



Advertising Media Kit 2024

[APHA.org](https://www.apha.org)



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

Advertise with APHA

Our Mission

Improve the health of the public and achieve equity in health status.

Our Vision

Create the healthiest nation in one generation.

APHA champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and **policies backed by science**. We are the only organization that combines a 150-year perspective, a **broad-based member community** and the ability to **influence federal policy** to improve the public's health.



APHA Highlights



25,000
MEMBERS



MORE THAN 3.75 MILLION
unique website visitors per year



MORE THAN 11 MILLION
pageviews per year

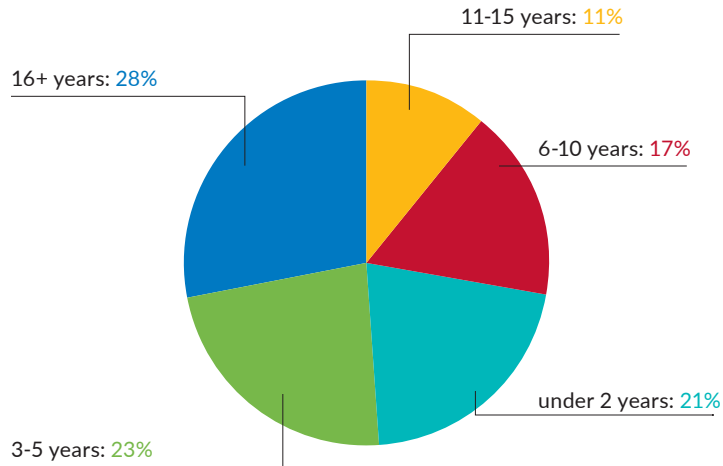
MORE THAN 120,000
e-newsletter recipients



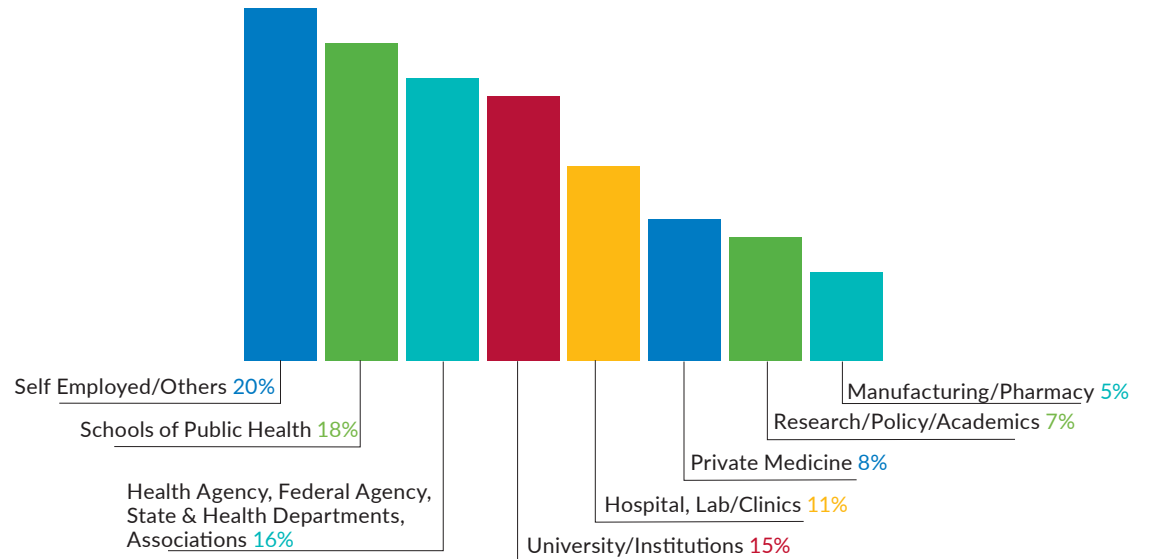
Our Members

Public health occupations are well-represented among APHA members.

