

JOURNAL OF

# Environmental Health

Dedicated to the advancement of the environmental health professional

## Advertising Information

Food safety and protection

Swimming pools/recreational waters

Hazardous materials and toxic substances

Terrorism and ALL-Hazards preparedness

Indoor air quality

Drinking water quality

Onsite wastewater systems

Reach more than 20,000  
environmental health professionals!

## General Information

The *Journal of Environmental Health* is published by the National Environmental Health Association (NEHA), a strong professional society with over 4,500 members across the country as well as internationally dedicated to the advancement of environmental health professionals. NEHA has served as a constant resource for environmental health professionals since 1937.

The environmental health professionals we reach make recommendations and impact buying decisions, and look to us for information as they seek to purchase products and services for their health departments, agencies, and companies. We reach tens of thousands of environmental health professionals that work in the public and private sectors as well as in universities and uniformed services. These professionals are the thought leaders in environmental and public health who hold positions of trust and influence in their communities.

**Impact of the Journal:** Advertising in the *Journal* can give you visibility in the environmental health industry. The *Journal* provides peer-reviewed scientific articles, as well as commentaries, reports, and review articles. The *Journal* also keeps environmental health professionals up-to-date on current issues, new research, useful products and services, and employment opportunities in the rapidly expanding field of environmental health.

**Publication Frequency:** 10 times per year.

**Scope of the Journal :** The *Journal* features a variety of environmental health topics including:

- ambient air quality
- computer technology/GIS
- drinking water quality
- emergency/disaster response
- emerging pathogens
- environmental health management
- environmental justice
- food safety and protection
- hazardous materials and toxic substances
- indoor air quality
- injury prevention/occupational health
- institutions and schools environmental health
- microbiology
- onsite wastewater systems
- solid waste management
- sustainability
- swimming pools/recreational waters
- terrorism and all-hazards preparedness
- vector control and zoonotic diseases
- water pollution control/water quality

## Readership

**With such a wide variety of occupations among its readers, the *Journal* is the only direct link to the complete spectrum of environmental health professionals.**

The *Journal of Environmental Health* reaches more than **20,000** environmental health professionals including:

- biosafety specialists
- certified industrial hygienists
- code enforcement officers
- consumer safety officers
- drinking water professionals
- environmental health directors, managers, and supervisors
- environmental health inspectors and specialists
- emergency and terrorism response coordinators
- environmental chemists and scientists
- environmental consultants, engineers, and managers
- epidemiologists
- food safety analysts, compliance managers, and consultants
- government representatives and military personnel
- hazardous materials specialists
- hydrogeologists
- infection control specialists
- microbiologists
- onsite wastewater systems installers
- public health administrators, advisors, and specialists
- quality assurance directors
- senior preventive medicine officers
- university professors and students

### A cross section of our readers

- **92%** have a bachelors or advanced degree.
- **41%** have at least a masters degree.
- Median length of service to the environmental health profession is **15 years**.
- **50%** make the buying decisions and the other **50%** use goods and services in the field and make buying recommendations.

This highly qualified readership gives you direct exposure to all facets of the environmental health and protection industry. Position your company as a leader through the official publication of the National Environmental Health Association, the *Journal of Environmental Health*.

## Advertising Rates

Size	One Time		Three Times		Five Times		Ten Times	
	B/W	Color	B/W	Color	B/W	Color	B/W	Color
Full page	\$1,075	\$1,435	\$860	\$1,150	\$770	\$1,040	\$735	\$985
2/3 page	\$830	\$1,185	\$660	\$950	\$600	\$855	\$580	\$820
1/2 page	\$660	\$1,025	\$530	\$820	\$485	\$735	\$455	\$700
1/3 page	\$530	\$880	\$425	\$710	\$390	\$635	\$375	\$605
1/6 page	\$400	—	\$320	—	\$290	—	\$275	—
Advertorial	\$2,795	—	—	—	—	—	—	—
<b>Covers (color only)</b>								
Outside back	—	\$1,765	—	\$1,590	—	\$1,525	—	\$1,425
Inside front/back	—	\$1,600	—	\$1,280	—	\$1,215	—	\$1,095

### Advertorials

An advertorial is defined as an advertisement designed to simulate editorial content, while at the same time offering valid information to your prospective clients. It is the perfect option to illustrate how your company and its products and services can be resources to environmental health professionals and their organizations.

