



**ehp**

Journal of the National Institute of Environmental Health Sciences

# Reaching and Influencing the Environmental Health Sciences Community

[ehponline.org](http://ehponline.org)

**Environmental Health**  
P E R S P E C T I V E S

## From the Editor



### Distinguished Leadership Guides an Outstanding Journal

The science editors at *Environmental Health Perspectives (EHP)* are prominent in the fields of environmental medicine, children's health, and toxicogenomics. As the science of environmental health broadens in scope, the leadership of *EHP* keeps the journal ahead of the curve. Every peer-reviewed issue is guided by the discerning eyes of our associate editors—some of the most respected leaders in a variety of scientific disciplines. Supporting the associate editors is a distinguished editorial review board comprising educators and prominent scientists well known for their contributions to environmental health.

*EHP* sets the standard for environmental health publications. We are proud to report an impact factor of 3.45, and an immediacy index of 0.569. That's one reason our dedicated readership ranks us their choice four-to-one over other publications. The high impact factor and immediacy index means *EHP* is read, trusted, and cited. *EHP* continues to deliver the most comprehensive, authoritative, and informative news and research in the diverse field of environmental health.

A handwritten signature in blue ink, which appears to read "T. Goehl". The signature is fluid and cursive.

Thomas J. Goehl, Ph.D.  
Editor-in-Chief  
*Environmental Health Perspectives*  
DHHS, NIH, NIEHS

# About EHP

30 years  
news and research

*Environmental Health Perspectives (EHP)* is an international peer-reviewed publication of the Public Health Service, U.S. Department of Health and Human Services, National Institute of Environmental Health Sciences. The journal is a forum for the examination, discussion, and dissemination of the latest news, scientific research, and ideas relating to the effects of the environment on human health.

*Environmental Health Perspectives* is published 17 times annually with monthly research sections devoted to children's health, environmental medicine, mini-monographs, a toxicogenomics research section published in separate quarterly issues, and an annual review issue. *EHP* also publishes a quarterly Chinese-Language Edition and occasional special issues.

Respected for its comprehensive coverage, *EHP* provides readers indispensable environmental health information and research findings organized in print and online for easy access.

## A Trusted Resource for More Than 30 Years

Close to 8,000 readers share their copy with an average of three colleagues, reaching at least 30,000 readers around the world. These readers rely on *EHP*'s content as a trusted resource because it is:

**Comprehensive**—30 years of news and research on the impact of the environment on human health

**Credible**—3.45 impact factor ranks it second out of 132 environmental sciences journals

**Current**—accepted research published online within 24 hours; immediacy index of 0.569

**Convenient**—provided in print and online

RANKS  
2<sup>nd</sup>

## In-depth Coverage of Multiple Disciplines

Environmental health research involves a wide variety of professional disciplines. While covering the latest news, each month's issue also focuses on a specific topic that receives in-depth research and review. Each issue of *EHP* addresses myriad topics, which may include:

- Toxicology
- Public Health
- Environmental Science
- Medicine/Health Care
- Epidemiology
- Children's Health
- Women's Health
- Policy/Regulation
- Biology
- Chemistry
- Pharmacology
- Genetic Research
- Reproductive Health
- Water and Air Quality
- Waste Disposal



print 17  
issues

24/7  
online

See our editorial calendar for upcoming focus issues and monthly topics related to your business.

# EHP Readers

## EHP Readers Are Your Buyers

There's no better way to reach today's leaders in environmental health than to advertise in *Environmental Health Perspectives (EHP)*. EHP readers are decision makers from a diverse array of backgrounds, all sharing an interest in the latest research and news on environmental health, and an interest in your products and services.

## \$1.5 Billion in Purchasing Power

EHP readers have purchasing power for a variety of products, services, and technologies, including:

- Research Services
- Consulting Services
- Computer Hardware/Software
- Networking Systems/Internet/Intranet
- Publications/Training Materials
- Laboratory Equipment and Supplies
- Computer Peripherals
- Office Equipment
- Engineering Services
- Career Services

## EHP Is Read in All the Best Places

Here's a sample of some specific places where EHP readers work:

Abbott Labs	L'ORÉAL
Allergan, Inc.	Lovelace Biomedical & Environmental Research Institute
American Cancer Society	Mayo Clinic
Amgen	Merck
ARCO	Monsanto
Argonne National Laboratory	Mt. Sinai Medical Center
BASF	National Cancer Institute
Battelle	National Institute of Environmental Health Sciences
Baxter	National Institute of Occupational Safety & Health
Baylor College of Medicine	Novartis
Boeing	NYU Medical Center
Biogen	Oak Ridge National Laboratory
British Petroleum	Olin
Caterpillar	OSHA
Centers for Disease Control and Prevention	Pfizer
Clorox	Procter & Gamble
Coca-Cola	Raytheon
Cornell University	Robert W. Johnson Medical School
Dow Chemical	Schering-Plough Research Institute
Duke University Medical Center	S.C. Johnson
Eastman Kodak	Scripps Research Institute
Eli Lilly	Shell Chemical
Emory University Rollins School of Public Health	Stanford University School of Medicine
Estee Lauder	Temple University School of Medicine
ExxonMobil	Texaco
GE Plastics	Toxicology Research Institute
Genentech	Tulane University Medical Center
Georgia-Pacific	UCLA
GlaxoSmithKline	Unilever
Harvard School of Public Health	U.S.EPA
Henry Ford Medical Center	Vanderbilt University
IBM	World Health Organization
Johnson & Johnson	Woods Hole Oceanographic Institute
Johns Hopkins Bloomberg School of Public Health	Yale University

purchasing **POWER**  
**\$1.5 billion**

## EHP 2003 Readership Survey Highlights\*

### EHP readers are YOUR market.

- Readers include scientists, medical professionals, research administrators, industrial managers, public health professionals, and educators working in the areas of toxicology, epidemiology, pharmacology, chemistry, molecular biology, bioremediation, environmental policy and regulations, and other related fields.
- They work in organizations with annual operating budgets exceeding \$140 million and close to 500 employees.