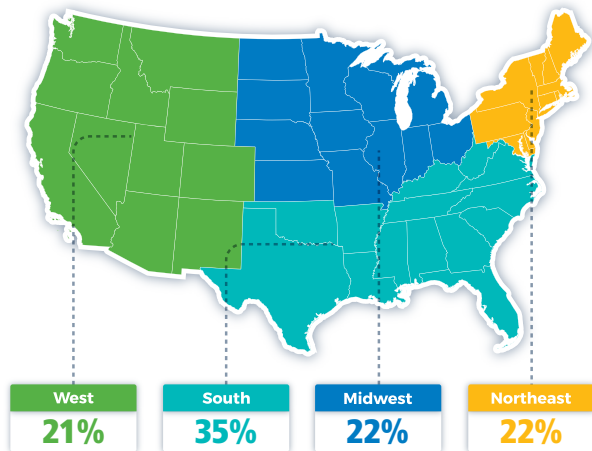
Time in Industry



Workplace



Geographic Regions



Primary Focus



What Are Your Goals?

APHA can help you showcase your expertise, create buzz about your brand or recruit new talent. Use the table below to help identify the best ad options for your campaign goals – or contact Cleo Chitester (contact details below) and receive customized recommendations.

	Lead Generation	Content Marketing	Brand Awareness	Event Engagement	Talent Acquisition
<i>American Journal of Public Health</i>		✓	✓		✓
<i>The Nation's Health</i>		✓	✓		✓
APHA Retargeting Program	✓	✓	✓		
<i>American Journal of Public Health</i> Website (AJPH.org)	✓	✓	✓		
<i>The Nation's Health</i> Website (thenationshealth.org)	✓	✓	✓		
American Public Health Association Website (APHA.org)	✓	✓	✓		✓
The APHA Public Health Buyer's Guide (aphabuyersguide.com)	✓				
Public Health Newswire (publichealthnewsire.org)	✓		✓		
Inside Public Health E-Newsletter	✓	✓	✓		
Highlights From <i>The Nation's Health</i> E-Newsletter	✓	✓	✓		
<i>American Journal of Public Health</i> E-Newsletter	✓	✓	✓		
APHA Annual Meeting Program				✓	

American Journal of Public Health

ajph.org

Publication Frequency: 12 times a year.

Total Readership: 28,000

The American Journal of Public Health is the No.1 publication dedicated to original work in research, research methods and program evaluation in the field of public health. This prestigious journal also regularly publishes authoritative editorials and commentaries and serves as a forum for the analysis of health policy.

Rates

Premium and 4 Color Positions

Size	1x	3x	6x	12x
Cover 4 (Outer Back Cover)	n/a	\$9,000	\$8,500	\$8,000
Cover 3 (Inside Back Cover)	n/a	\$7,000	\$6,500	\$6,000
Cover 2 (Inside Front Cover)	n/a	\$7,000	\$6,500	\$6,000
Opposite Editorial	n/a	\$7,000	\$6,500	\$6,000
Spread	\$9,000	\$8,000	\$7,500	\$6,500
Full page	\$4,600	\$4,400	\$4,200	\$4,100
1/2 page	\$4,000	\$3,500	\$3,300	\$3,000

Recruitment Rates

Size	1x	3x	Max Word Count
Full page	\$2,040	\$1,800	630
2/3 page	\$1,800	\$1,680	517
1/2 page	\$1,560	\$1,440	382
1/3 page	\$1,440	\$1,320	248



Issue	Due Date
January	October 31, 2023
February	November 27, 2023
March	January 2, 2024
April	February 6, 2024
May	March 7, 2024
June	April 4, 2024
July	May 1, 2024
August	May 28, 2024
September	June 28, 2024
October	July 29, 2024
November	August 27, 2024
December	October 1, 2024

Content Marketing

Brand Awareness

Talent Acquisition

The Nation's Health

thenationshealth.org

Publication Frequency: 10 times a year.

(February/March and November/December are combined issues)

Total Readership: 26,000

The Nation's Health is the most widely read news tabloid in the public health community. The newspaper presents informative articles addressing every facet of public health.

