

# Reach Your Audience in the *Journal of Environmental Health*



## Speak Directly to Your Audience When and Where They Will Hear You

### Take Advantage of Our Credibility

The *Journal of Environmental Health* is the flagship publication of the National Environmental Health Association (NEHA) and is highly respected by our nearly 7,000 association members. The *Journal* is one of just a few journals in the world dedicated to the environmental health profession.

We have served as an essential resource for environmental health professionals since 1937 and have earned trust and credibility as a partner and advocate.

### Reach the Buying Decision Makers

Our *Journal* reaches professionals who:

- Interact with decision makers and others who determine and impact buying decisions
- Look to us for information about products and services for their health departments, agencies, and companies
- Work in public and private sectors, at universities, and in the uniformed services
- Are thought leaders in environmental and public health
- Hold positions of trust and influence in their communities

### Associate Your Name With the Latest in Science and Opinion

Advertising in the *Journal* puts your name next to the latest environmental health science and thought leadership promoted through our:

- Peer-reviewed scientific articles
- Commentaries from experts and organizations in the field from technology to policy
- Reports on programs, data, technology, tools, and systems
- Columns from national environmental health leaders

### Match Your Product to Their Focus

Make it easy for your target audience to find you by sharing your product or service in the context of their work. The *Journal* features a breadth of environmental health topics throughout the 10 annual issues including:

- Ambient and indoor air quality
- Body art
- Climate and health
- Data and technology
- Drinking water quality
- Emergency preparedness
- Emerging pathogens and microbiology
- Environmental justice
- Food safety
- General environmental health
- Hazardous and toxic materials
- Healthy communities
- Injury prevention and occupational health

- Land use planning and design
- Onsite wastewater systems
- Professional development
- Schools and institutions
- Sustainability
- Swimming pools and recreational waters
- Tracking and informatics
- Vector control and zoonotic diseases
- Waste management
- Water quality and pollution control
- Workforce development

## Be Linked to a Complete Spectrum of Environmental Health Professionals

Each issue of the *Journal* reaches approximately 20,000 environmental health professionals who work in a wide array of fields within various positions from entry-level staff to upper management. These fields include:

- Code enforcement and consumer safety
- Consulting
- Drinking water
- Emergency preparedness and response
- Environmental health
- Engineering
- Epidemiology
- Federal government
- Food safety
- Hazardous materials
- Higher education
- Industrial hygiene
- Microbiology
- Onsite wastewater
- Preventive medicine
- Private companies
- Public health
- Quality assurance
- Scientific laboratories
- Sustainability
- Technology
- Water quality

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## A cross section of our readers:

**72%** have a bachelor's degree

**33%** have master's or doctoral degree

Median length of service to the environmental health profession is **15 years**.

**50%** make buying decisions and the other **50%** use goods and services in the field and make buying recommendations.

Read our UNCOVER EH report for more information about the environmental health workforce at [www.neha.org/uncover-eh](http://www.neha.org/uncover-eh).

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## Advertising Rates

Type and Size	1X (Color)	3X (Color)	5X (Color)	10X (Color)
<b>Display Ad</b>				
Full page	\$1,830	\$1,515	\$1,390	\$1,325
1/2 page	\$1,380	\$1,155	\$1,065	\$1,020
1/3 page	\$1,220	\$1,025	\$950	\$910
<b>Cover Ad</b>				
Inside front	\$2,105	\$1,920	\$1,845	\$1,740
Inside/outside back	\$2,015	\$1,660	\$1,590	\$1,460
Advertorial (2-page spread)	\$3,330			
<b>Classified Ad</b>				
Full page (750-word max.)	\$625			
1/2 page (400-word max.)	\$450			
1/3 page (300-word max.)	\$400			

Note. Cost of ad includes E-Journal link. See digital analytics section for more information. See page 3 for ad specifications. NEHA members in good standing receive a 10% discount off the listed advertising rates. Member discount does not apply to classified ads.