### EHP readers decide. And buy.

- EHP readers are purchasing decision makers involved in \$1.5 billion in purchases.
- More than 70% play a role in purchasing decisions, with 29% making independent decisions.
- EHP's readers have an average annual budget of close to \$300,000 for products, services, and technologies.

### EHP is credible, trusted, and valued.

- EHP is preferred four-to-one over the next leading environmental health publication.
- 40% of readers trust companies MORE because of their advertising in EHP.

### EHP is read. And widely shared.

- Almost 8,000 readers share their copy with an average of three colleagues, reaching at least 30,000 readers in 191 countries.
- 71% say EHP is their primary source for keeping up-to-date in their work.

preferred  
**4 TO 1**

purchasing  
**ROLE 70%**

worldwide  
**READERSHIP**  
**30,000**



\* See the Reader Profile Survey for more details.

# Advertising Opportunities

Getting your message to the right targeted audience is the smartest form of advertising. Every day, to reach our knowledgeable, diverse, and global readership are placing their advertising messages in Increase your company's **Exposure**, **Reach**, and **Frequency** with our valuable readership through

## 1. Exposure

The audience and the buying power are on the mark with *EHP*.

Advertising space in each monthly issue is very cost-competitive. 94% of our readers read all or most of *EHP* every month.

Make a display ad in *EHP* an integral part of your marketing plan, and *EHP* will help you:

- Reach your experienced decision makers
- Build brand and product service awareness
- Promote your corporate image
- Introduce new products and services
- Encourage customer preference and loyalty
- Recruit the best-qualified candidates for career openings
- Announce new publications
- Profile conferences and exhibitions
- Exceed your marketing objectives

In addition to your display advertising, you can present your open career opportunities in our classified advertising section, or your upcoming conference in our calendar of events section.

## INCREASE YOUR EXPOSURE

### *EHP* Toxicogenomics

In today's marketplace, we understand you need to make every advertising dollar count. *EHP* can make it go further. In addition to display advertising in the monthly *EHP*, consider the additional exposure and added reach you'll get when you also place your ad in a special *EHP* section.

*EHP* Toxicogenomics is a separate quarterly section devoted to publishing news and research articles in toxicogenomics and the related disciplines of pharmacogenomics, proteomics, metabonomics, molecular epidemiology, translational aspects of genomic research, and molecular medicine.

*EHP* Toxicogenomics is distributed to all those receiving the regular monthly issue of *EHP*. So an ad in *EHP* Toxicogenomics and *EHP* increases your exposure!

## 2. Reach

The total number of readers with the knowledge and capability to buy increases with each *EHP* opportunity, while your costs remain low.

### *EHP* Chinese-Language Edition

The *EHP* Chinese-Language Edition is a separate quarterly edition of selected previously published news articles, original editorials, and supplemental information translated into Chinese and distributed to over 33,000 readers in the People's Republic of China and other Chinese-language countries. *EHP* Chinese-Language Edition is also published online and is widely accessed. Call for more information on how a print and online ad in the *EHP* Chinese-Language Edition can extend your reach to this rapidly growing market.

## INCREASE YOUR REACH

### ehponline.org

Our readers ranked ehponline.org as the most used and most useful environmental health website by a two-to-one margin over all others. And it is accessed often: 64% of our readers typically access the *EHP* website at least monthly.

Get your message noticed by over 85,000 visitors to the *EHP* website every month with a cost-effective banner ad in addition to your print presence. You'll get noticed 24/7. And your online ad will reinforce your print message that's seen by over 30,000 purchasing decision makers who read *EHP* every month.  $85,000 + 30,000 = 115,000$  impressions of your products and services in one month.

exposure + reach +

more forward-thinking companies wishing *Environmental Health Perspectives* (EHP). multiple advertising opportunities.

### 3. Frequency

The more times your target audience sees your message, the more likely they will recognize your company and purchase your product. So combine your display insertions in multiple EHP publications and [ehponline.org](http://ehponline.org) every month, and your message will really resonate.

### INCREASE YOUR FREQUENCY AND LOWER YOUR RATES

To earn lower rates based on frequency, advertisers may combine their display insertions in the regular EHP monthly issues, the quarterly toxicogenomics sections, EHP Chinese-Language Edition, and any additional special issues—plus [ehponline.org](http://ehponline.org). Just ask us about the discounts available for combination buys.

banner ads  
85,000  
+  
print ads  
30,000  
=  
EXPOSURE + REACH  
115,000  
impressions



frequency = combination rate plan

*Environmental Health Perspectives*  
c/o Brogan & Partners  
1001 Winstead Drive, Suite 355  
Cary, NC 27513  
USA  
1-919-653-2587  
ehpads@niehs.nih.gov  
[www.ehponline.org](http://www.ehponline.org)



ehpads0104B



**ehp**

Journal of the National Institute of Environmental Health Sciences

# Reader Profile

Based on a survey conducted by  
Lewis & Clark Research



[ehponline.org](http://ehponline.org)

**Environmental Health**  
P E R S P E C T I V E S



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## Lewis & Clark Research

June 20, 2003

To Whom It May Concern:

In March 2003, *Environmental Health Perspectives (EHP)* retained Lewis & Clark Research, an independent research organization, to conduct a survey of *EHP* readers. A questionnaire was mailed first-class to 1,250 *Environmental Health Perspectives* readers, accompanied by a business-reply envelope and a \$1 incentive. An additional 750 internet-only subscribers received an e-mail invitation with a link to an online version of the same questionnaire

All returned surveys were sent directly to Lewis & Clark. A total of 551 usable returns were received. The final usable response rate for this survey was 28%.

