

JOURNAL OF

Environmental Health

Dedicated to the advancement of the environmental health professional

Advertising Information



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 6,000 members across the country, as well as internationally, dedicated to the advancement of environmental health professionals. NEHA has served as an essential 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 the 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 columns. 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 and indoor air quality
- climate change and health
- data and technology
- drinking water quality
- emergency and disaster preparedness and response
- emerging pathogens and microbiology
- environmental health management
- environmental justice
- food safety and protection
- hazardous and toxic materials
- healthy homes and communities
- injury prevention and occupational health
- institutions and schools environmental health
- land use planning and design
- onsite wastewater systems
- professional career development
- solid waste management
- sustainability
- swimming pools/recreational waters
- vector control and zoonotic diseases
- water quality and pollution control

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* reaches around **20,000** environmental health professionals including:

- certified industrial hygienists
- code enforcement and 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 auditors, compliance managers, and consultants
- government representatives and military personnel
- hazardous materials specialists
- hydrogeologists
- infection control specialists
- microbiologists
- onsite wastewater systems installers
- preventive medicine officers
- public health administrators, advisors, and specialists
- quality assurance directors
- sustainability directors, managers, and specialists
- university professors and students

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 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 *Journal*.

For more information regarding the environmental health workforce and practice, go to www.neha.org/uncover-eh.

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	\$1,185	\$1,580	\$950	\$1,265	\$855	\$1,140	\$810	\$1,075
2/3 page	\$920	\$1,305	\$735	\$1,045	\$660	\$940	\$625	\$885
1/2 page	\$730	\$1,130	\$585	\$905	\$525	\$815	\$495	\$770
1/3 page	\$590	\$970	\$465	\$775	\$420	\$700	\$400	\$660
Advertorial	\$3,080	—	—	—	—	—	—	—
Covers (color only)								
Outside back	—	\$1,855	—	\$1,670	—	\$1,595	—	\$1,490
Inside front/back	—	\$1,765	—	\$1,410	—	\$1,340	—	\$1,210

E-Journal Links

Enhance the reach of your print ad by placing a link in the *E-Journal* that connects directly to your company or product web page. Obtain real-time metrics for your ad through this link by using your own online tracking analytics. For \$150 your ad will receive one hyperlink of your choosing (print ad purchase required).

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* 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 available in the following formats.

1/4 page (200 word maximum): \$150

1/3 page (300 word maximum): \$200

1/2 page (400 word maximum): \$250

Full page (750 word maximum): \$425

Classified ads are text only and do not include logos or images. *Journal* staff reserves the right to edit classified ad text to align with style and grammar guidelines. Discounts are not appli-

cable to classified ad pricing and payment must accompany order. Classified ads can also be posted on NEHA's website for an additional fee. Please visit www.neha.org/careers for more information.

Inserts

Showcase your company and the products and services it offers through an insert in the *Journal*. Inserts can either be blown in or stitched (stapled) to the center of an issue. Please contact Soni Fink at sfink@neha.org or (303) 756-9090, ext. 314, to explore this advertising option and for prices and instructions.

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.

Membership Discount

NEHA members receive a 10% discount off the listed advertising rates. To qualify, the person making the purchase must be a NEHA member in good standing.

Additional Advertising and Visibility Opportunities

There are several other ways to connect with environmental health professionals through NEHA:

- Sponsorships
- NEHA's Annual Educational Conference & Exhibition
- Website banner ads
- E-News ads