Rates

Premium and 4 Color Positions

Size	1x	3x	6x	12x
Back Cover	n/a	\$7,000	\$6,500	\$6,300
Spread	n/a	\$6,500	\$6,000	\$5,500
Full Page	\$4,600	\$4,500	\$4,200	\$4,100
1/2 Page	\$4,000	\$3,500	\$3,400	\$3,100
3/10	\$3,000	\$2,800	\$2,600	\$2,400

Recruitment Rates

Size	1x	3x	Max Word Count
Full page	\$1,920	\$1,800	855
1/2 Page	\$1,614	\$1,560	667
3/10 Page	\$1,260	\$1,200	225



Issue	Due Date
January	November 30, 2023
February/March	January 11, 2024
April	February 14, 2024
May	March 14, 2024
June	April 12, 2024
July	May 15, 2024
August	June 14, 2024
September	July 17, 2022
October	August 11, 2024
November/December	September 22, 2024

Content Marketing

Brand Awareness

Talent Acquisition

Website Advertising

AJPH Website

ajph.org

The *American Journal of Public Health's* website attracts more than 3.2 million visitors, generating more than 5.9 million pageviews per year.



Size	3 Months	6 Months
728x90	\$9,922	\$17,640
300x250	\$4,252	\$7,560

The Nation's Health Website

thenationshealth.org

The *Nation's Health* website attracts more than 160k visitors and 240k pageviews per year.



Size	3 Months	12 Months
300x250 & 728x90*	\$2,970	\$10,560

*Prices include both banner sizes.

APHA Website

apha.org

The American Public Health Association website attracts approximately 1.4 million visitors, generating more than 5.4 million pageviews a year.



Size	3 Months	6 Months
220x300	\$4,110	\$7,308

728x90 and 160x300 placements on the Schools of Public Health webpage are available for \$5,250 for a 12 month placement.

Retargeting

Leverage programmatic ad delivery to extend the reach and precision of your campaigns. Studies show that brand awareness through repeat exposure drives purchasing relationships. Utilize APHA's retargeting to target visitors of APHA web properties and display your advertising in front of them as they visit some of the most popular websites such as Yahoo!, Fox News, CNN, Wall Street Journal, MSN, NY Times, ESPN, local news stations, and public health and academic-related sites among many more. Utilize banners, video, or audio placements!

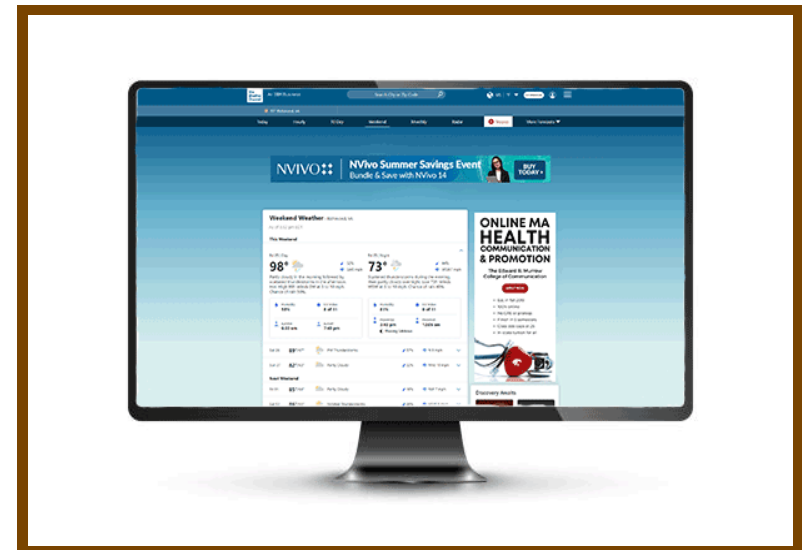
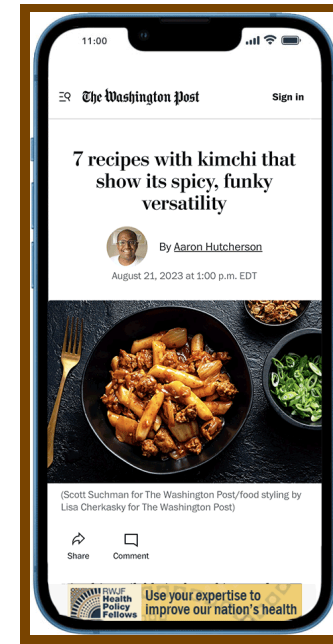
Banner rates start at \$33 CPM for a minimum of 100k impressions and decrease to a \$27 CPM for campaigns greater than 500k impressions. Contact Cleo Chitester for custom banner or video campaign quotes.