An advertorial in the *Journal of Environmental Health* is offered as a two-page spread in black and white. Design services are provided in the cost of the ad to ensure that the advertorial looks like a part of the journal content.

### Classified Advertisements

Classified ads are \$1 per word and \$2 per phone number and e-mail address. ("P.O. Box" counts as one word.) There is a 10-word minimum for all classified ads. Discounts are not applicable to classified ad rates, and payment must accompany order. Classified ads can also be posted to NEHA's Web site. Please go to [www.neha.org/job\\_center.html](http://www.neha.org/job_center.html) for more information.

### Free Product Release

Advertisers who advertise in three or more issues are entitled to one free product release every 12 months. NEHA reserves the right to edit material according to space and style guidelines.

### Sustaining Membership Discount

NEHA Sustaining Members receive a 20% discount off the listed advertising rates.

### Guaranteed Special Positions

Add 10% to standard space rate to secure preferred position (covers excluded).

### Additional Advertising and Visibility Opportunities

**Conference Program Book Advertising:** NEHA's Annual Educational Conference & Exhibition (AEC) attracts over 1,000 attendees every year.

The conference program book is distributed to every attendee and is a valuable source of information for both attendees and exhibitors.

**AEC Exhibition:** NEHA has developed a highly refined marketing campaign designed to attract a cross section of environmental health professionals with purchasing power to the exhibition. Consider having a booth at NEHA's next conference!

Other opportunities include Web page advertising and sponsorships.

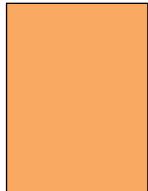
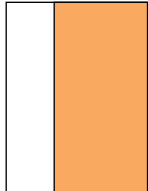
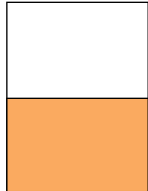
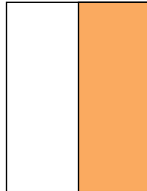
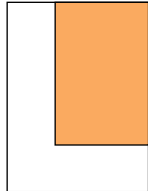
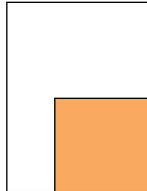
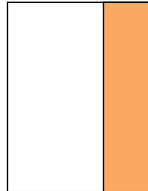
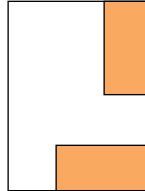
**For advertising and visibility opportunities,  
contact Soni Fink,  
NEHA Strategic Sales Coordinator,  
at [sfink@neha.org](mailto:sfink@neha.org) or (303) 756-9090 x314.**

## Cancellation Policies

- Cancellations must be received in writing prior to the space reservation closing date. If acceptable materials are not furnished prior to the materials deadline for the space under contract, NEHA reserves the right to repeat the previous advertisement or to charge for unused space.
- Advertisers billed at the contract rate who fail to fulfill their contract will be invoiced at the actual frequency rate earned.

# Digital Specifications

## Page Dimensions (in inches)

1 page (no bleed)	2/3 page vertical	1/2 page horizontal	1/2 page vertical	1/2 page island	1/3 page square	1/3 page vertical	1/6 page vertical or horizontal
							
7-1/2 x 9-3/4 (7.5 x 9.75)	4-7/8 x 9-3/4 (4.875 x 9.75)	7-1/2 x 4-5/8 (7.5 x 4.625)	3-5/8 x 9-3/4 (3.625 x 9.75)	4-7/8 x 7-1/4 (4.875 x 7.25)	4-7/8 x 4-5/8 (4.875 x 4.625)	2-1/4 x 9-3/4 (2.25 x 9.75)	4-7/8 x 2-1/4 (4.875 x 2.25)

## Ad Formats

Acceptable file formats for ads are Adobe PDF and Adobe Photoshop TIFF (see **Acceptable formats** below). All ads must be either grayscale or CMYK. Files containing Pantone colors will be converted to CMYK. However, the color results of the conversion are unpredictable, as many Pantone colors do not have a CMYK equivalent.

