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**

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia (per insertion)</td>
<td>$500</td>
</tr>
<tr>
<td>Mobile App Edition Sponsorship</td>
<td>$1,000</td>
</tr>
<tr>
<td>(includes splash screen and banner for one issue period of 3 months)</td>
<td></td>
</tr>
<tr>
<td>Leaderboard Banner (exclusive)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Other Ad Options (available upon request)</td>
<td>Rates upon request</td>
</tr>
</tbody>
</table>

Members enjoy a 25% discount off published rates.

**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*

**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.

**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.
**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**

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.
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

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>Half page</td>
<td>950</td>
<td>893</td>
<td>839</td>
</tr>
<tr>
<td>Quarter page</td>
<td>475</td>
<td>447</td>
<td>420</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>2175</td>
<td>2045</td>
<td>1922</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>2450</td>
<td>2303</td>
<td>2165</td>
</tr>
</tbody>
</table>

Print Dimensions

<table>
<thead>
<tr>
<th>Bleed</th>
<th>Live Area</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>9.75 x 12.25</td>
<td>8.75 x 11.25</td>
</tr>
<tr>
<td>Half page</td>
<td>9.75 x 6.125</td>
<td>8.75 x 5.625</td>
</tr>
<tr>
<td>Quarter page</td>
<td>4.875 x 6.125</td>
<td>4.375 x 5.625</td>
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Digital Enhancements

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</table>

eUPDATE

1 insertion (2 emails)

Run Dates (Thursdays)

<table>
<thead>
<tr>
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<th>Price</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>

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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