
1/2 page (horizontal)	7 x 4.875	\$1,800.00	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00
1/3 page	2.125 x 10	\$1,600.00	\$1,200.00	\$1,100.00	\$1,000.00	\$950.00
1/4 page	3.375 x 4.875	\$1,300.00	\$1,100.00	\$1,000.00	\$900.00	\$850.00
1/6 page	2.125 x 4.875	\$1,200.00	\$1,000.00	\$900.00	\$800.00	\$750.00

3 insertions or more Max # of words

AJPH Recruitment Rates	Full page	7 x 10	\$1,700.00	\$1,500.00 ea.	700
	2/3 page	4.5 x 10	\$1,500.00	\$1,400.00	575
	1/2 page (vertical)	3.375 x 10	\$1,300.00	\$1,200.00	425
	1/2 page (horizontal)	7 x 4.875	\$1,300.00	\$1,200.00	425
	1/3 page	2.125 x 10	\$1,200.00	\$1,100.00	275
	1/4 page	3.375 x 4.875	\$1,100.00	\$1,000.00	225
	1/6 page	2.125 x 4.875	\$950.00	\$900.00	150



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

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 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.