Summary:

Sample size	2000
Total returns	569
<b>RESPONSE RATE</b>	<b>28 %</b>

All tabulations, percentages, and other calculations were compiled by Lewis & Clark in accordance with established research standards.

Sincerely,

Lewis Copulsky  
President/Research Director

4020 BARRETT DRIVE, SUITE 205, RALEIGH, NC 27609  
P.O. BOX 31027, RALEIGH, NC 27622  
(919) 510-0060 (PHONE) (919) 510-0070 (FAX)



# READERSHIP SUMMARY

- *Environmental Health Perspectives (EHP)* goes to 7,600 professionals in major companies and organizations in 191 countries. With a pass-along of three readers, more than 30,000 read *EHP* each month.
- Professionals read *Environmental Health Perspectives* primarily to keep up to date in their work; a majority (71%) indicate that *EHP* is their primary resource.
- Readers find professional magazines and journals to be their most valuable source of information on environmental health; almost all (98%) feel it is important that these publications be peer-reviewed.
- *EHP* is preferred by a four-to-one margin over the next leading environmental health publication.
- Two-fifths (40%) of readers indicate that seeing an advertisement in *EHP* increases their trust in the advertiser.
- Most readers (70%) play a role in purchasing decisions, with 25% making independent decisions.
- Average annual budget for purchase of equipment and supplies is close to \$300,000 per reader organization, with aggregate readership buying power of over \$1.5 billion.
- Average sales revenue or operating budget of readers' organizations is \$140 million.
- Average employee size of readers' organizations is close to 500 employees.
- Readers are well-educated and experienced, with 83% holding at least a master's degree and averaging 9 years' experience in their specialty area.



# CIRCULATION SUMMARY

(as of May 2003)

<b>Paid</b> .....	<b>3,646</b>
<b>Controlled (requested and complimentary)</b> .....	<b>3,980</b>
<b>Total average monthly distribution</b> .....	<b>7,626</b>
<b>Pass-along</b> .....	<b>3x</b>
<b>Total average monthly readership*</b> .....	<b>30,504</b>

\* NOTE: Selected *EHP* articles are translated into Chinese and published quarterly. Distribution is to approximately 34,000 readers in the People's Republic of China and other Chinese-language countries.



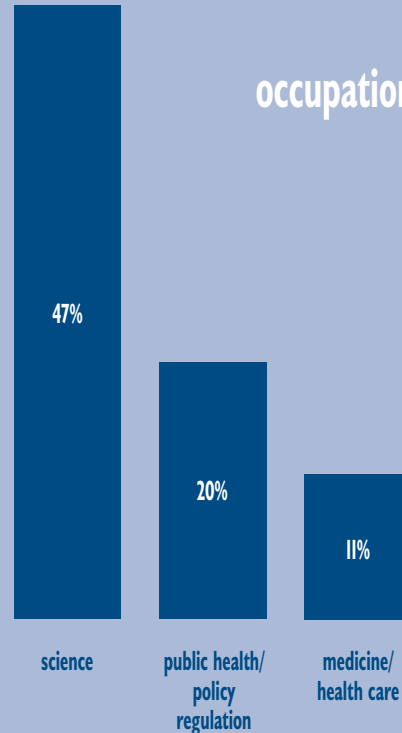
# OCCUPATIONS

All readers share a common interest and involvement in environmental health. Readers fall into the broad categories of science, public health/policy regulation, medicine/health care.

More specific occupational areas described by readers include:

- Biology
- Biophysics
- Chemistry
- Clinical research
- Clinical medicine
- Consulting
- Ecology
- Ecotoxicology
- Education
- Engineering
- Environmental compliance
- Environmental health education
- Environmental hygiene
- Environmental policy
- Environmental science
- Epidemiology
- Exposure assessment
- Immunology
- Industrial hygiene
- Medical research
- Occupational health
- Pathology
- Pediatrics
- Pharmacology
- Preclinical development
- Public health
- Risk assessment
- Statistics
- Toxicology
- Veterinary

## occupations



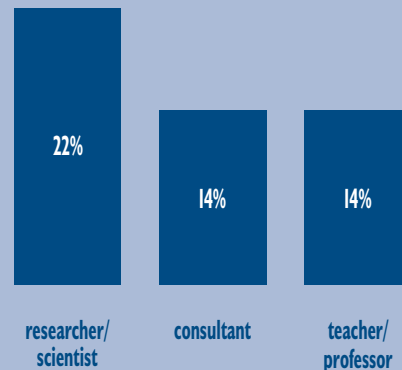
# JOB TITLES

Top titles cited by readers include researcher/scientist, consultant, teacher/professor.

Formal titles of readers include a wide range of scientists, clinicians, educators, and senior managers involved in environmental health.

