



**ASSOCIATION OF
PUBLIC HEALTH LABORATORIES**

MEDIA KIT

www.aphl.org



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



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?

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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

COMPANY NAME		WEBSITE ADDRESS
NAME		TITLE
STREET ADDRESS		
CITY STATE ZIP		
PHONE	FAX	EMAIL ADDRESS

LAB MATTERS INSERTIONS

Issue	Type	Ad Size	Rate/Ad Frequency	Deadline

eUPDATE INSERTIONS

Dates (2 Thursdays per insertion)	Size	Rate	Deadline

RATES

Lab Matters Print Advertising				
	1X	2X	3X	4X
Full page	1950	1833	1723	1620
Half page	950	893	839	789
Quarter page	475	447	420	395
Inside back cover	2175	2045	1922	1807
Inside front cover	2450	2303	2165	2035

Lab Matters Digital				
	1X	2X	3X	4X
Interactive Print Ad	500	470	440	410
Background Ad	2500	2350	2210	2070
Cover Sponsorship	3100	2920	2740	2570

eUpdate Banner Advertising	
Banner Size	Rate (per 2 placements)
184 x 214	500
184 x 276	750

APHL MEMBER?

- Yes (discount applies)
 No

- Members enjoy a 25% discount off published rates below. Interested? www.aphl.org/membership.
- 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

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

QUESTIONS?

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