## Select the Visibility That Works Best for Your Product

### Display Ads for Impact and Flexibility

Display ads are created by your in-house design team and allow you the opportunity to create the image and impact you are looking for. You also have the flexibility to choose a display ad size that fits your needs and your budget.

### Classified Ads for Simple Messages

Classified ads are text with the option of including one logo or image. Classified ads are typically used for job announcements. This type of ad, however, works well for organizations without access to a graphic designer. Classified ads for job announcements can also be posted on the NEHA website for an additional fee. Please visit [www.neha.org/careers](http://www.neha.org/careers) for more information.

### Advertorials for In-Depth Content

An advertorial is an advertisement designed to look like editorial content. They are more detailed than conventional advertising and as such, can help your audience better understand your product or service. We include design services with this option at no additional cost to ensure that the advertorial style matches that of the *Journal* content.

### Inserts for Product Reminders

An insert is an advertisement inserted into the *Journal* as a separate card or page. Inserts have the same potential as direct mail to reach your audience but at a fraction of the cost. Inserts can either be blown in (placed loosely inside the issue) or stitched (stapled) to the center of an issue. Contact Soni at [sfink@neha.org](mailto:sfink@neha.org) or 303-802-2139 for details and prices.

### Product Release Announcement

When you place three or more ads in the *Journal* within a 12-month period, you are entitled to a product release announcement in the *Journal* at no cost. Product release announcements are usually 1/3 of a page and include text and an image about a product or service you would like to highlight. We reserve the right to edit material according to style, grammar, and page space guidelines. Contact Soni at [sfink@neha.org](mailto:sfink@neha.org) or 303-802-2139 for details.

### Digital Analytics to Measure Success

A website link of your choosing will be provided as a live link in the digital version of the *Journal* (E-Journal) at no additional cost. You can use the link included in your ad or submit a vanity or customized link. The E-Journal is emailed to all NEHA members. This link will allow you to see real-time analytics using your own website analysis software (e.g., Google Analytics).

### Additional Visibility Opportunities With Us

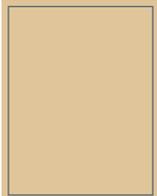
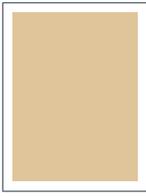
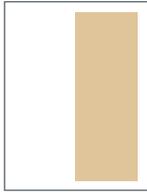
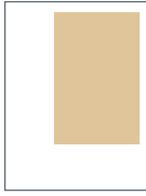
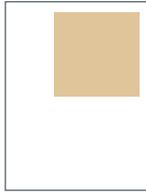
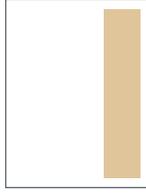
We offer many other opportunities to connect you with environmental health professionals, including partnering with us through:

- Sponsorships
- Conferences and events
- Webinars
- Website pages
- Newsletters

Contact Soni at [sfink@neha.org](mailto:sfink@neha.org) or 303-802-2139 for details and prices.

# Specifications

## Display Ad Dimensions (inches)

1 page bleed	1 page no bleed	1/2 page horizontal	1/2 page vertical	1/2 page island	1/3 page square	1/3 page vertical
						
8.75 x 11.25	7.5 x 9.66	7.5 x 4.62	3.62 x 9.66	4.92 x 7.25	4.92 x 4.62	2.33 x 9.66

## Full-Page Trim and Bleed

Full-page ads that extend to the trim edge must include a 1/8 in. bleed, with artwork extending to the bleed edge. Ad copy should be at least 3/8 in. from trim edge to ensure it is fully visible.

Trim dimensions: 8.5 x 11 in.

Bleed dimensions: 8.75 x 11.25 in.

## Display Ad File Format

We are happy to accept your artwork in the following file formats:

- TIFF at a resolution of 300 ppi flattened
- JPEG at a resolution of 300 ppi
- 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: 1,200 ppi
    - Compression: CCITT Group 4 or none
    - Compress text and line art: No
- Grayscale or CMYK colors. Files containing RGB or Pantone colors will be converted to CMYK. This conversion can cause changes to the appearance of your ad.

