

ADVERTISING OPPORTUNITIES



LAB MATTERS

analysis | answers | action



eUpdate

A Weekly Summary of Funding, Training, Advocacy and Member News.

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 advent of our digital *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 12,000 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! Contact Ben Moyer at ben.moyer@aphl.org now!

Lab Matters Digital

So what does the digital edition offer you?

- **New Real Estate:** Banner and button ads, cover sponsorships, blow-ins, belly bands and more—the digital edition offers unique advertising real estate strategically positioned to capture the attention of prospects.
- **Multimedia:** 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 drive traffic to your website and sales materials.
- **Social Networking:** Integrated social media and email applications make it easy for readers to share hot products with colleagues.
- **Searchable, Online Archive:** A searchable, online archive keeps your ad alive long after the publication date.

Lab Matters Mobile App

Now readers can enjoy *Lab Matters* on the go! The *Lab Matters* mobile app is now 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). **Mobile App features include:**

- **Replica format, just like the print edition**
- **Text-formatted articles for maximum mobile readability**
- **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**
- **Public health RSS feed for between-issue updates**

Bells and whistles not required

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

Digital Enhancements

Members enjoy a 25% discount off published rates

Multimedia (per insertion)	\$500
Mobile App Edition Sponsorship (includes splash screen and banner for one issue period of 3 months)	\$1,000
Leaderboard Banner (exclusive)	\$2,500
Other Ad Options (available upon request)	Rates upon request

2018 Editorial Features

Winter 2018
Pandemic 1918

Spring 2018
PHLs Respond to Floods

Summer 2018
Growing the PHL Workforce

Fall 2018
PHLs and Rural Health



More Information

For more information about advertising, sponsoring or becoming a sustaining member of APHL, contact Lori Richardson-Parr, Manager, Corporate Relations at lori.richardson-parr@aphl.org or 240.485.2792.



LARGE PASS-ALONG
58% share *Lab Matters* with others.

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

52% discussed with or passed an ad along to others.

RELEVANT CONTENT
86% are satisfied or very satisfied with the content.

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



www.aphl.org/labmatters

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**:

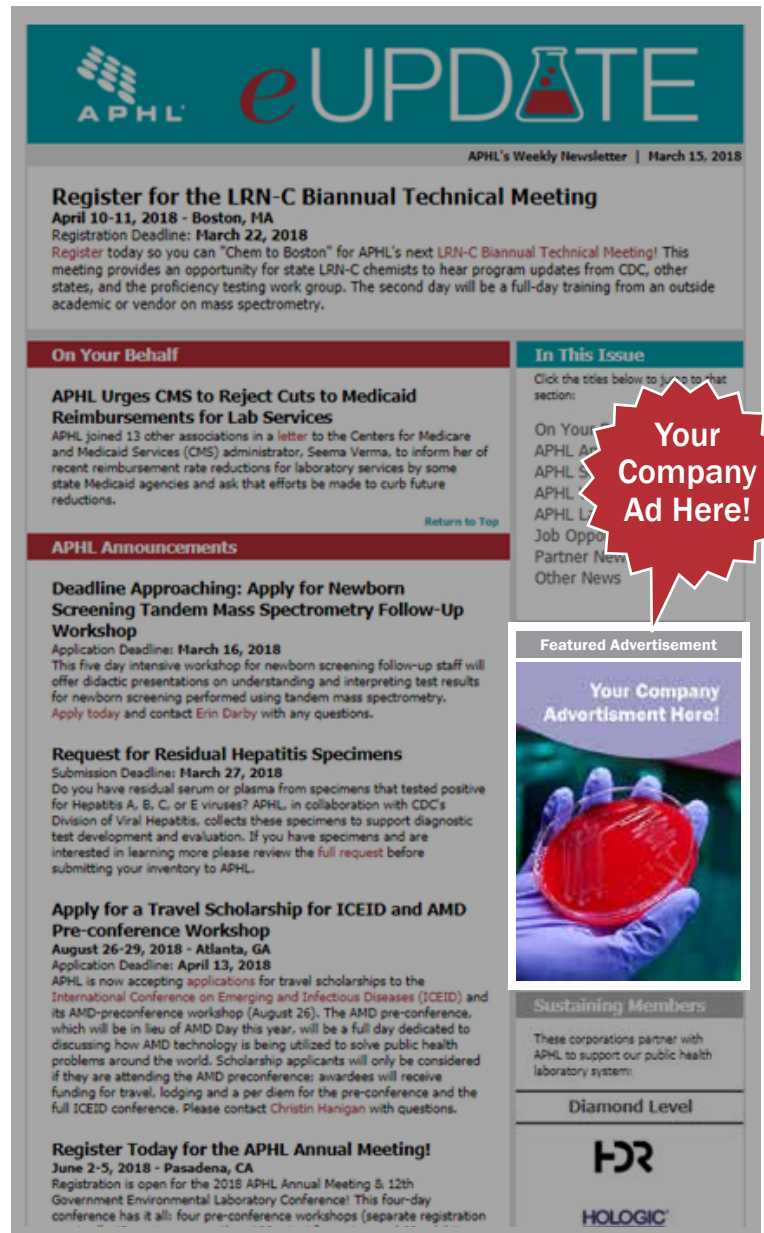
- Only one advertisement is available per edition.
- **NEW!** Your ad can now be an image or graphic of your choice and include a hyperlink or email contact. Size options are 184 x 214 or 184 x 276 (shown).
- The advertisement will appear at the beginning of the copy and will be set apart from the content and titled "Feature Advertisement."

Cost

\$500–\$750 for insertion in two editions, with dates chosen by advertiser or open dates assigned by APHL Communications staff.

Submission

Submitter must provide actual ad copy or image, and provide specific dates on which ad should appear (please give at least 2 weeks lead time). Also include contact information for submitter, and to whom invoice should be sent.




More Information

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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 INSERTION SELECTION

Issue: Winter 2019 Spring 2018 Summer 2018 Fall 2018
 Ad Deadline: *January 21* *April 2* *July 10* *September 29*

Print Advertising

Members enjoy a 25% discount off published rates

	1X	2X	3X	4X
<input type="checkbox"/> Full page	1950	1833	1723	1620
<input type="checkbox"/> Half page	950	893	839	789
<input type="checkbox"/> Quarter page	475	447	420	395
<input type="checkbox"/> Inside back cover	2175	2045	1922	1807
<input type="checkbox"/> Inside front cover	2450	2303	2165	2035

Print Dimensions

	Bleed	Live Area	Trim
Full page	9.75 x 12.25	8.75 x 11.25	9.5 x 12
Half page	9.75 x 6.125	8.75 x 5.625	9.5 x 6
Quarter page	4.875 x 6.125	4.375 x 5.625	4.75 x 6

Digital Enhancements

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<input type="checkbox"/> Multimedia (per insertion)	\$500
<input type="checkbox"/> Mobile App Edition Sponsorship	\$1,000
<input type="checkbox"/> Leaderboard Banner	\$2,500
<input type="checkbox"/> Other Ad Options	Rates upon request

eUPDATE

		Run Dates (Thursdays)
1 insertion (2 emails)		
<input type="checkbox"/> 184 x 214	\$500	
<input type="checkbox"/> 184 x 276	\$750	

DATE:

APHL MEMBER?

- Yes (discount applies)
 No

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

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



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