- Analyst
- CEO
- Consultant
- Corporate medical director
- Director
- Engineer
- Environmental manager
- Epidemiologist
- Health official
- Health policy advisor
- Industrial hygienist
- Information scientist
- Information specialist
- Information technology manager
- Manager
- Medical doctor
- Nurse/nurse practitioner
- Policy analyst
- Professor
- Program director
- Public health professional
- Researcher
- Scientist
- Statistician
- Teacher

## job titles





# COMPANIES/ORGANIZATIONS

## Type

Readers work in major medical/educational institutions, government/public health/non-profit agencies and organizations, consulting firms, and manufacturing and research laboratories.

Specific organization types mentioned include:

- Biopharmaceutical
- Biotech
- Chemical
- Consumer products
- Environmental consulting and inspection
- Food and beverage
- Government agency
- Government laboratory
- Medical school
- Medical laboratory
- Non-profit agency and laboratory
- Research institute
- Petrochemical
- Pharmaceutical
- Private medical practice
- Public health school
- Public utility
- University

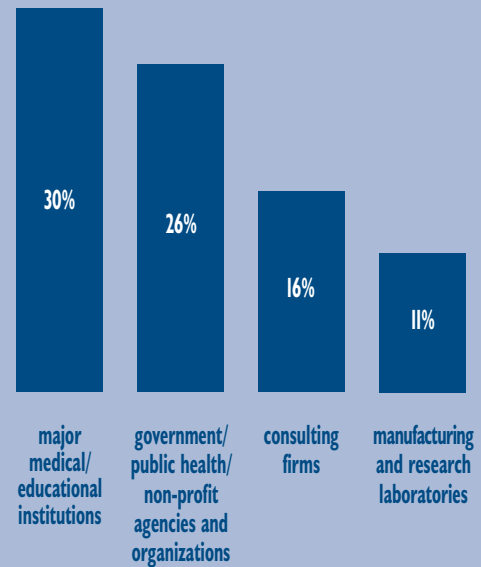
## Employment Size

Readers work in organizations averaging 465 employees. 31% are in organizations with more than 1,000 employees.

## Operating/Revenue Budget

Average sales revenue or operating budget of reader organizations is \$140 million; 14% are over \$500 million in size.

## company/ organization types

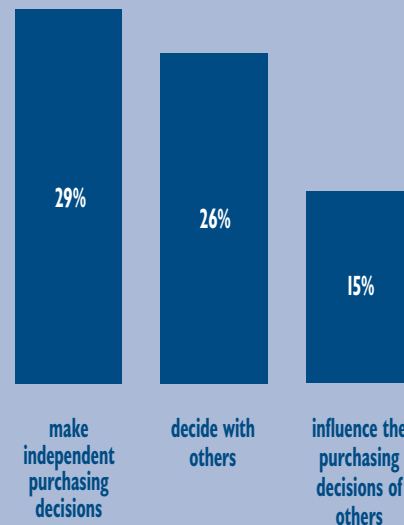


# PURCHASING INVOLVEMENT

70% of readers are involved in purchasing.



## purchasing involvement





# EQUIPMENT/SUPPLIES BUDGET

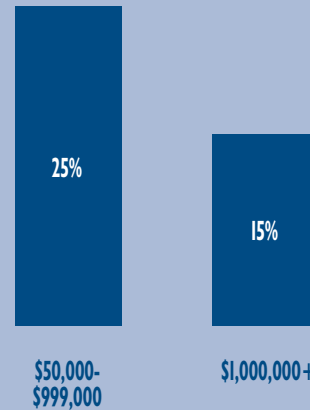
The average annual budget for laboratory and office equipment and supplies in readers' organizations is \$284,000.

Based on 70% involvement and \$284,000 average budget, total EHP reader buying power is \$1.52 billion.

Major categories of equipment, supplies, and services purchased include:

- Laboratory equipment and materials
- Analytical laboratory services
- Field sampling equipment and supplies
- Lab animals
- Medical supplies
- Computer hardware/software
- Computer peripherals
- Networking systems/internet/intranet
- Publications/training materials
- Conference participation
- Research services
- CRO services
- Consulting services
- Engineering services
- Satellite imagery data

annual budget for equipment and supplies



# EDUCATION/WORK EXPERIENCE

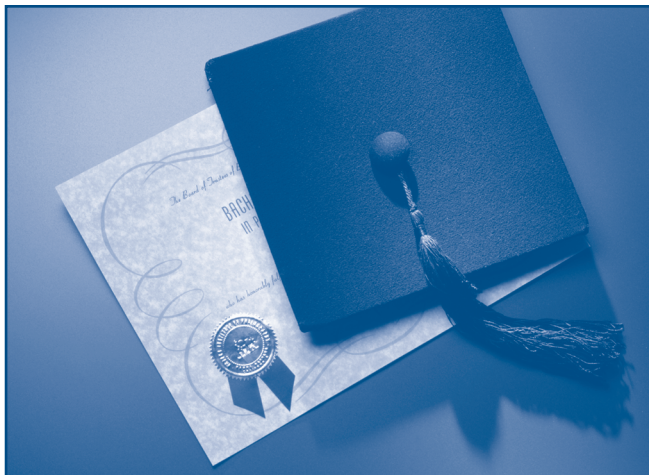
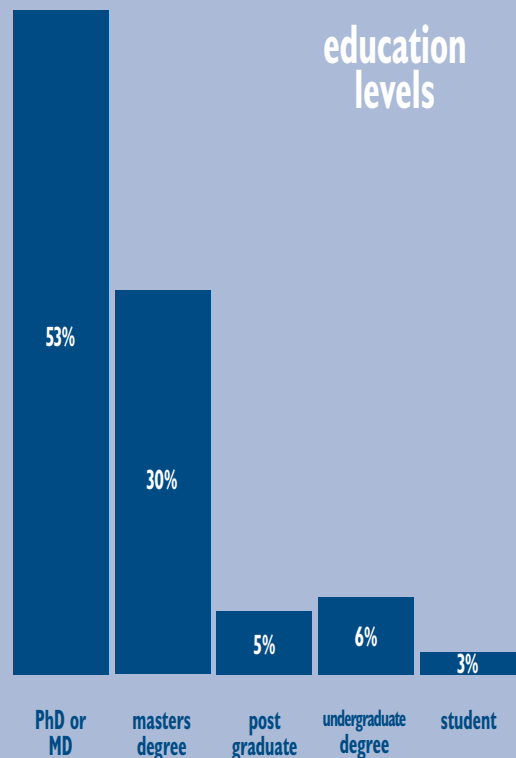
## Education

