

American Journal of PUBLIC HEALTH

Impact of the American Journal of Public Health

The *American Journal of Public Health* (AJPH) is the No.1 publication dedicated to original work in research, research methods, and program evaluation in the fields of public health. This prestigious journal also regularly publishes authoritative editorials and commentaries and serves as a forum for the analysis of health policy. All published papers have undergone rigorous peer review (only one out of five submitted papers is accepted for publication). Every month, the nation's most influential public health professionals turn to AJPH for the most current, authoritative, in-depth information in the field.

Publication Frequency

12 times a year.

American Journal of Public Health 2006 Deadlines

Issue	IO/PO Deadline	Material Deadline
January	November 15	November 22
February	December 15	December 22
March	January 16	January 23
April	February 15	February 22
May	March 15	March 22
June	April 17	April 24
July	May 15	May 22
August	June 15	June 22
September	July 17	July 24
October	August 15	August 22
November*	September 15	September 22
December	October 16	October 23

* Bonus issue.

www.ajph.org

Specifications

General Information

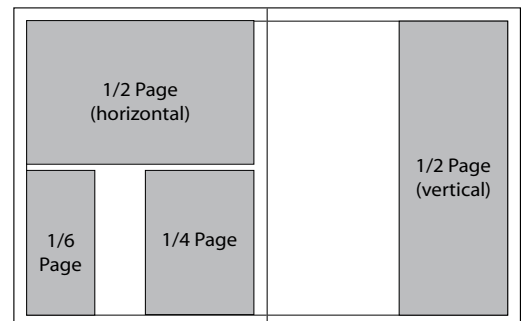
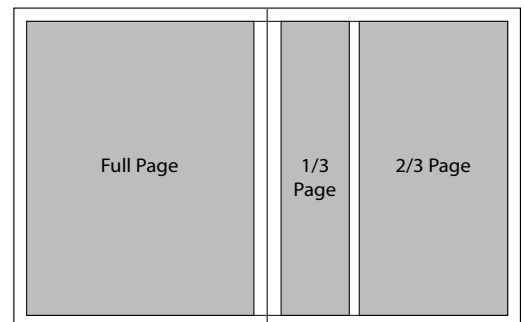
- **Circulation:** 30,500. Pass along rate is double, which increases the total readership to 61,000+
- **Issue Dates:** Mailed end of the month prior to issue date, by 2nd-class mail.
- **Insertion Orders/Purchase Orders:** All ads must be prepaid or accompanied by an IO/PO. Deadline dates are listed below. See pages 7 & 8 for rates and order form.
- **Cancellations:** Cancellations for space reservations are not accepted after closing dates. All cancellations must be made in writing by the material deadline date listed below.

Mechanical Requirements

- **Publication trim size:** 8 1/4" x 11"
- **Publication Stock:** 45 lb. minimum, 70 lb. maximum.
- **Preferred Material:** See page 8.
- **Halftone screens:** 133 line for B&W images; 150 line for covers and for 4-color process. Scan B&W images at 266 dpi, 4-color process images at 300 dpi (CMYK, not RGB).
- **Binding:** Perfect
- **Printing Process:** Cover, sheet-fed press; inside text web press.
- **Trim Size for Inserts:** 1/8" off head, foot and outside margins. Margins for live matter 5/8" inside all edges of untrimmed insert.

- Inserts:**
- 2 pages 8 1/2 x 11 1/4
 - 4 pages 17 x 11 1/4

Ad Space Sizes:



Advertising Rates

American Journal of Public Health or Annual Meeting Program

	Page Size	Width & Depth	1x	3x	6x	12x	24x
4-Color Rates	Back covers	8 1/2 x 11 1/4	\$7,000.00	\$6,000.00	\$5,600.00	\$5,500.00	\$5,400.00
	Inside Front Cover	8 1/2 x 11 1/4	n/a	\$6,600.00	\$6,300.00	\$6,000.00	\$5,500.00
	Spread	15 x 10	n/a	\$7,700.00	\$7,300.00	\$7,000.00	\$6,500.00
	Opposite Editorial	7 x 10	n/a	\$5,500.00	\$5,200.00	\$5,000.00	\$4,500.00
	Full page (bleed)	8 1/2 x 11 1/4	\$4,400.00	\$4,200.00	\$4,000.00	\$3,800.00	\$3,600.00
	Full page (non bleed)	7 x 10	\$4,400.00	\$4,200.00	\$4,000.00	\$3,800.00	\$3,600.00
	2/3 page	4 1/2 x 10	\$4,000.00	\$3,800.00	\$3,600.00	\$3,400.00	\$3,200.00
	1/2 page (vertical)	3 3/8 x 10	\$3,500.00	\$3,300.00	\$3,100.00	\$3,000.00	\$2,900.00
	1/2 page (horizontal)	7 x 4 7/8	\$3,500.00	\$3,300.00	\$3,100.00	\$3,000.00	\$2,900.00
	1/3 page	2 1/8 x 10	\$3,200.00	\$3,000.00	\$2,900.00	\$2,800.00	\$2,700.00
Market Place (Black & White Rates)	Full page	7 x 10	\$1,700.00	\$1,600.00	\$1,500.00	\$1,450.00	\$1,400.00
	2/3 page	4 1/2 x 10	\$1,400.00	\$1,300.00	\$1,250.00	\$1,200.00	\$1,150.00
	1/2 page (vertical)	3 3/8 x 10	\$1,200.00	\$1,100.00	\$1,050.00	\$1,000.00	\$950.00
	1/2 page (horizontal)	7 x 4 7/8	\$1,200.00	\$1,100.00	\$1,050.00	\$1,000.00	\$950.00
	1/3 page	2 1/8 x 10	\$1,100.00	\$1,000.00	\$950.00	\$925.00	\$900.00
	1/4 page	3 3/8 x 4 7/8	\$900.00	\$800.00	\$750.00	\$725.00	\$700.00
1/6 page	2 1/8 x 4 7/8	\$800.00	\$700.00	\$675.00	\$625.00	\$600.00	
AJPH Job Placement Rates				3 insertions or more		Max # of words	
	Full page	7 x 10	\$1,240.00	\$1,210.00 ea.		700	
	2/3 page	4 1/2 x 10	\$1,100.00	\$1,070.00		575	
	1/2 page (vertical)	3 3/8 x 10	\$900.00	\$875.00		425	
	1/2 page (horizontal)	7 x 4 7/8	\$900.00	\$875.00		425	
	1/3 page	2 1/8 x 10	\$800.00	\$775.00		275	
	1/4 page	3 3/8 x 4 7/8	\$750.00	\$705.00		225	
1/6 page	2 1/8 x 4 7/8	\$700.00	\$650.00		150		

