

The Nation's Health

www.thenationshealth.org



American
Public Health
Association

www.apha.org

The Nation's Health is the award-winning monthly newspaper that has been covering public health in the nation and around the globe for 40 years. **The Nation's Health** focuses on the news that public health professionals need to know, whether it's happening in their state legislatures, the nation's capital or on a global scale. Stories cover the public health spectrum, focusing on issues such as health reform, climate change, pandemic flu, food safety and public health research. Each issue includes a "Healthy You" page, with easy-to-understand tips and information that can be used to improve health.

Among its many honors, The Nation's Health has received two silver Excel Awards from the Society of National Association Publications and a first-place Clarion Award from the Association for Women in Communications.

You can view our sample issue at: www.thenationshealth.org and choose "subscribe."



RATES & SIZES

THE NATION'S HEALTH (Do not use crop marks on covers or full page ads.)

	Size	Width & Depth	1x	3x	6x	12x	24x
4-Color Rates	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 x 12.25	\$4,600.00	\$4,500.00	\$4,200.00	\$4,100.00	\$3,900.00
	3/5 page	5.375 x 12.25	\$4,400.00	\$4,300.00	\$4,100.00	\$4,000.00	\$3,500.00
	1/2 page (horiz)	9.125 x 6	\$4,000.00	\$3,500.00	\$3,400.00	\$3,100.00	\$3,000.00
	2/5 page (vert)	3.5 x 12.25	\$3,200.00	\$3,000.00	\$2,800.00	\$2,600.00	\$2,500.00
	3/10 page	5.375 x 6	\$3,000.00	\$2,800.00	\$2,600.00	\$2,400.00	\$2,300.00
	1/5 page	3.5 x 6	\$2,600.00	\$2,500.00	\$2,400.00	\$2,300.00	\$2,100.00
Black & White	Full page	9.125 x 12.25	\$1,900.00	\$1,800.00	\$1,700.00	\$1,600.00	\$1,500.00
	3/5 page	5.375 x 12.25	\$1,800.00	\$1,700.00	\$1,600.00	\$1,500.00	\$1,400.00
	1/2 page (horiz)	9.125 x 6	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00	\$1,100.00
	2/5 page (vert)	3.5 x 12.25	\$1,400.00	\$1,300.00	\$1,200.00	\$1,100.00	\$1,050.00
	3/10 page	5.375 x 6	\$1,100.00	\$1,050.00	\$1,000.00	\$950.00	\$900.00
	1/5 page	3.5 x 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 page	9.125 x 12.25	\$1,600.00	\$1,500.00ea.	950		
	3/5 page	5.375 x 12.25	\$1,450.00	\$1,400.00	800		
	1/2 page (horiz)	9.125 x 6	\$1,345.00	\$1,300.00	600		
	2/5 page (vert)	3.5 x 12.25	\$1,300.00	\$1,275.00	350		
	3/10 page	5.375 x 6	\$1,000.00	\$950.00	250		
1/5 page	3.5 x 6	\$900.00	\$825.00	150			

Online recruitment posting: www.apha.org/about/careers

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.

The Nation's Health 2012 DEADLINES

Publication Frequency: 10 times a year. (May/June and November/December are combined issues).

Download reservation form and specifications at www.apha.org/publications/advertising.

Issue IO/PO Deadline and Material Deadline

Issue	IO/PO Deadline and Material Deadline
January	November 12 (2011)
February	January 4
March	January 24
April	February 21
May/June	March 21
July	April 27
August	June 20
September	July 23
October	August 22
*November/December	September 18

*Bonus issue: distributed at Annual Meeting

GENERAL INFORMATION

- **Circulation:** 24,689. **Total readership:** 35,000+.
- **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 above.
- **Cancellations:** All cancellations must be made in writing by material deadline date listed above.