### Acceptable formats

- Photoshop TIFF at a resolution of 300 ppi, flattened
- Adobe PDF saved at Press Quality with all fonts embedded. Press Quality is an automatic setting available in most applications. If this setting is not available, the PDF should be prepared with the following settings:
  - Embed all fonts
  - Color and grayscale images:
    - Bicubic downsampling: 300-350 ppi
    - Compression: JPEG maximum
  - Monochrome images:
    - Bicubic downsampling: 1200 ppi
    - Compression: CCITT Group 4 or none
  - Compress text and line art: No

### Unacceptable formats

- Microsoft Word documents with embedded graphics
- PowerPoint files
- WMF (Windows Meta File)
- BMP (Bitmap)
- JPEG
- GIF

## Trim Size and Full Bleed

**Trim dimensions: 8-1/2 x 11"**

**Bleed dimensions: 8-3/4 x 11-1/4"**

Full-page ads that extend to the trim edge must include a 1/8" bleed, with artwork extending to the bleed edge. Keep vital information (ad copy) at least 3/8" from trim edge.

## Ad Submissions

Please see the contact information listed at the bottom of the editorial calendar.

If the file is over 5 MB, please contact Soni Fink at [sfink@neha.org](mailto:sfink@neha.org) for instructions.

Please ensure that the ad is final before sending. Production charges for alterations are billed at \$85 per hour.

## Ad Design

Professional design assistance is available for black and white and color ads. For more information and pricing, please contact Donna Hughes at [donna@hughesdesign.com](mailto:donna@hughesdesign.com).

## Advertorials

For an advertorial, please submit text in a Word document and submit graphics as separate high resolution (300 ppi at full print size) TIFF or JPEG files. DO NOT embed graphics into the Word document. The advertorial will be formatted and submitted for your approval. Two rounds of text alterations are included. Additional alterations will be billed at an hourly rate of \$100.

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NEHA Strategic Sales Coordinator, at [sfink@neha.org](mailto:sfink@neha.org) or (303) 756-9090 x314.**

## 2012 Editorial Calendar

Issue Date	Space*	Materials*	Featured Topics*
January/February 2012	11/09/11	11/18/11	Ambient Air; Food; Hazardous Materials/Toxic Substances; Technology; Wastewater
March 2012	1/11/12	1/20/12	Children's Environmental Health; Emerging Pathogens; Food; Land Use Planning/Design; Water Pollution Control/Water Quality
April 2012	2/15/12	2/24/12	Epidemiology; Institutions & Schools; Meteorology/Weather/Climate; Sustainability; Vector Control
May 2012	3/14/12	3/23/12	Ambient Air; Indoor Air Quality; Occupational Health/Safety; Recreational EH (incl. Pools/Spas); Wastewater
June 2012**	4/11/12	4/20/12	Food; Hazardous Materials/Toxic Substances; Recreational EH (incl. Pools/Spas); Water Pollution Control/Water Quality; Workforce Development
July/August 2012	5/30/12	6/08/12	Epidemiology; Land Use Planning/Design; Management/Policy; Vector Control; Wastewater
September 2012	7/18/12	7/27/12	Drinking Water; Emerging Pathogens; Food; Institutions & Schools; Occupational Health/Safety
October 2012	8/15/12	8/24/12	Children's Environmental Health; Hazardous Materials/Toxic Substances; Indoor Air Quality; Technology; Water Pollution Control/Water Quality
November 2012	9/12/12	9/21/12	Drinking Water; Epidemiology; Food; Sustainability; Technology
December 2012	10/10/12	10/19/12	Emerging Pathogens; Lead; Meteorology/Weather/Climate; Wastewater; Workforce Development

Additional (potential) upcoming topics: Body Art; Community Nuisances/Safety; Disaster/Emergency Response; Environmental Justice; Media/Reporting; Medical Waste; Noise; Radiation/Radon; Risk Assessment; Research Methods; Solid Waste; Terrorism/All-Hazards Preparedness. Ask the sales representative for specific issue dates.

\* Featured topics and deadlines subject to change. \*\* Distributed at the Annual Educational Conference & Exhibition.

## Contact Information

**Advertising: Soni Fink, NEHA Strategic Sales Coordinator**

**Phone: (303) 756-9090, ext. 314 • Fax: (303) 691-9490 • E-mail: [sfink@neha.org](mailto:sfink@neha.org)**

Editorial: Kristen Ruby • Phone: (303) 756-9090, ext. 341 • Fax: (303) 691-9490 • E-mail: [kruby@neha.org](mailto:kruby@neha.org)

Design: Donna Hughes • Phone: (312) 421-0232 • Fax: (773) 409-5220 • E-mail: [donna@hughesdesign.com](mailto:donna@hughesdesign.com)

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