

# 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

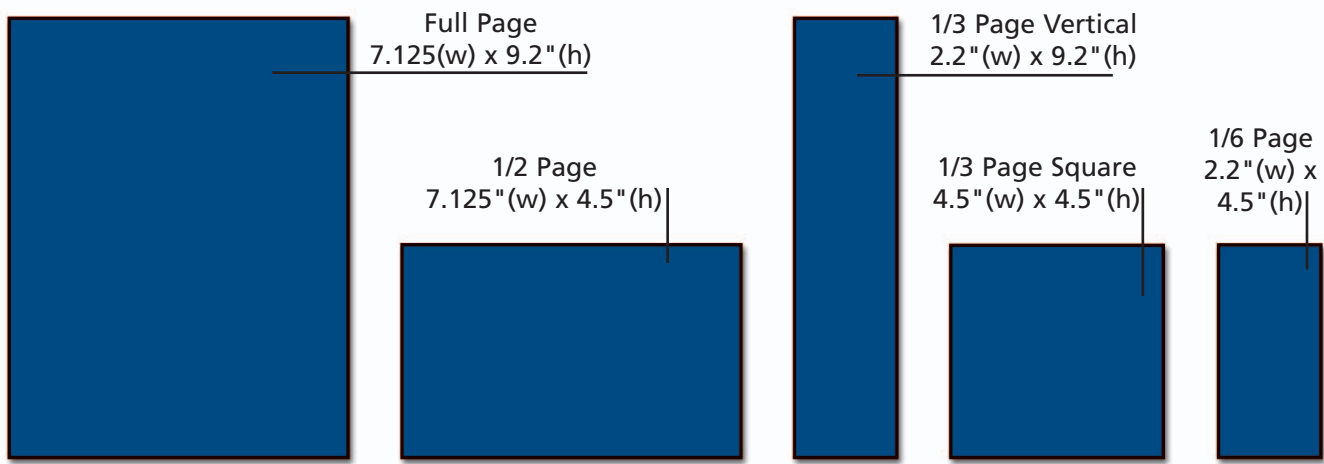
## Calendar of Events Listings

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.

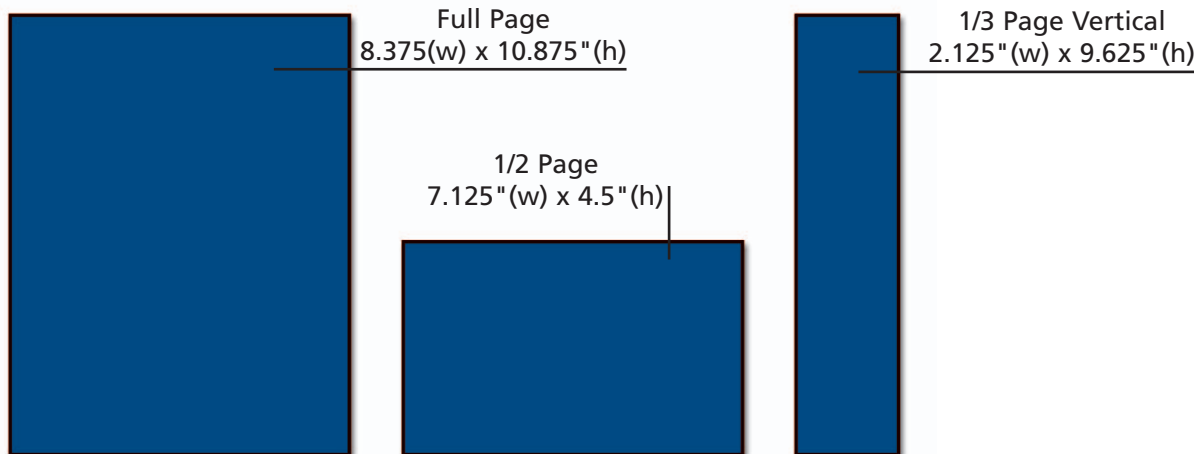
To advertise your meeting in the Calendar section, please provide the name, date(s), and location of the event, and a point of contact including address. Include fax number and Internet address if possible.

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)



# Insertion Order

Please complete all fields, sign and return to:

*Environmental Health Perspectives*

Attn: Sales and Marketing

c/o Brogan & Partners

1001 Winstead Drive, Suite 355

Cary, NC 27513

FAX: 919-678-8717

Date \_\_\_\_\_

Billing to:  Advertiser

Agency

Client (or Advertiser) \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ FAX \_\_\_\_\_

Agency (if any) \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ FAX \_\_\_\_\_

**Please accept this reservation for the following:**

Publication	Date(s) of Issues	Ad Type	Specify Ad Size(s)	Rate(s)	Materials Supplied	Type
<i>EHP</i>		<input type="checkbox"/> Display <input type="checkbox"/> Classified <input type="checkbox"/> Online			Film Camera Ready Art	Color B&W
<i>EHP Toxicogenomics</i>		<input type="checkbox"/> Display <input type="checkbox"/> Classified			Repeat ad: _____ (issue/year/page)	
<i>EHP Chinese-Language Editon</i>		<input type="checkbox"/> Display <input type="checkbox"/> Classified				

Please see accompanying rate cards and descriptions for rates, closing dates, terms, and specifications.

I hereby agree to all conditions and terms as stated as published in the *EHP* media kit, and agree to pay the amount due as shown. I affirm I am authorized to place this advertising on behalf of the company mentioned.

\_\_\_\_\_  
Authorizing Signature Company Date

\_\_\_\_\_  
Accepted by Brogan & Partners Date

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