

# 2012 Annual Meeting Program

www.apha.org/meetings



American  
Public Health  
Association

www.apha.org

## 140<sup>th</sup> Annual Meeting & Exposition October 27 – October 31, 2012 • San Francisco, CA



The Annual Meeting Program is distributed to all participants. It is an important source of information for the approximately 13,000 attendees and nearly 600 exhibitors expected this year, both during the conference and as a resource afterwards.



### Annual Meeting Program

	Size	Width & Depth	1x	3x	6x	12x	24x
<b>4-Color Rates*</b>	Cover 4	8.5 × 11.125 (trim 8.25 × 10.875)	n/a	\$9,000.00	\$8,500.00	\$8,000.00	\$7,500.00
	Covers 3 & 4	8.5 × 11.125 (trim 8.25 × 10.875)	n/a	\$8,000.00	\$7,500.00	\$6,500.00	\$6,000.00
	Covers 3	8.5 × 11.125 (trim 8.25 × 10.875)	n/a	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00
	Covers 2	8.5 × 11.125 (trim 8.25 × 10.875)	n/a	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00
	Opposite Editorial	7 × 10	n/a	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00
	Spread	15 × 10	n/a	\$8,000.00	\$7,500.00	\$6,500.00	\$6,000.00
	Full pg (bleed)	8.5 × 11.125 (trim 8.25 × 10.875)	\$4,600.00	\$4,400.00	\$4,200.00	\$3,800.00	\$3,700.00
	Full pg (non bleed)	7 × 10	\$4,600.00	\$4,400.00	\$4,200.00	\$3,800.00	\$3,700.00
	2/3 page	4.5 × 10	\$4,200.00	\$4,000.00	\$3,600.00	\$3,400.00	\$3,200.00
	1/2 page (vert)	3.375 × 10	\$4,000.00	\$3,500.00	\$3,300.00	\$3,000.00	\$2,900.00
	1/2 page (horiz)	7 × 4.875	\$4,000.00	\$3,500.00	\$3,300.00	\$3,000.00	\$2,900.00
1/3 page	2.125 × 10	\$3,500.00	\$3,300.00	\$3,000.00	\$2,800.00	\$2,700.00	
*Premium positions are available, please email <a href="mailto:ashell.alston@apha.org">ashell.alston@apha.org</a>							
<b>Black &amp; White</b>	Full page	7 × 10	\$2,000	\$1,800.00	\$1,700.00	\$1,600.00	\$1,500.00
	2/3 page	4.5 × 10	\$1,800.00	\$1,700.00	\$1,600.00	\$1,500.00	\$1,400.00
	1/2 page (vert)	3.375 × 10	\$1,600.00	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00
	1/2 page (horiz)	7 × 4.875	\$1,600.00	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00
	1/3 page	2.125 × 10	\$1,300.00	\$1,200.00	\$1,100.00	\$1,000.00	\$950.00
	1/4 page	3.375 × 4.875	\$1,200.00	\$1,100.00	\$1,000.00	\$900.00	\$850.00
	1/6 page	2.125 × 4.875	\$1,000.00	\$900.00	\$800.00	\$750.00	\$700.00

## Public Health CareerMart at the Annual Meeting

Let public health CareerMart host your career day.



[www.apha.org/about/careers](http://www.apha.org/about/careers)

Please contact: [ashell.alston@apha.org](mailto:ashell.alston@apha.org)  
for additional information.

# 2012 Annual Meeting Program

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

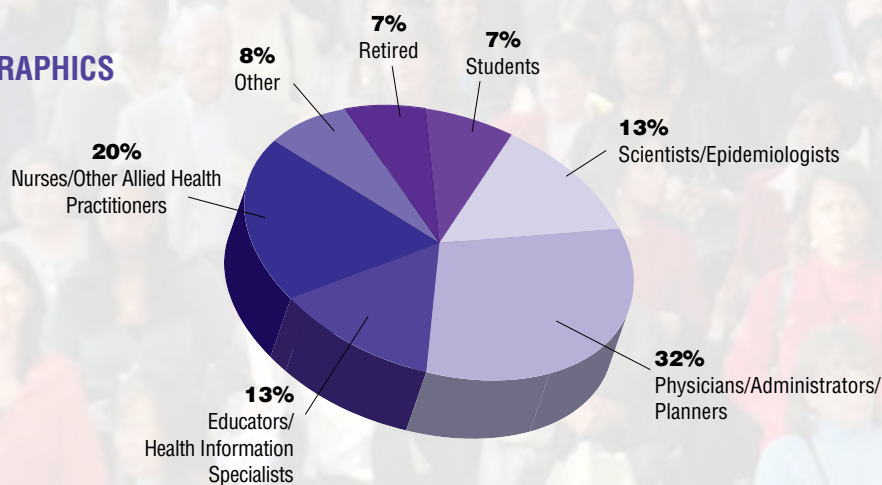
**Order and Material deadline: September 10, 2012**

## PUBLICATION SPECIFICATIONS

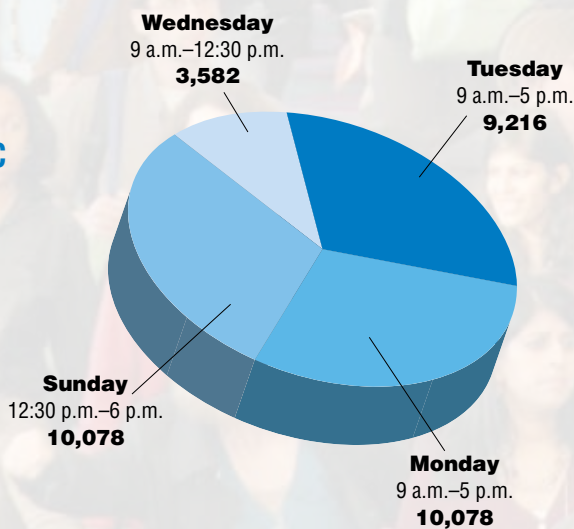
- **Publication trim size:** 8.25 × 10.875 inches.
- **Publication Stock:** 45 lb. minimum, 70 lb. maximum.
- **Halftone screens:** 133 lpi for B&W images; 150 lpi for covers and for 4-color process. Scan B&W images at 266 dpi, 4-color process images at 300 dpi (CMYK, not RGB).
- **Trim Size for Inserts:**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

## Annual Meeting Attendance Statistics

### ATTENDEE DEMOGRAPHICS



### CONVENTION HALL TRAFFIC



# Print Reservation Form



American  
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www.apha.org

www.apha.org/publications/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: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

## \*Electronic File Specifications

**Software:** QuarkXPress; Adobe Photoshop; Adobe Illustrator; Adobe InDesign; and press quality PDF.

\*A Word document can be submitted for non camera recruitment ads.

**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.)

**Disks:** Mac or PC formatted CD-ROMs.

**Miscellaneous:** Digital ads must match the publication ad sizes. Bleeds must have a .125" 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. No RGB. Please make sure to flatten all transparencies.

**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.

\*\*Please fax to (202) 777-2531 or email to: [advertise@apha.org](mailto:advertise@apha.org)

## Color

Black and White  4-Color (CMYK)

## Material(s)

Ad to follow  Ad enclosed  Ad e-mailed

## Form of Payment Enclosed

Insertion/Purchase Order (please fax to: 202-777-2531)

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**

**Advertising 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.