

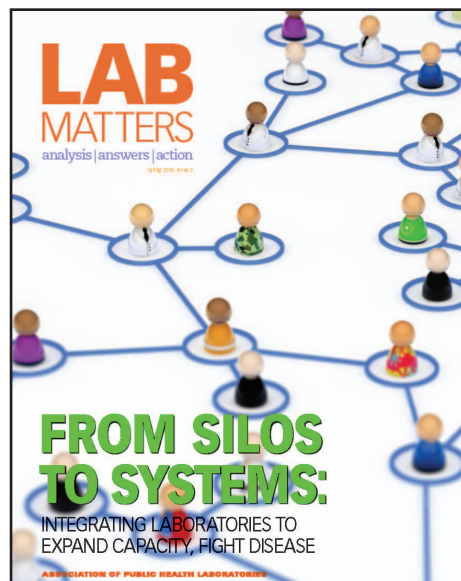
# Marketing to government health laboratories?

## Advertise in APHL's *Lab Matters* to reach top decision-makers in a growing market.

*Lab Matters*, APHL's quarterly, award-winning, full-color magazine, is the only publication targeted exclusively to decision makers in government health laboratories, including public health, environmental and agricultural labs. **Eighty-five percent of subscribers make buying decisions or recommend products/services.**

- Reach a lucrative niche market of more than 800 APHL members and federal partners.
- Receive frequency discounts.
- Become a sustaining member and get even bigger discounts.

Issue	Feature Topic	Ad Deadline
Spring	Intl' Laboratory Systems	Apr. 26, 2010
Summer	PHLs and Applied Research	Aug. 9, 2010
Fall	Electronic Lab Reporting	Oct. 25, 2010
Winter	TBA	Jan. 5, 2011



### Member Advertising Rates

Frequency	1x	2x	3x	4x
Full page (9.5"x12")	\$1,500	\$1,400	\$1,300	\$1,100
Half page (9.5"x6")	\$800	\$750	\$700	\$600
Quarter page (4.75"x6")	\$380	\$370	\$360	\$325
Back cover (9.5"x12")	\$2,700	\$2,600	\$2,500	\$2,400
Front inside cover (9.5"x12")	\$2,300	\$2,200	\$2,100	\$1,900
Spread	\$3,600	\$3,500	\$3,400	\$3,200

### Non-Member Advertising Rates

Frequency	1x	2x	3x	4x
Full page (9.5"x12")	\$2,000	\$1,900	\$1,800	\$1,700
Half page (9.5"x6")	\$1,000	\$950	\$900	\$850
Quarter page (4.75"x6")	\$500	\$490	\$480	\$460
Back cover (9.5"x12")	\$3,000	\$2,900	\$2,800	\$2,700
Front inside cover (9.5"x12")	\$2,700	\$2,600	\$2,500	\$2,400
Spread	\$3,800	\$3,700	\$3,600	\$3,500

For more information about advertising opportunities, obtaining a sample issue or becoming a sustaining member, contact Linette Granen, corporate relations manager, at [linette.granen@aphl.org](mailto:linette.granen@aphl.org) or visit <http://www.aphl.org/advertising>.