



ASSOCIATION OF PUBLIC HEALTH LABORATORIES

MEDIA KIT

APHL eUPDATE
APHL's Weekly Newsletter | February 3, 2022

Last Chance to Submit APHL Award Nominations!
Nominations, Assessments Due: **February 9, 2022**
One week remains to submit nominations for APHL's 2022 Awards Program! Nominate outstanding professionals who've made significant contributions to advancing public health laboratory science and practice for one or more of APHL's eight award categories, including the new EOD Award. Eligible nominees include APHL members, non-members and government officials.

APHL member laboratories are eligible to complete the Healthiest Laboratory Checklist. The checklist assesses laboratories' environmental impact and health and wellness programs, with a \$1,500 prize awarded to the highest-scoring laboratory.

Please see our [Award Nominations Portal](#) for rules, eligibility requirements, nomination forms and lists of past award winners. Nomination forms and Healthiest Laboratory Assessments must be submitted by Wednesday, February 9. Award winners will be announced at the APHL 2022 Annual Conference's Awards Breakfast. For more information, contact our Membership Department at membership@aphl.org or 240-485-2723.

COVID-19 Testing Resources **COVID-19 PHH Testing Data** **In This Issue**

Member News
Click the titles below to jump to that section:

- FL Bureau of Food Laboratories Has New Member Representative**
Please join us in welcoming Lindsey Calkins as the new member representative for the Florida Bureau of Food Laboratories. Congratulations on your new role, Lindsey!
[Return to Top](#)
- APHL Announcements**
- APHL DEI Task Force Launches CoLABorate Community and Book Club**
"APHL Gathering Place: All are Welcome," is a new APHL Member community for APHL Members and staff to educate, learn, and discuss topics related to diversity, equity and inclusion. This is a space where all ideas are openly shared and respectfully considered in an attempt to navigate the complexity and benefits of multiple perspectives.
- The DEI Task Force is also thrilled to announce the kickoff of APHL Gathering Place: All are Welcome Book Club.** For the next three months, we will explore a book dedicated to leading an intergenerational workforce. *Consciousness: The Revolutionary Approach to Leading an Intergenerational Workforce* by Megan Gerhardt, outlines the benefits of this multi-generational business strategy.

Mark your calendars for **February 25 at 12:00 pm ET**, when we will

LAB MATTERS
A Multi-Disciplinary Journal

Riding the Wave of Public Health Laboratory Funding into the Future

ASSOCIATION OF PUBLIC HEALTH LABORATORIES

APHL Career Center
Connect. Learn. Grow.

Public Health Scientist, CLIA Lab Director, Program Quality Review Department, Washington, DC

Public Health Scientist, The Bureau of Environmental Laboratory Services, Washington, DC

Public Health Scientist, The Bureau of Environmental Laboratory Services, Washington, DC

Public Health Scientist, The Bureau of Environmental Laboratory Services, Washington, DC

Public Health Scientist, The Bureau of Environmental Laboratory Services, Washington, DC

Public Health Scientist, The Bureau of Environmental Laboratory Services, Washington, DC

Public Health Laboratory Scientist Technical Master, Laboratory Department of Health, Washington, DC

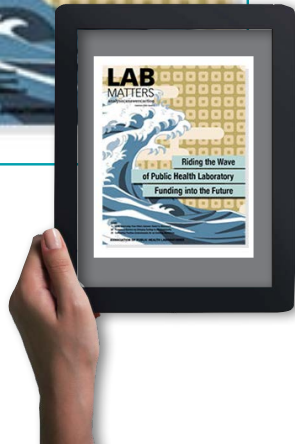
Public Health Laboratory Director, Center for the Study of Health Care, Los Angeles, CA

RESUME REVIEW
Improve your resume with a Free Review

Your Ad Here!

Featured Career Advice

- Why You Should Google Yourself to Define Your Online Brand
- Conquering Career Change
- The Importance of Saying "Thank You" to Your Job Interview
- Virtual Networking: Making Connections Online





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.

Lab Matters is APHL's quarterly, full-color magazine. This flagship publication, available in print and digital formats, offers a range of public health laboratory science content. Targeted exclusively to decision makers in governmental public health laboratories, a niche market. Our digital issues average over 8,500 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!

2025 Ad Submission Deadlines

Advertising deadlines for winter, spring, summer and fall issues.

Spring 2025	January 16
Summer 2025	April 9
Fall 2025	July 19
Winter 2025	October 7

MAGAZINE SPECIFICATIONS

Trim Size: 9.5" x 12"

Binding: Saddle stitch

Printing Method: Offset

ACCEPTABLE FILE FORMATS

Preferred: high-resolution PDF files with text embedded or outlined, crop marks included for bleeds. Other formats accepted:

- InDesign: INDD or IDML, links and fonts included
- Illustrator: EPS or AI, text embedded or outlined
- Photoshop: JPG or TIFF (300 dpi resolution)



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?