A majority of readers (83%) hold an advanced degree.

## Work Experience

Readers have an average of 9 years' experience in their specialty area, with 65% having more than 10 years' experience.

education levels





# READABILITY/USABILITY/VALUE

- *Environmental Health Perspectives* is preferred four-to-one over the next leading environmental health publication.
- 71% use *EHP* as their primary source of information for keeping up to date in their work.
- Readers have been receiving *EHP* for an average of three years.
- 94% regularly read some, most, or all of each issue.
- Almost all readers feel that *EHP* does at least an adequate job of meeting their needs, and 75% feel it meets their needs “well” or “very well.”
- 85% find professional magazines and journals to be their most valuable source of information on environmental health; almost all (98%) feel it is important that these publications be peer-reviewed, as *EHP* is.
- 85% rate specific *EHP* traits as “good” or “excellent.”
- 92% value *EHP* as much as or more than other publications subscribed to.
- 40% trust advertisers more because of their association with *EHP*.
- 89% rate *EHP* “good” or “excellent” in overall impression.
- Close to two-thirds (64%) typically access the *EHP* website at least monthly.
- **ehponline.org** is the most used and most useful environmental health website by a two-to-one margin.



For additional copies of this report or more information about *EHP*, contact:

*Environmental Health Perspectives*  
c/o Brogan & Partners  
1001 Winstead Drive, Suite 355  
Cary, NC 27513  
USA  
1-919-653-2587  
ehpads@niehs.nih.gov  
www.ehponline.org



ehpads0104D



# Display Advertising

## Environmental Health Perspectives Journal

17 print issues including 12 monthly issues, and four quarterly toxicogenomics issues, and an annual review issue

### EHP Display Ad Rate Schedule (per insertion) – Effective 08/03

Frequency	Full Page	1/2 page	1/3 page
	8.375" (w) x 10.875" (h)—Trim* b/w**	7.125" (w) x 4.5" (h) b/w**	2.125" (w) x 9.625" (h) b/w**
1-2x	\$3,500	\$1,800	\$1,350
3-5x	3,350	1,710	1,280
6-11x	3,185	1,625	1,220
12-14x	2,870	1,450	1,095
15-16x	2,580	1,320	985

\*For Full Page Display ads use the following measurements respectively: Bleed is 8.75" (w) x 11.25" (h), and Live space is 8.125" (w) x 10.625" (h)

\*\* Color Charges: 2-color (black+1 color) above rate + \$460; 3-color (black+2 colors) above rate + \$920; 4-color (black+3 colors) above rate + \$1100

This rate information is effective August 2003 for all advertisers. Rate are subject to change without notice. Rates are based on the number of insertions within 12 months from the date of first insertion. All display material is due by the closing date of each issue.

### Closing Dates

The closing date is the 5th of the month which precedes the issue's month of publication.

Month	Issue	Closing Date
January	EHP Monthly	December 5
January	EHP Toxicogenomics	December 15
February	EHP Monthly	January 5
March	EHP Monthly	February 5
April	EHP Monthly	March 5
May	EHP Monthly	April 15
May	EHP Toxicogenomics	April 15
June	EHP Monthly	May 5
June	EHP Annual Review	May 15
July	EHP Monthly	June 5
August	EHP Monthly	July 5
August	EHP Toxicogenomics	July 15
September	EHP Monthly	August 5
October	EHP Monthly	September 5
October	EHP Toxicogenomics	September 15
November	EHP Monthly	October 5
December	EHP Monthly	November 5

### Production Specifications

It is preferred that advertisements be submitted in digital format on CD, Jaz, or Zip disks according to the following:

- For four-color ads, please submit file(s) at a print resolution of 300 dpi/150 lpi in either PDF, TIFF, or JPEG (quality set to "High", "Fine", or "Maximum").
- For grayscale (B&W) ads, please submit file(s) at a print resolution of 300 dpi/150 lpi in either PDF, TIFF, or JPEG
- For vector/line art ads, please submit file(s) at a print resolution of 600 dpi/150 lpi in either PDF, TIFF, or JPEG.
- Color ads must employ CMYK-specified color, not RGB, Pantone, Indexed, LAB, or other color palates.

Two-, three-, and four-color advertisements must be accompanied by a film-based or dot-based color proof or a \$75 charge will be incurred to make one.

The Chinese-Language edition of EHP is produced quarterly and distributed to approximately 34,000 readers in mainland China and other Chinese-language countries. Call for rates and information for your chance to reach this growing market.

Send order form and materials to: EHP Advertising, c/o Brogan & Partners, 1001 Winstead Drive, Ste. 355, Cary, NC 27513 USA; FAX: 919-678-8717; E-mail: [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov).

