

apha.org/events-and-meetings/annual

## APHA 2018 ANNUAL MEETING & EXPO | November 10-14 • San Diego, CA

IO/PO and material deadline: August 6, 2018

Premium and 4 Color Positions

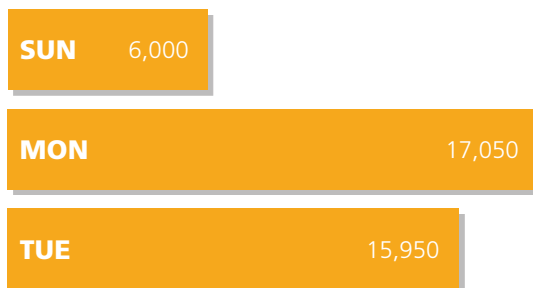
Size	Width & Depth	1x	
Cover 4	8.5 × 11.125 (trim 8.25 x 10.875)	\$7000	
Covers 3 & 4	8.5 × 11.125 (trim 8.25 x 10.875)	\$9000	
Covers 3	8.5 × 11.125 (trim 8.25 x 10.875)	\$7000	
Covers 2	8.5 × 11.125 (trim 8.25 x 10.875)	\$5600	
Spread	15 × 10	n/a	
Full pg (bleed)	8.5 × 11.125 (trim 8.25 x 10.875)	\$4600	
Full pg (non bleed)	7 × 10	\$4600	
2/3 page	4.5 × 10	\$4200	
1/2 page (vert)	3.375 × 10	\$4000	
1/2 page (horiz)	7 × 4.875	\$4000	
1/3 page	2.125 × 10	\$3500	
Black & White	Full pg	7 × 10	\$2500
	2/3 page	4.5 × 10	\$2000
	1/2 page (vert)	3.375 × 10	\$1800
	1/2 page (horiz)	7 × 4.875	\$1800
	1/3 page	2.125 × 10	\$1600
	1/4 page	3.375 × 4.875	\$1300
	1/6 page	2.125 × 4.875	\$1200

### PUBLICATION SPECIFICATIONS

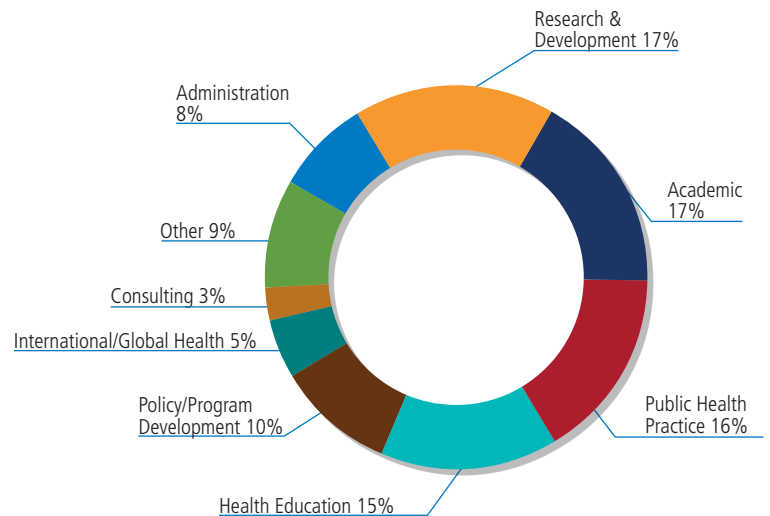
- Publication trim size: 8.25 × 10.875 inches.
- Publication Stock: 45 lb. minimum, 70 lb. maximum.
- Halftone screens: 133 lpi for B&W images; 150 lpi for covers and for 4-color process. Scan B&W images at 266 dpi, 4-color process images at 300 dpi (CMYK, not RGB).
- Trim Size for Inserts: .125" off head, foot and outside margins. Margins for live matter .625" inside all edges of untrimmed insert.

\*Additional premium positions are available, please contact [ashell.alston@apha.org](mailto:ashell.alston@apha.org)

### Convention Hall Traffic



### Attendee Demographics



# 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.