Lab Matters is the only publication targeted to decision-makers in government-funded public health, environmental health and agricultural laboratories. The aggregate budgets of these laboratories top $1 billion per year, with over 150 million laboratory tests performed annually. With the digital version of Lab Matters, the readership includes not only the members and partners of APHL, but also anyone who is interested in public health and laboratory-related content. Our digital issues average over 10,000 page views per edition.

This all adds up to you, as an advertiser, receiving more dynamic and effective ways to engage and connect with customers for your products and services. Take advantage of this unique advertising opportunity today!

Lab Matters Digital

What does Digital offer over Print?

- **New Real Estate:** Cover sponsorships, backgrounds and more—the digital edition offers unique advertising real estate strategically positioned to capture the attention of prospects.

- **Easy Multimedia Access:** If you’re trying to explain sophisticated instrumentation or a complex assay, one video can be worth a thousand lengthy explanations. You can also embed audio, slide shows and more.

- **Mobile and “Airplane” Access:** Mobile access puts your product in the pocket of your customers. Even when your customer is in the air, she can still view your ad offline.

- **Links:** No more searching for URLs... links within article text drive traffic to your website and sales materials.

Lab Matters Mobile App

The Lab Matters mobile app is available for smartphones and tablets. Anyone can download it for free from mobile app stores (available for iPhone, iPad, Android devices, and Amazon Kindle Fire). **Features include:**

- Replica format, just like the print edition
- Easy navigation
- Bonus material: Videos, slideshows and more
- Notifications when a new issue is ready
- Searchable library of available back issues
- Offline access to articles
- Bookmark, save and share articles

**Bells and whistles not required**

What if you don’t have a digital ad ready for the next issue of Lab Matters? Don’t worry... your print ad will be digitized automatically, making all URLs and email addresses live. You get the benefit without any additional effort.

**BUYING POWER**
85% of readers make or influence buying decisions on products and services.

**HIGH PASS-ALONG**
52% discussed with or passed an ad along to others.

**RELEVANT CONTENT**
89% rate the publication as consistently valuable and worth the time to read.

**QUESTIONS?**
Ben Moyer, sr. specialist, Marketing
ben.moyer@aphl.org

www.aphl.org
**eUpdate** is APHL’s primary publication for timely announcements on funding, programs, initiatives, training and news from members, partners and public health. As such, the membership relies highly on this email newsletter, delivered every Thursday afternoon to all APHL members and partners. **eUpdate** has maintained a loyal, steady readership rate for years, and a good click-through rate that has improved in the past year.

APHL offers a **unique advertising opportunity** for purchase in **eUpdate**:

- Only one advertisement is available per edition.
- Your ad can now be an image or graphic of your choice and include a hyperlink or email contact. Size options are 184 x 214 or 184 x 276 (shown).

**Cost**
$750 for insertion in **two editions**, with dates.

**Submission**
Submitter must provide artwork and specific dates when ad should appear (please allow at least 2 weeks lead time).

---

**Additional Advertising Opportunities**
Increase your exposure and advertise on the **APHL Career Center**. Display and rotate your banner ad for 30 days or more on the 10 most popular pages visited by job seekers inside the APHL job board.

- 30 Day Inner Banner Ad     $595
- 90 Day Inner Banner Ad     $1,400
- 6 Month Inner Banner Ad (120 days)   $2,500

**QUESTIONS?**
Ben Moyer, sr. specialist, Marketing
ben.moyer@aphl.org
Lab Matters and eUpdate Insertion Order Form

Association of Public Health Laboratories
8515 Georgia Ave, Suite 700 | Silver Spring, MD 20910
phone 240.485.2745 | fax 240.485.2700 | www.aphl.org

CONTACT INFORMATION

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>WEBSITE ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME</td>
<td>TITLE</td>
</tr>
<tr>
<td>STREET ADDRESS</td>
<td></td>
</tr>
<tr>
<td>CITY</td>
<td>STATE</td>
</tr>
<tr>
<td>PHONE</td>
<td>FAX</td>
</tr>
</tbody>
</table>

LAB MATTERS INSERTIONS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Type</th>
<th>Ad Size</th>
<th>Rate/Ad Frequency</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

eUPDATE INSERTIONS

<table>
<thead>
<tr>
<th>Dates (2 Thursdays per insertion)</th>
<th>Size</th>
<th>Rate</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RATES

**Lab Matters Print Advertising**

<table>
<thead>
<tr>
<th>Issue</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1950</td>
<td>1833</td>
<td>1723</td>
<td>1620</td>
</tr>
<tr>
<td>Half page</td>
<td>950</td>
<td>893</td>
<td>839</td>
<td>789</td>
</tr>
<tr>
<td>Quarter page</td>
<td>475</td>
<td>447</td>
<td>420</td>
<td>395</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>2175</td>
<td>2045</td>
<td>1922</td>
<td>1807</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>2450</td>
<td>2303</td>
<td>2165</td>
<td>2035</td>
</tr>
</tbody>
</table>

**Lab Matters Digital**

<table>
<thead>
<tr>
<th>Type</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive Print Ad</td>
<td>500</td>
<td>470</td>
<td>440</td>
<td>410</td>
</tr>
<tr>
<td>Background Ad</td>
<td>2500</td>
<td>2350</td>
<td>2210</td>
<td>2070</td>
</tr>
<tr>
<td>Cover Sponsorship</td>
<td>3100</td>
<td>2920</td>
<td>2740</td>
<td>2570</td>
</tr>
</tbody>
</table>

**eUpdate Banner Advertising**

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Rate (per 2 placements)</th>
</tr>
</thead>
<tbody>
<tr>
<td>184 x 214</td>
<td>500</td>
</tr>
<tr>
<td>184 x 276</td>
<td>750</td>
</tr>
</tbody>
</table>

APHL MEMBER?

- Yes (discount applies)
- No

- Invoices are emailed to the contact after each insertion runs.
- Material specifications can be found at www.aphl.org/adspecs

TERMS AND CONDITIONS

APHL reserves the right to decline or reject any advertisement for any reason. Acceptance of an advertisement does not mean endorsement by APHL. APHL will not knowingly accept any advertising that does not meet government regulations. Rates are subject to change. No cancellations will be accepted after deadline date. Advertiser agrees to purchase advertising space in Lab Matters or eUpdate in the size, frequency and rate shown on this form. The rate is based on the number of insertions and payment may be requested upon receipt of insertion order. Invoices for advertisements not paid on receipt of insertion order are mailed upon publication of the advertisement. Payment is due within 30 days of invoice.

I agree to the terms above.

SIGNATURE

DATE

QUESTIONS?

Ben Moyer, sr. specialist, Marketing
ben.moyer@aphl.org

Fax or email this completed form to Ben Moyer,
240.485.2700 or ben.moyer@aphl.org