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

# Online Advertising

*EHP* now offers placement of online advertising for your company's product or services on the *EHP* website at [ehponline.org](http://ehponline.org). Advertising on [ehponline.org](http://ehponline.org) allows potential buyers to instantly link from your company's ad directly to your website. With an average of more than 85,000 unique visitors and over 1,000,000 page views per month, [ehponline.org](http://ehponline.org) delivers extensive and targeted coverage to the environmental health sciences market.

## Online Ad Frequency and Positions

A variety of service levels and ad sizes are offered for maximum coverage and varying budgets.

A total of twelve *EHP* online ad positions are available—three on each of four “mini” sites:

- *Environmental Health Perspectives*
- *EHP Toxicogenomics*
- Children's Health
- Environmental Medicine

Each ad appears on the main page of the mini site and all internal pages in that section. An ad can occupy one, two or all three of the available positions. These ads are available for one month, three months, six months, or one full year.

## Online Ad Rates (per mini site)

	1 mo.	3 mo.	6 mo.	Full Year
Single	\$ 500	\$1,200	\$1,800	\$2,400
Double	800	2,100	3,600	6,000
Triple	1,000	2,400	4,500	8,000

- Agency discounts are applicable at 15%.
- All orders will be billed for immediate payment and will not be posted until such payment is received.
- Call for discount information on multiple site ads.

## Online Ad Specifications

Single Size: W137 x H80 pixels  
 Double Size: W137 x H160 pixels  
 Triple Size: W137 x H240 pixels

Submit ads using any of these methods:

- FTP to [ehpdrop.niehs.nih.gov](http://ehpdrop.niehs.nih.gov) (an account must be set up before FTPing)
- E-mail to [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)
- Mail Macintosh-compatible disk to: **ehponline Advertising**, c/o Brogan & Partners, 1001 Winstead Drive, Ste. 355, Cary, NC 27513 USA

These items need to be included with your online ad:

- GIF, PNG, or JPEG file images.
- A 10-word-maximum description of your ad.
- Your company's home page URL.

Advertisers should include an insertion order for all online ads including:

- Date of the live posting (must be a seven-day advance notice).
- Time period for the ad to remain online.
- Billing and contact information.

**Technical Questions**—concerns regarding electronic files, formatting, etc., should be directed to [webmaster@ehp.niehs.nih.gov](mailto:webmaster@ehp.niehs.nih.gov).

**Online Ad Policy**—all online advertising is subject to both the editors' approval as well as all other applicable general advertising policies as set forth here.

**Send order form and materials to:** *EHP Advertising*, c/o Brogan & Partners, 1001 Winstead Drive, Ste. 355, Cary, NC 27513 USA; FAX: 919-678-8717; E-mail: [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov).

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

## Classified Advertising

**Career Opportunities**

All positions available advertisements appear in the Career Opportunities section of *Environmental Health Perspectives*. Rates are based on the number of insertions within 12 months from the date of first insertion.

All Career Opportunities advertisements also appear online at [ehponline.org](http://ehponline.org). The listings appear online through the duration of the insertion schedule specified in the contract.

All advertising materials including text and artwork are due by the closing date schedule shown previously. Orders should specify definite issue dates for publication, and should be submitted with the ad copy.

**Send order form and materials to:** EHP Advertising, c/o Brogan & Partners, 1001 Winstead Drive, Ste. 355, Cary NC 27513 USA; FAX: 919-678-8717; E-mail: [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov).

All classified advertisements are subject to approval by the editors, and must adhere to the general advertising policies set forth in the advertising rate card.

**Careers Ad Rate Schedule (per insertion) – Effective 08/03**

Frequency	Full Page 7.125" (w) x 9.2" (h)	1/2 Page 7.125" (w) x 4.5" (h)	1/3 Page Vertical 2.2" (w) x 9.2" (h)	1/3 Page Square 4.5" (w) x 4.5" (h)	1/6 Page 2.2" (w) x 4.5" (h)
	b/w**	b/w**	b/w**	b/w**	b/w**
1x	\$1,280	\$830	\$540	\$540	\$280
2-3x	1,210	760	470	470	250
4x	1,130	680	390	390	225

\*\* Color Charges: 2-color (black + 1 color) above rate + \$460;  
3-color (black + 2 colors) above rate + \$920;  
4-color (black + 3 colors) above rate + \$1100