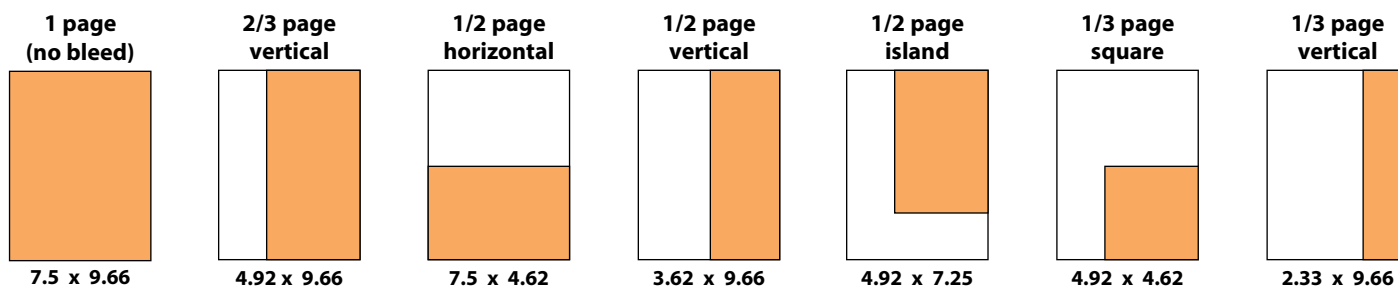
For advertising and visibility opportunities, contact Soni Fink, NEHA Sales Manager, at sfink@neha.org or (303) 756-9090, ext. 314.

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)



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 RGB or Pantone colors will be converted to CMYK. The color results of the conversion, however, are unpredictable as the CMYK color range is smaller than that of RGB and many Pantone colors do not have a CMYK equivalent.

Acceptable formats

- Photoshop TIFF at a resolution of 300 ppi, flattened
- JPEG at a resolution of 300 ppi
- 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)
- GIF

Trim Size and Full Bleed

Trim dimensions: 8.50 x 11"

Bleed dimensions: 8.75 x 11.25"

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 ensure that the ad is final before sending. Production charges for alterations are billed at \$85 per hour. Send your file to Soni Fink at sfink@neha.org.

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.

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 Sales Manager, at sfink@neha.org or (303) 756-9090, ext. 314.**

2021 Journal of Environmental Health Editorial Calendar

Issue Date	Space*	Materials*	Featured Topics*
January/February 2021	11/11/20	11/20/20	Ambient Air • Food • Hazardous Materials/Toxic Substances • Wastewater
March 2021	1/6/21	1/15/21	Children's Environmental Health • Emerging Pathogens • Food • Land Use Planning/Design • Water Pollution Control/ Water Quality
April 2021	2/3/21	2/12/21	Epidemiology • Management/Policy • Meteorology/Weather/ Climate • Sustainability • Vector Control
May 2021	3/10/21	3/19/21	Ambient Air • Indoor Air Quality • Occupational Health/Safety • Pools/Spas • Recreational Environmental Health • Wastewater
June 2021	4/7/21	4/16/21	Food • Pools/Spas • Recreational Environmental Health • Sustainability • Technology • Workforce Development
July/August 2021	5/19/21	5/28/21	Epidemiology • Land Use Planning/Design • Management/Policy • Vector Control • Wastewater
September 2021	7/7/21	7/16/21	Disaster/Emergency Response • Drinking Water • Food • Institutions and Schools • Terrorism/All-Hazards Preparedness
October 2021	8/4/21	8/13/21	Children's Environmental Health • Hazardous Materials/Toxic Substances • Indoor Air Quality • Water Pollution Control/ Water Quality
November 2021	9/8/21	9/17/21	Food • Sustainability • Technology • Terrorism/All-Hazards Preparedness
December 2021	10/13/21	10/22/21	Emerging Pathogens • Lead • Meteorology/ Weather/Climate • Wastewater • Workforce Development

Other topics to be potentially covered: Body Art; Community Nuisances/Safety; Environmental Justice; Media/Reporting; Medical Waste; Noise; Public Health/Safety; Radiation/Radon; Risk Assessment; Research Methods; and Solid Waste. Ask the sales representative for specific issue dates.

*Featured topics and deadlines subject to change.

Contact Information

Advertising: Soni Fink, Sales Manager

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Editorial: Kristen Ruby-Cisneros • Phone: (303) 756-9090, ext. 341 • E-mail: kruby@neha.org

Design: Donna Hughes • Phone: (312) 421-0232 • E-mail: donna@hughesdesign.com

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