Banner Retargeting

Impressions	Cost	CPM
1 Month/100k Impressions	\$3,300	\$33
3 Months/500k Impressions	\$13,500	\$27

Video Retargeting

Impressions	Cost	CPM
1 Month/200k Impressions	\$9,000	\$45
3 Months/500k Impressions	\$20,000	\$40



E-Newsletter Advertising

Inside Public Health

Delivered monthly to more than 21k APHA members and averages a **30% open rate**.

Size	3 Months	12 Months
120x300	\$6,300	\$15,750
120x150	\$3,675	\$12,600

INSIDE PUBLIC HEALTH

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
ADVANCING PUBLIC HEALTH

Highlights

APHA Caucus spotlight: The Peace Caucus
The Peace Caucus was founded in 1985 to educate and engage the voice of public health professionals in efforts to promote peace. Through outreach and educational activities, we strive to illuminate that peace and social justice are key determinants of the health of individuals and communities across the globe. Peace Caucus members organize scientific programs at APHA's annual meeting, develop policies, disseminate information and conduct other activities that highlight the public health impacts of war, conflict and other forms of violence and the essential role of health professionals in prevention. Our activities illustrate the need for peaceful and just environments so that populations can thrive. Our goals for 2023 are to expand engagement, support new leadership and produce impactful programming.

To learn more about our work visit us at our [website](#) or contact the Chair [Robert M. Gould, MD](#) through APHA LEAD.

New grant opportunity for Affiliates
Building on APHA's longstanding commitment to climate change as a health issue, the [Center for Climate, Health and Equity](#) at APHA is partnering with the [Smart Surfaces Coalition](#), [National League of Cities](#), [Metropolitan AME Church](#) and many others to accelerate the implementation of "smart surfaces" (reflective roofs and pavements, green roofs, trees, solar PV, rain gardens) in major metropolitan cities on a multi-year project, as well as offer grant opportunities to APHA Affiliates.

In August, Affiliates representing the selected cities will be invited to...

Our time is now. Public health has never been so important, relevant and visible.

In This Issue

- [Highlights](#)
- [Events & Opportunities](#)
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- [American Journal of Public Health](#)
- [Public Health](#)
- [Specialist](#)

APHA 2023
ANNUAL MEETING & EXPO
PHILADELPHIA, NOV 15-19

Highlights From The Nation's Health

Delivered monthly to over 102K public health professionals monthly and averages a **29% open rate**.

Size	3 Months	12 Months
120x300	\$6,300	\$15,750
120x150	\$3,675	\$12,600

HIGHLIGHTS FROM The NATION'S HEALTH
A PUBLICATION OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

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ADVANCING PUBLIC HEALTH

Check out highlights from the August issue of *The Nation's Health* and read the full issue [online](#).

One year in, America boasts U.S. public health workforce
Public Health AmericaCorps is helping people strengthen their public health careers while supporting community health needs. More than 100 state and local organizations from 32 states and two U.S. territories have joined the corps as host sites.

Legislators roll back child labor restrictions
Child labor violations are springing around the country. Since 2015, the U.S. has seen a 69% increase in companies illegally employing children, often in jobs too hazardous for them to hold. The effort to undermine protections is being coordinated across multiple states.

States embrace move to cover Medicaid users for full year after childbirth
In rare agreement on a public health issue that has reached crisis levels, nearly two-thirds of U.S. states have extended Medicaid coverage for a full year postpartum.

Summer: Readers, Catch up on hot topics with these public health buzzes
From poverty and homelessness to climate hope and the power of nursing, new books capture the pulse of U.S. public health. Find your summer read in our new list of must-reads.

Q&A: How commercial determinants of health worsen racial inequities
Consumers around the world are exposed to a dizzying array of commercial products, not all of which are beneficial to their health and well-being. But awareness of the influence that commercial determinants have on health is growing.

State of emergency declared for LGBTQ+ people as rights eroded
A humans right group declared a state of emergency in response to over 75 discriminatory LGBTQ+ bills signed into law in U.S. states this year.

APHA Press book explores reproductive justice for women
A new book looks at why reproductive health for Black women is a problem.

stata 18
See how Stata 18 can power your analyses. Explore all the new features! >

Health & Wellbeing Certificate Program

APHA 2023
ANNUAL MEETING & EXPO
PHILADELPHIA, NOV 15-19
REGISTER NOW

American Journal of Public Health

Delivered weekly to more than 131k subscribers and averages an open rate of **34.4%**.