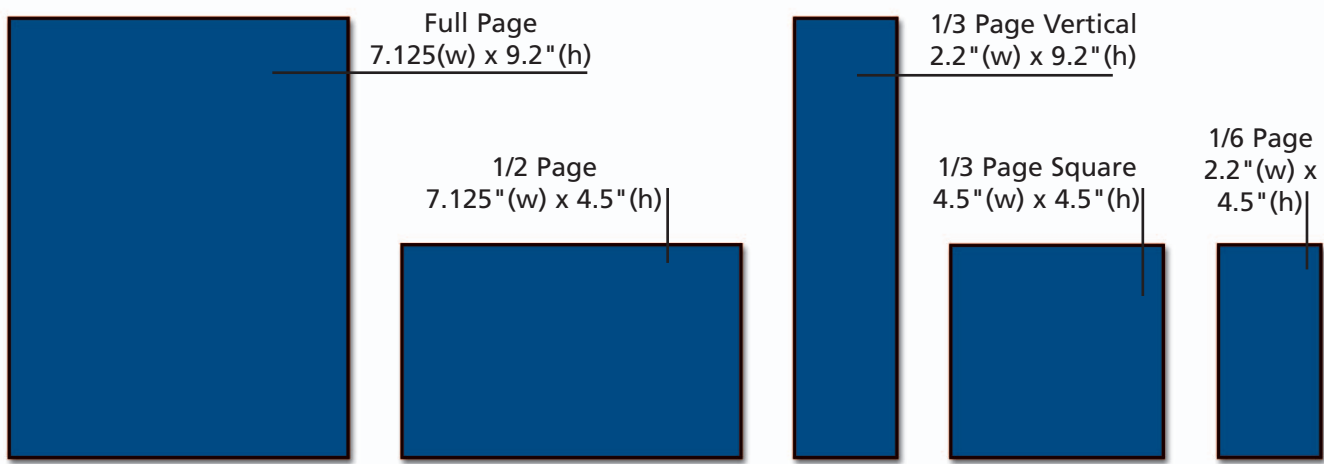
**Calendar of Events Listings**

Conference and meeting announcements may also be submitted for placement in *EHP's* Calendar section. Calendar announcements cost \$50 per inch per issue and also appear on [ehponline.org](http://ehponline.org) for the duration of the print insertion schedule.

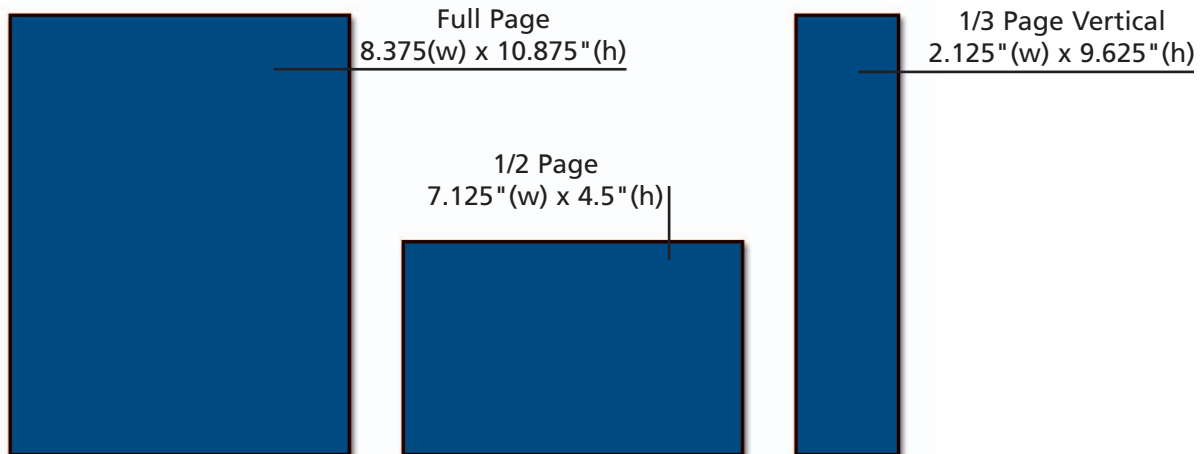
To advertise your meeting in the Calendar section, please provide the name, date(s), and location of the event, and a point of contact including address. Include fax number and Internet address if possible.

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

## Classified Ad Sizes



## Display Ad Sizes



### Graphic Design Services

EHP can professionally design your display, classified or online ad for you. Design charges are \$75.00 per hour (pro-rated to the 1/2 hour). For more details, please contact us.

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

## Editorial Calendar

For January-June, 2004

Issue Date	Space	Materials	Featured Topics
January 2004	December 5	December 10	<ul style="list-style-type: none"> <li>• Emerging Diseases from Human Activities</li> <li>• Constructed Wetlands</li> <li>• Institute of Medicine Report on Dioxins in Food Supply</li> <li>• Combining Genes to Make Antimalarial Drug</li> <li>• Tidal Currents for Energy</li> <li>• Understanding the Determinants of Children's Health</li> </ul>
February 2004	January 5	January 10	<ul style="list-style-type: none"> <li>• Environmental Crime</li> <li>• Access to Environmental Information Post 9/11</li> <li>• Role of Environmental Stress in Physiological Response to Toxicants</li> <li>• New Breast Cancer Centers</li> <li>• Assessing Risks to Children from Exposure to Environmental Agents</li> </ul>
February 2004	January 15	January 20	<p><b>QUARTERLY TOXICOGENOMICS SECTION</b></p> <ul style="list-style-type: none"> <li>• RNA Interference Tool and Applications to Toxicology and Toxicogenomics</li> <li>• Identification of Repression Molecules</li> <li>• New Bioinformatics Tool</li> <li>• Vertebrate Genome Comparison Study</li> </ul>
March 2004	February 5	February 10	<ul style="list-style-type: none"> <li>• Biosecurity</li> <li>• Poverty Mapping</li> <li>• Report on Natural Underground Reservoirs</li> <li>• Ozone Fumigant for Grain</li> <li>• Health, Environment, and Economic Development Program Profile</li> </ul>
April 2004	March 5	March 10	<ul style="list-style-type: none"> <li>• Fish As Food</li> <li>• Compounds to Degrade Organohalides</li> <li>• National Environmental Policy Act</li> </ul>
May 2004	April 5	April 10	<ul style="list-style-type: none"> <li>• Chemical Worker Safety</li> <li>• Sterilization of Medical Instruments</li> </ul>
May 2004	April 15	April 20	<p><b>QUARTERLY TOXICOGENOMICS SECTION</b></p> <ul style="list-style-type: none"> <li>• Metabolomics</li> </ul>
June 2004	May 5	May 10	<ul style="list-style-type: none"> <li>• Health Effects of Nanotechnology</li> <li>• NTP Nanotechnology Initiative</li> <li>• Safety Assessment of Botanicals in Food</li> </ul>

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

## GENERAL INFORMATION

When an order is received, *EHP* assumes that the advertiser agrees to all of the rates and conditions described at the time of the sale, as per the current rate card. A contract period begins on the day that the first insertion order is received. Orders must be received in writing prior to the materials deadline. Orders are accepted up to one year in advance only. Orders should specify definite insertion dates, placement, and sizes of the ads. *EHP* has the right to limit the size and frequency of any ad. A copy of the ad must accompany the order. Only publication of an advertisement shall constitute acceptance of the advertiser's order.

