

# APHA Advertising Space Reservation Form

Date: \_\_\_\_\_ Email: \_\_\_\_\_  
Advertiser: \_\_\_\_\_ Product: \_\_\_\_\_  
Contact: \_\_\_\_\_ Phone/Fax: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Please reserve space in the following Publication(s):

<input type="checkbox"/> The Nation's Health	<input type="checkbox"/> American Journal of Public Health	<input type="checkbox"/> Annual Meeting Program*
No. of Insertions: _____	No. of Insertions: _____	No. of Insertions: _____
Month/Issue: _____	Month/Issue: _____	Month/Issue: _____
Month/Issue: _____	Month/Issue: _____	Month/Issue: _____
Month/Issue: _____	Month/Issue: _____	Month/Issue: _____
Ad Size: _____	Ad Size: _____	Ad Size: _____
Special Instructions: _____		

\* Dividers (TABS) with extending tabs front & back (available for the Annual Meeting Program only).

## Color

Black and White       PMS Color(s)  
 4-Color (CMYK)       Other

## Material(s)

Art to follow       Art enclosed

## Form of Payment Enclosed

PO/IO (Purchase /Insertion Order)\*\*       Check  
 Credit Card  
 Visa       MasterCard       American Express

Card Number \_\_\_\_\_  
Exp. \_\_\_\_\_  
Signature \_\_\_\_\_  
Print \_\_\_\_\_

**\*\*Please fax to (202) 777-2531 as soon as possible**

**Advertising Department  
American Public Health Association  
800 I Street, NW, Washington, DC 20001-3710  
Phone: (202) 777-2470  
Fax: (202) 777-2531  
E-mail: [advertise@apha.org](mailto:advertise@apha.org)**

## Advertising Policy

The Executive Director of APHA must approve all advertising. 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.

## Electronic File Specifications

**Software:** QuarkXPress; Adobe Photoshop; Adobe Illustrator; and Print ready PDF.

**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 are caused by incorrect conversion or transmission of fonts and are the responsibility of the client.)

**Disks:** Mac or PC formatted 1.44 MB floppies; CD-ROM (CD-R or CD-RW); or 100 MB Zip disks.

**E-mail:** All files must be compressed using Stuffit (Mac) or PKZip (PC). E-mail submissions ([ashell.alston@apha.org](mailto:ashell.alston@apha.org) OR [advertise@apha.org](mailto:advertise@apha.org)) must be accompanied by a fax of the ad (with colors specified, as applicable).

**Miscellaneous:** Digital ads must match the publication ad sizes. Bleeds must have a 1/4" tolerance. Color files must not be submitted for B&W ads. 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.

**What to include with ad submission:** Electronic files; any related graphic files (of at least 300 dpi); any fonts used (including those used in logos); a hard copy printout of the ad, specifying which software the ad was created in; and, for color ads, a digital color proof, color laser, or 4C film proof.