Size	3 Months	12 Months
120x300	\$15,750	\$57,750
728x90	\$18,000	\$66,000

AJPH
AMERICAN JOURNAL OF PUBLIC HEALTH

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
ADVANCING PUBLIC HEALTH

Featured Articles
LOOKING BACK

[Looking Back: Victimization of Transgender Persons and the Criminal Legal System](#)
Ostensibly designed to provide public safety, when it comes to transgender people, police and prisons too often do the opposite.

[Looking Back: Comment on "Economic Crisis, Restrictive Policies, and the Population's Health and Health Care: The Greek Case"](#)
How do we place at the center of the public conversation the return on investment of spending to protect human health? What is the role of non-health policymaking in preserving and elevating health? How do we avoid repeating cycles of health-adverse policymaking?

[Join APHA and get full access to AJPH, the official journal of the American Public Health Association, as well as all the other great Member Perks!](#)

RESEARCH FUNDS AVAILABLE
Two New RFPs for Equity in Access Research: Clinical Trials & Health Insurance
Letters of Intent due 9/15. [LEARN MORE](#)

NEW IN FIRST LOOK
[Quality and \(Un\)Certainty of Information: A Critical Concern for Building Common Ground](#)
LeBaron | *Am J Public Health* | August 11, 2023

[Generation Z Challenges Partisan Divides for Health Equity](#)
Alberti et al. | *Am J Public Health* | August 11, 2023

Buyer's Guide

aphabuyersguide.com

The Public Health Buyer's Guide is where the public health community looks for vendors and service providers – make sure you are listed!

The APHA Public Health Buyer's Guide attracts thousands of visitors each year making purchasing decisions about products and services to help further their work in public health.