### Requirements for Acceptance of Advertising

Acceptance is subject to approval by the *EHP* editors. *EHP* must receive new copy and all copy changes prior to each issue's closing date. No changes may be made after the closing date.

**Mail or fax order form and materials to:** *EHP* Advertising, c/o Brogan & Partners, 1001 Winstead Drive, Ste. 355, Cary, NC 27513 USA. Orders and materials can also be e-mailed to [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov).

## GENERAL ADVERTISING POLICY

To earn frequency discounts, additional advertising must be inserted within 12 months of the first insertion. The frequency rate is applied on the basis of the total number of advertisements placed. Advertisers billed at the contract rate who fail to fulfill such a contract will be invoiced at the actual frequency rate earned.

All advertisements are accepted for publication upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertising, the agency and/or advertiser will fully hold harmless and fully indemnify *EHP* from and against any and all claims, demands, suits, actions, proceedings, recoveries, or expenses of any nature whatsoever, including reasonable fees of counsel selected by *EHP* arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of libel, copyright infringement, or invasion of privacy) or based on, or arising out of, any matter or thing contained in any advertisement.

All advertising is accepted subject to the editors' approval upon the determination that the products or services advertised are in keeping with the editorial policy (stated or unstated) of *EHP*. *EHP* reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising. *EHP* also reserves the right to insert the word "advertisement" above or below any copy.

All reproduction materials (including revisions) are due on or before the closing date. A previously run ad will be inserted for contract advertisers whose new ad materials are not received by the closing date. Any first-time advertiser whose new materials are not received by the closing date will forfeit the space and will not be refunded for the reservation.

*EHP* shall in no event be liable for failure to publish advertising when specified by the advertiser. Advertisement and production schedules are subject to change without notice. Position requests are not guaranteed, unless they are paid preferred positioning.

*EHP* also reserves the right to revise, on notice of 30 days, any rates, terms, and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

# Advertising Policies

## Rates Description

**Earned Rates**—Upon request, parent companies and subsidiaries are combined for accounting of an earned rate. Ad units run in *EHP* during a 12-month period may be applied to the advertiser's earned rate for each journal.

**Cover and Preferred Position Rates**—Premium positions are available at an additional charge. For inside front or inside back cover, add 25% to the full-page rate above. For other special positions, add 15%.

**Combination Rate Plan**—To earn lower rates based on frequency, advertisers may combine their display insertions in the regular *EHP* monthly issues, the quarterly toxicogenomics issues, and any additional special issues. Advertisers must state in writing the circumstances under which they qualify for the combination rate. *EHP* cannot assume responsibility for determining eligibility.

**Spread Rate Plan**—For a one-time insertion of a spread, calculate rate by doubling the one-time rate and deducting 5%. For multiple insertions, count each spread as 2 insertions to compute the earned rate.

## Discounts

Discounts are available for spreads, for advertisers purchasing space in both the regular *EHP* issue and a special issue in the same month and for parent companies and subsidiaries wishing to combine buys to increase frequency. A 5% discount is also applied to advertisers who pre-pay on orders of six or more insertions in 12 months.

Recognized advertising agencies, publishers, nonprofit organizations, and government agencies will receive a 15% discount on all space and color charges, provided the account is paid within 30 days of invoice date. No discounts are allowed on mechanical charges.

## Payment Terms

All first-time advertisers must prepay with the first insertion order. Ad campaign prepayment of six or more insertions within a 12-month period will be granted an additional 5% discount on the earned rate (this discount not applicable for first-time advertisers).

Advertising agencies are responsible for payment for all advertising ordered for their clients. Our terms are net 30 days for firms with established credit. All discounts are forfeited if payment is not made within terms. A finance charge of 1.5% per month (or 18% per year) is added to all invoices over 30 days old. Visa, MasterCard, and American Express are accepted. If an account becomes overdue, *EHP* reserves the right to suspend insertions.

*EHP* shall have the right to hold the advertiser and/or its advertising agency liable for such money due and payable to *EHP* for advertising that the advertiser or its agency ordered and that was published. Sequential liability clauses will not be accepted.

Only checks drawn on U.S. banks in U.S. dollars are acceptable. Make checks payable to Brogan and Partners and mail to *EHP* Advertising, c/o Brogan & Partners, 1001 Winstead Drive, Ste. 355, Cary, NC 27513.

## Cancellation Terms

Written cancellation of an order must be received no later than the closing date to avoid billing. Any order canceled after the closing date stated in the rate card will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost. If for any reason an order is canceled, the rate charged for past and/or future ads will be adjusted to reflect the space used and the actual advertising frequency.

## Disposition of Reproduction Material

All materials from advertisers will be held one year and then discarded unless return is requested in writing.

Contact: 919-653-2587 or [ehpads@niehs.nih.gov](mailto:ehpads@niehs.nih.gov)

