The Nation's Health

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

www.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

Issue	IO/PO & Material Deadline
January	November 14, 2016
February/March	December 30, 2016
April	February 9
May	March 11
June	April 7
July	May 11
August	June 16
September	July 15
October	August 11
*November/December	September 16

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

PUBLICATION SPECIFICATIONS

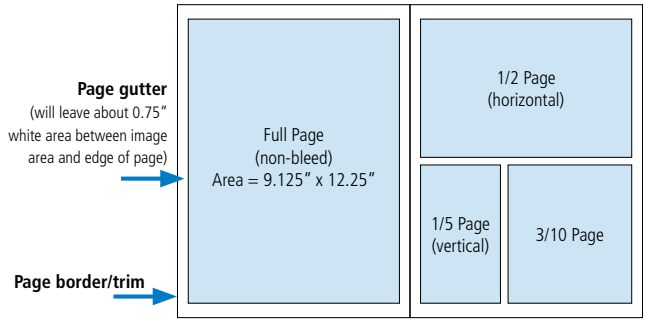
- Publication Trim Size: 10.625 x 13.75 inches (Do not build ad to this size.)
- Publication Stock: 30# Atlantic Newsprint.
- Binding: Saddle stitched.
- Printing Process: Web press.
  Inserts: May be blown in, tipped in, or stitched in.
- 2 pages 11.375 × 14.5 inches
- Trim to: 10.625 × 13.75 inches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

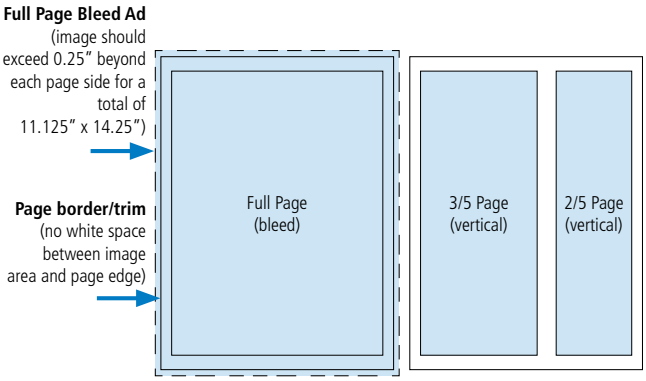
Rates & Sizes

4-Color

Size	Width & Depth	1x	3x	6x	12x	24x
Back covers	11.125 x 14.25 (trim 10.625 x 13.75)	n/a	$7,000.00	$6,500.00	$6,300.00	$6,200.00
Spread	21.75 x 14.25 (trim 10.625 x 13.75)	n/a	$6,500.00	$6,000.00	$5,500.00	$5,400.00
Full pg (bleed)	11.125 x 14.25 (trim 10.625 x 13.75)	$4,600.00	$4,500.00	$4,200.00	$4,100.00	$3,900.00
Full pg (non bleed)	9.125 × 12.25	$4,600.00	$4,500.00	$4,200.00	$4,100.00	$3,900.00
3/5 page	5.375 × 12.25	$4,400.00	$4,300.00	$4,100.00	$4,000.00	$3,500.00
1/2 page (horizontal)	9.125 × 6	$4,000.00	$3,500.00	$3,400.00	$3,100.00	$3,000.00
2/5 page (vertical)	3.5 × 12.25	$3,200.00	$3,000.00	$2,800.00	$2,600.00	$2,500.00
3/10 page	5.375 × 6	$3,000.00	$2,800.00	$2,600.00	$2,400.00	$2,300.00
1/5 page	3.5 × 6	$2,600.00	$2,500.00	$2,400.00	$2,300.00	$2,100.00
Black & White						
Full pg	9.125 × 12.25	$1,900.00	$1,800.00	$1,700.00	$1,600.00	$1,500.00
3/5 page	5.375 × 12.25	$1,800.00	$1,700.00	$1,600.00	$1,500.00	$1,400.00
1/2 page (horizontal)	9.125 × 6	$1,500.00	$1,400.00	$1,300.00	$1,200.00	$1,100.00
2/5 page (vertical)	3.5 × 12.25	$1,400.00	$1,300.00	$1,200.00	$1,100.00	$1,050.00
3/10 page	5.375 × 6	$1,100.00	$1,050.00	$1,000.00	$950.00	$900.00
1/5 page	3.5 × 6	$1,000.00	$900.00	$800.00	$700.00	$650.00

				3 insertions or more	Max # of words
The Nation's Health Recruitment Rates	Full pg	9.125 × 12.25	$1,600.00	$1,500.00 ea.	950
	3/5 page	5.375 × 12.25	$1,450.00	$1,400.00	800
	1/2 page (horizontal)	9.125 × 6	$1,345.00	$1,300.00	600
	2/5 page (vertical)	3.5 × 12.25	$1,300.00	$1,275.00	350
	3/10 page	5.375 × 6	$1,000.00	$950.00	250
	1/5 page	3.5 × 6	$900.00	$825.00	150





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Print Reservation Form

APHA
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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
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.