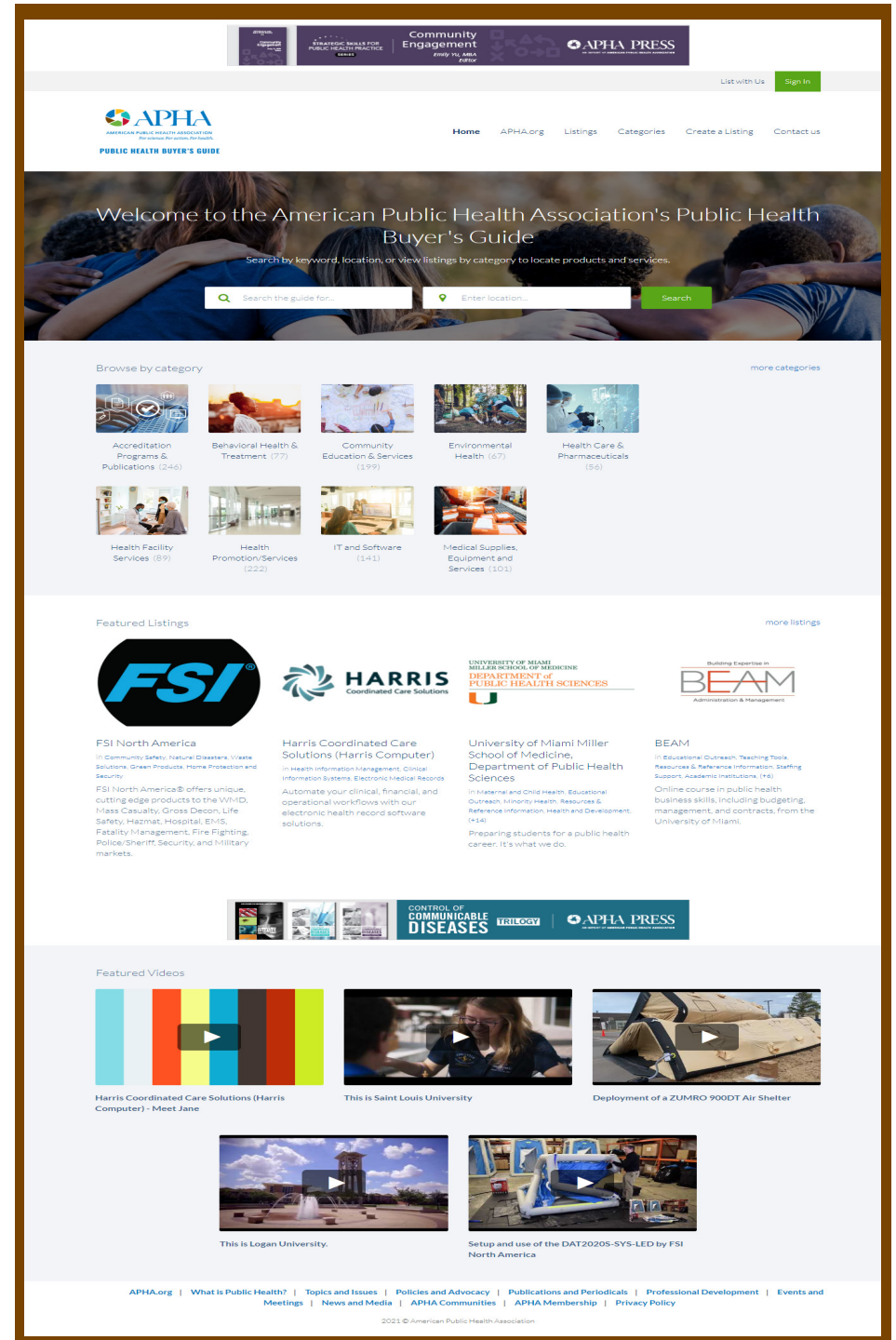
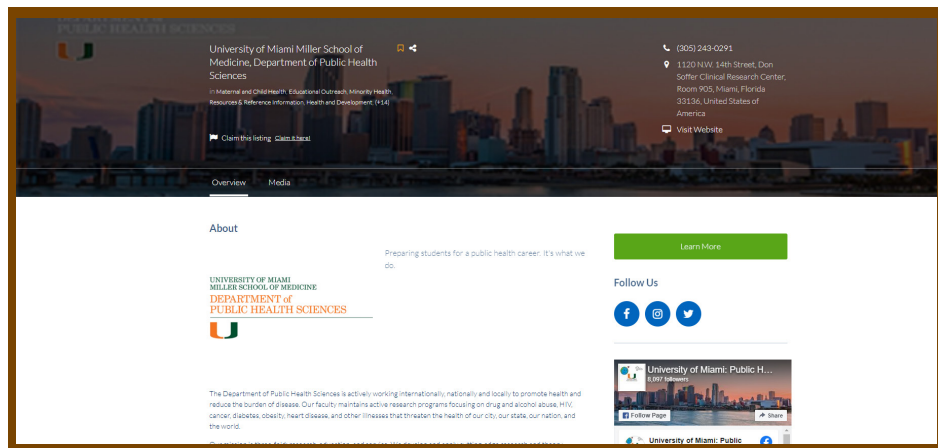
Enhanced Listing (\$525/year):

- Show above all free listings within relevant search results
- Includes a company logo and short description in search results
- Provides a dedicated page to promote your products and services
- Provides additional keywords to increase search result impressions

Maximize your listing (\$999):

- Includes everything in Enhanced Listing
- Listing featured on the homepage
- Integrate your social media feeds into your listing
- Your YouTube video embedded in your listing and featured on the Buyer's Guide homepage

Banner options are also available to display across the site starting at \$799/year.



Lead Generation

General Information

APHA Advertising Policy

All advertisements must be approved by APHA. 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 all advertisements.

Combination Earned Frequency

Reduced rates can be earned by placing advertisements in multiple APHA publications.

Mailing List Information

American List Council, Inc.

Order/Billing Questions

billing@associationmediagroup.com

APHA Publications

cchitester@associationmediagroup.com

804-469-0360

Print Recruitment

cchitester@associationmediagroup.com

804-469-0360

Online Recruitment

careers.apha.org

Print Specifications

All artwork should be submitted as print-ready PDFs (Press-Ready PDF, PDF /X) and all images and fonts must be embedded. If submitting a word document for recruitment advertising, please also submit a 300 DPI logo image (if a logo is included in the advertisement).