The Nation's Health

	Size	Width & Depth	1x	3x	6x	12x	24x
4-Color Rates	Back covers	11 1/8 x 14 1/4	n/a	\$7,000.00	\$6,500.00	\$6,300.00	\$6,100.00
	Spread	22 1/4 x 14 1/4	\$7,000.00	\$6,500.00	\$6,000.00	\$5,500.00	\$5,300.00
	Full page (bleed)	11 1/8 x 14 1/4	\$4,400.00	\$4,200.00	\$4,000.00	\$3,800.00	\$3,700.00
	Full page (non bleed)	9 7/8 x 13	\$4,400.00	\$4,200.00	\$4,000.00	\$3,800.00	\$3,700.00
	3/5 page	5 3/8 x 12 1/4	\$4,000.00	\$3,700.00	\$3,500.00	\$3,300.00	\$3,200.00
	1/2 page (horizontal)	9 1/8 x 6	\$3,500.00	\$3,300.00	\$3,100.00	\$3,000.00	\$2,800.00
	2/5 page (vertical)	3 1/2 x 12 1/4	\$3,200.00	\$3,000.00	\$2,800.00	\$2,600.00	\$2,500.00
	3/10 page	5 3/8 x 6	\$3,000.00	\$2,800.00	\$2,600.00	\$2,400.00	\$2,300.00
	1/5 page	3 1/2 x 6	\$2,600.00	\$2,500.00	\$2,400.00	\$2,300.00	\$2,100.00
	Classifieds Prod & Serv (Black & White Rates)	Full page	9 1/8 x 12 1/4	\$2,000.00	\$1,800.00	\$1,600.00	\$1,500.00
3/5 page		5 3/8 x 12 1/4	\$1,600.00	\$1,600.00	\$1,500.00	\$1,400.00	\$1,300.00
1/2 page		9 1/8 x 6	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00	\$1,100.00
2/5 page		3 1/2 x 12 1/4	\$1,300.00	\$1,200.00	\$1,100.00	\$1,050.00	\$1,000.00
3/10 page		5 3/8 x 6	\$1,100.00	\$1,050.00	\$1,000.00	\$950.00	\$900.00
1/5 page	3 1/2 x 6	\$900.00	\$800.00	\$750.00	\$700.00	\$650.00	
TNH Job Placement Rates				3 insertions or more		Max # of words	
	Full page	9 1/8 x 12 1/4	\$1,690.00	\$1,640.00 ea.		950	
	3/5 page	5 3/8 x 12 1/4	\$1,530.00	\$1,500.00		800	
	1/2 page (horizontal)	9 1/8 x 6	\$1,345.00	\$1,300.00		600	
	2/5 page (vertical)	3 1/2 x 12 1/4	\$1,300.00	\$1,275.00		350	
	3/10 page	5 3/8 x 6	\$960.00	\$930.00		250	
1/5 page	3 1/2 x 6	\$800.00	\$775.00		150		

All line ads are \$4.00 per word, per insertion and \$3.50 per word for consecutive insertions. All advertisements must be accompanied by pre-payment or insertion/purchase orders. See page 8 for order form and electronic file specifications.

Employers Compliance

All employers advertising employment opportunities in any APHA publication 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 Job Opportunities/Classified advertisers.

For online job posting go to: www.apha.org/career

APHA Advertising Space Reservation Form

Date: _____ Email: _____

Advertiser: _____ Product: _____

Contact: _____ Phone/Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Please reserve space in the following Publication(s):

The Nation's Health American Journal of Public Health 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**

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 OR 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.