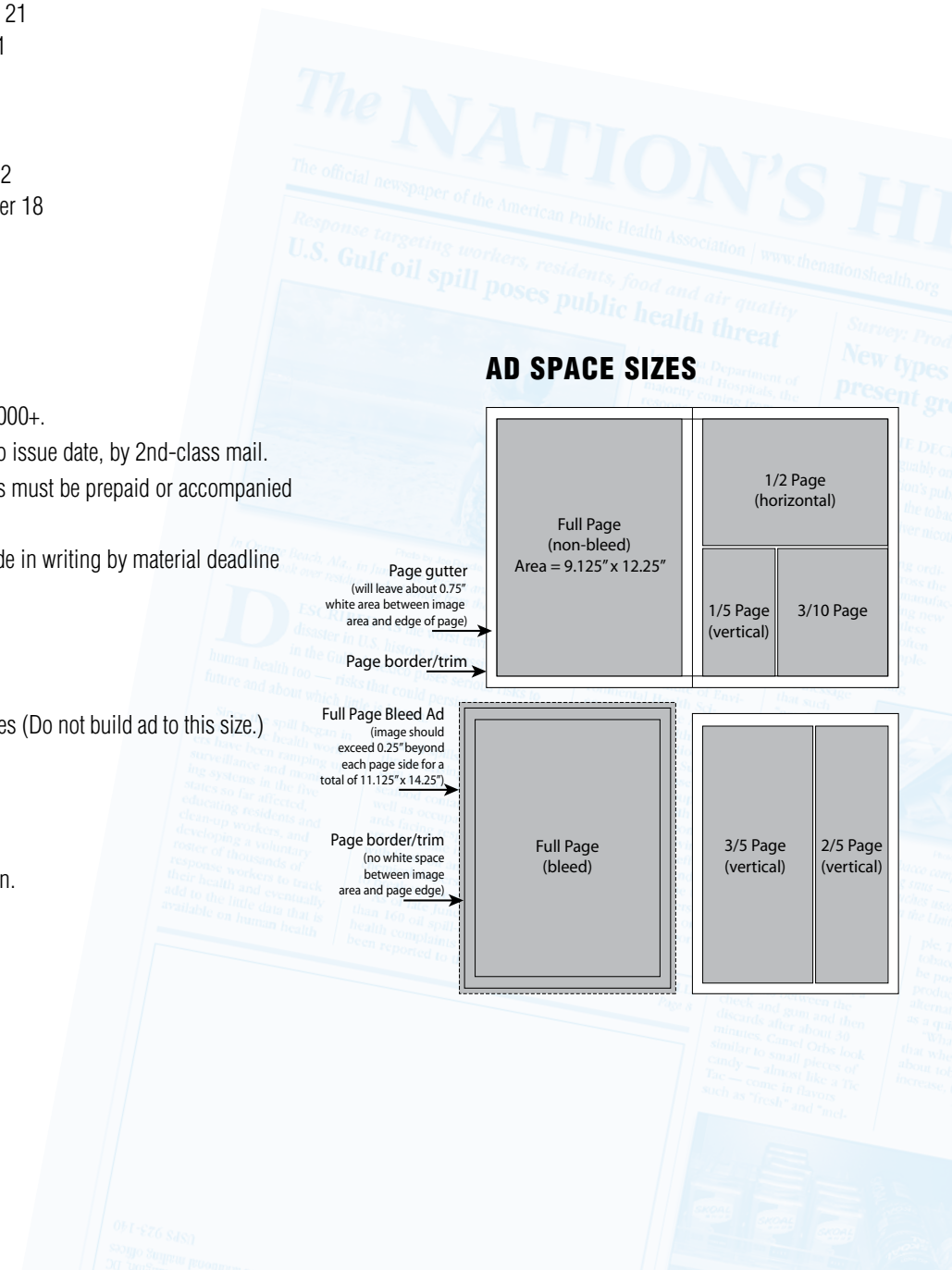
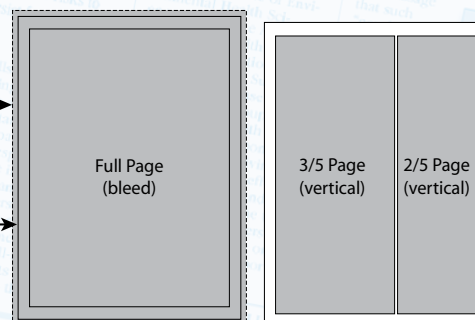
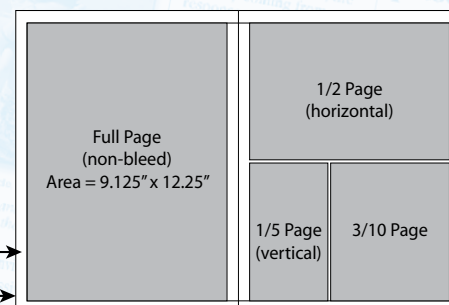
PUBLICATION SPECIFICATIONS

- **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 x 14.5 inches
- Trim to: 10.625 x 13.75 inches
- 0.375 inch low folio lap required

AD SPACE SIZES



Print Reservation Form

www.apha.org/publications/advertising



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www.apha.org

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

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
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.