American Journal of Public Health

Publication Trim: 8.25 x 10.875 inches (Do not build ad to this size)

Size	Width & Depth (in inches)
Covers 2, 3, and 4	8.5 x 11.125 (trim 8.25 x 10.875)
Opposite Editorial	7 x 10
Spread	15 x 10
Full Page (bleed)	8.5 x 11.125 (trim 8.25 x 10.875)
Full Page (non bleed)	7 x 10
Half Page (vertical)	3.375 x 10
Half Page (horizontal)	7 x 4.875

Recruitment Advertising

Size	Width & Depth (in inches)
Full Page (non bleed)	7 x 10
Two Thirds Page	4.5 x 10
Half Page (vertical)	3.375 x 10
Half Page (horizontal)	7 x 4.875
Third Page	3.375 x 4.875

The Nation's Health

Publication Trim: 10.625 x 13.75 inches (Do not build ad to this size)

Size	Width & Depth (in inches)
Back Cover	11.125 x 14.25 (trim 10.625 x 13.75)
Spread	21.75 x 14.25
Full Page (bleed)	11.125 x 14.25 (trim 10.625 x 13.75)
Full Page (non bleed)	9.125 x 12.25
Half Page (horizontal)	9.125 x 6
3/10 Page	5.375 x 6

Recruitment Advertising

Size	Width & Depth (in inches)
Full Page (non bleed)	9.125 x 12.25
Half Page (horizontal)	9.125 x 6
3/10 Page	5.375 x 6

Digital Specifications

Web Banners

- Maximum banner size: 250kb
- Acceptable formats: JPG, GIF, PNG. third Party ad tags accepted.
- Animated banners should run for no more than 10 seconds.
- Banners with a white background must have a black or colored border.

The American Journal of Public Health Website (AJPB.org) Banner Sizes 728x90 and 300x250.

The Nation's Health Website (thenationshealth.org) Banner Sizes: 728x90 and 300x250.

The American Public Health Association Website (APHA.org) Banner Sizes: 220x300, 300x250*, and 728x90*.

*these banner sizes only available on the Schools of Public Health webpage

E-Newsletter Banners

- Maximum banner size: 250kb
- Acceptable formats: JPG, GIF, PNG. 3rd Party ad tags cannot be accepted.
- Animated banners may be accepted, but it should be noted that not all email systems will display the animation.
- Banners with a white background must have a black or colored border.

The American Journal of Public Health E-Newsletter Banner Size: 120x300.

Inside Public Health E-Newsletter: 120x300 and 120x150.

Highlights from The Nation's Health Website E-Newsletter: 120x300, 120x150.

Digital Specifications (continued)

Website Retargeting

The specifications provided are an aggregation of requirements across ad networks and providers. Adhering to the recommendations will ensure maximum exposure for your advertisements. If you would like to utilize HTML5 design please refer to the specific HTML5 Ad Specifications sheet or request a copy from your primary contact if one was not provided.

Accepted 3rd Party Ad Tag Format

Display/Mobile: Javascript, iFrame and Standard (a href/img src)

Video: VAST 1.0, VAST 2.0, VAST 3.0, VPAID 1.0 AND 2.0, VAST URL or VAST Source XML, VAST with VPAID

Accepted File Formats and Restrictions for Display and Video

Display/Mobile Assets: image (GIF, JPG, PNG), SWF, HTML5 (please request our specific HTML5 requirements document). **500 maximum file size.** All animations may not exceed 15 seconds in duration.

Video: flv, .mp4, .avi, wmv, .mpeg1/2, .webm, .mov **1GB maximum file size.**

Display and Video Dimensions

The recommended ad sizes for display and video campaigns are highlighted below. Use the guide to determine the relevant banner ad sizes recommended for your campaign. Please note the two most popular video ad sizes are highlighted, but you do not need to provide both sizes.

- 50k or fewer impressions per month - we recommend the yellow highlighted sizes
- 150k+ impressions per month - you can incorporate the sizes highlighted in green as desired

Display Ad Dimensions: 300x250, 728x90, 160x600, 300x600, 970x250, 336x280, 468x60, 120x600, 180x150, 250x250, 234x60, 970x90, 200x200, 300x1050

Mobile Ad Dimensions: 320x480, 320x50, 360x640, 300x50, 216x36, 120x20, 168x28, 480x320, 768x1024, 120x240

Video Ad Dimensions: 1920x1080, 1920x800, 1280x720, 854x480, 1024x768, 640x380, 640x360, 480x360, 320x240, 300x250