## Unacceptable Formats

- Word document with embedded graphics
- PowerPoint
- WMF (Windows Meta File)
- BMP (Bitmap)

## Cancellations and Disclaimer

Cancellations must be received in writing prior to the space reservation closing date. If your approved materials are not provided prior to the materials deadline for the space under contract, we reserve the right to repeat the previous advertisement or to charge for unused space.

Advertisers taking advantage of our contract rates who do not fulfill their contract will be invoiced at the actual frequency rate earned.

## Advertorials

Submit text or tables as Word documents. Submit figures or images according to the display ad file formats. DO NOT embed graphics (e.g., tables, figures, or images) into the Word document. The maximum word count with no graphics is 1,600 words. Advertorials are limited to two graphics. If including graphics, reduce maximum word count by 300 words for each graphic submitted.

We will format your advertorial and submitted it for your approval. Two rounds of text alterations are included. *Journal* staff reserve the right to edit advertorial text to align with style, grammar, and page space guidelines.

## Classified Ads

Submit text as a Word document. Submit your logo or image according to the display ad file formats. If including a logo or image, reduce maximum word count by 100 words. *Journal* staff reserve the right to edit classified text to align with style, grammar, and page space guidelines.

## Ad Changes

Please ensure that your ad is final before sending. Production charges for alterations are billed at \$100 per hour.

## Graphic Design Support

Professional graphic design assistance is available. For more information and pricing, contact Donna Hughes at [donna@hughesdesign.com](mailto:donna@hughesdesign.com).

## File Submission

Send your appropriate file(s) to Soni at [sfink@neha.org](mailto:sfink@neha.org).

We reserves the right to reject or cancel any advertising that is not in keeping with NEHA and publication standards. Advertisers and their advertising agencies will assume liability for the content of all advertisements printed, as well as assume responsibility of any claims arising therefore against NEHA. We reserve the right to place the word “advertisement” with any ad that resembles editorial matter. All advertising insertion orders and contracts are subject to approval of NEHA.

## 2023 Journal of Environmental Health Editorial Calendar

Issue	Space Reservation Date	Materials Due	Featured Topics
January/February	11/9/22	11/18/22	Ambient air, food safety, hazardous materials and toxic substances, wastewater
March	1/11/23	1/20/23	Children's environmental health, food safety, land use planning and design, water quality and pollution control
April	2/8/23	2/17/23	Epidemiology, climate and health, management and policy, sustainability, vector control
May	3/8/23	3/17/23	Ambient and indoor air quality, occupational health and safety, pools and spas, recreational environmental health, wastewater
June	4/12/23	4/21/23	Food safety, pools and spas, recreational environmental health, sustainability, technology, workforce development
July/August*	5/17/23	5/26/23	Epidemiology, land use planning and design, management and policy, vector control, wastewater
September	7/12/23	7/21/23	Emergency preparedness and response, drinking water, food safety, institutions and schools
October	8/9/23	8/18/23	Children's environmental health, hazardous materials and toxic substances, indoor air quality, water quality and pollution control
November**	9/13/23	9/22/23	Emergency preparedness and response, food safety, sustainability, technology
December	10/11/23	10/20/23	Climate and health, emerging pathogens, lead, wastewater, workforce development

Note. Featured topics and deadlines subject to change. Other topics to be potentially covered include body art, community nuisances and safety, environmental justice, media and reporting, medical and solid waste, noise, public health and safety, radiation, radon, risk assessment, and research methods.

\* Issue distributed at the NEHA Annual Educational Conference (AEC) & Exhibition.

\*\* Issue includes NEHA AEC Wrap-Up.

### Contact Us

Soni Fink, Sales Manager, 303-802-2139, [sfink@neha.org](mailto:sfink@neha.org)  
 National Environmental Health Association  
[www.neha.org](http://www.neha.org)