For more information contact corporate.relations@aphl.org



Lab Matters Digital

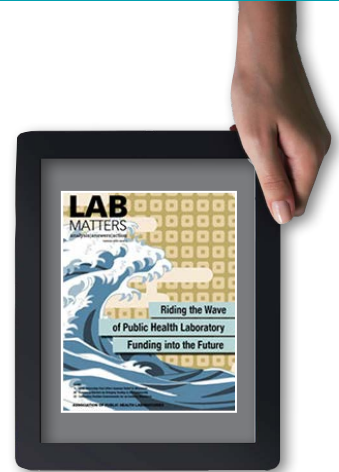
What does Digital offer over Print?

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, they 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 Digital Background Ad

Background ads are seen by Lab Matters readers, no matter what page of the magazine they are on. Your digital ad will remain linked to the issue of the magazine as well, even when a new issue is published.

Even though the digital background is not clickable, you can include a short URL in your ad text.

Specifications: 2000px by 1091px (72 dpi). See ad spec details.

- Advertiser will provide high-resolution JPG ad (no bleeds)
- If you are also submitting an ad for the print edition, ad copy cannot be different from the print magazine ad
- Ads with heavy amounts of text are not recommended; visuals work much better
- Do not include a white box for the magazine in the final art file; the background color should be consistent.

(Ad will not be available in the mobile app)



Lab Matters Digital Background Ad Metrics

(Across editions where background ads appeared)

Issue	Sessions	Pageviews
Fall 2024	1,913	21,788
Winter 2023	2,991	18,375
Fall 2023	2,291	24,658
Spring 2022	2,187	12,051
TOTAL	9,382	76,872
AVERAGES	2,345	19,093

5,587 total readers over a year-long period (includes subscribers and first-time readers), and 1,700+ subscribers (as of December 18, 2024)

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 and Android devices.) **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

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.



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. Open rates are over 30% and click-through rates are well over 5% above the industry standard.

APHL offers only 1 ad per eUpdate issue, making it an **exclusive opportunity!** Includes graphic and embedded hyperlink (or email contact).

184 x 276 (shown) / \$750 per 2 issues

Submission

Submitter must provide artwork, hyperlink and specific run dates they prefer. Please allow 2 weeks lead time.



Corporate Visibility

Don't forget to check out exhibit and sponsorship opportunities at APHL conferences and meetings in the **APHL Corporate Visibility brochure**. Your company can also support APHL programs by sponsoring a fellow or providing financial or in-kind support to our global health or fellowship programs.

For more information on these opportunities and more, contact corporate.relations@aphl.org.

Become a Sustaining Member

Membership in APHL guarantees your company visibility to the institutional and individual members of the organization, through complimentary exhibit booth space and full registrations for the APHL Annual Conference, at least one rental of the member mailing list, discounts on advertising, and logo/company information placement on the APHL website. Check out the many benefits of membership today!



QUESTIONS?

For more information contact corporate.relations@aphl.org

Lab Matters and eUpdate Insertion Order Form

Association of Public Health Laboratories
 7700 Wisconsin Avenue, Suite 1000 | Bethesda, MD 20814
 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
Background Ad (Ad will not be available in the mobile app.)	2500	2350	2210	2070

eUpdate Banner Advertising	
Banner Size	Rate (per 2 placements)
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 run.
- 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

Email or fax this completed form to Ben Moyer at ben.moyer@aphl.org or 240.485.2700



Additional Advertising Opportunities

APHL Career Center

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 (180 days)	\$2,500

For more information or questions on ad options, contact Amy Alvarado at 860.579.1309 or email amy.alvarado@communitybrands.com.

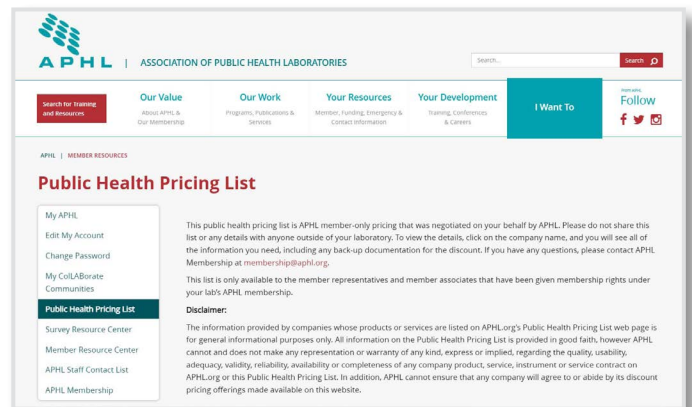


Public Health Pricing List

The Public Health Pricing List is a members-only, web-based listing of discounts and special offers that APHL negotiates with corporate partners on behalf of our laboratory members. This list is only available to APHL member-representatives and member-associates who are APHL members.

Sustaining members do not have access to the Public Health Pricing List, but are welcome to offer products at discounted prices to APHL member laboratories.

For more information about this opportunity, please contact corporate.relations@aphl.org.



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