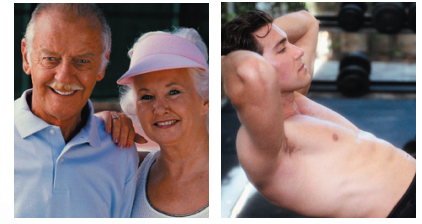


## Delivering the Science and the Art of Health Promotion



# AMERICAN JOURNAL of Health Promotion

www.HealthPromotionJournal.com



**Established in 1986**, *The American Journal of Health Promotion* was the first peer-reviewed publication devoted exclusively to health promotion. More than 20 years later it remains true to its original goals:

- ❖ **Provide a forum** for the many diverse disciplines that contribute to health promotion
- ❖ **Reduce the gap** between health promotion research and practice by delivering the most current and relevant research in the field while addressing its practical application.

### ❖ IN-DEPTH RESEARCH

*The American Journal of Health Promotion* presents the best in original research in the field from contributors with unparalleled expertise and experience. The authors share their findings in clear, concise reports that focus on practical and proven solutions to real-world problems.

**Contributors** to *The American Journal of Health Promotion* are researchers and practitioners who work on the cutting edge of progress in the field.

The **Editorial Board**, which oversees the rigorous peer review process, includes many of the most capable and respected health promotion leaders in the world.

### ❖ INFLUENTIAL READERS

*The American Journal of Health Promotion* brings together all the disciplines of health promotion. Readers include researchers, physicians, corporate and community wellness-program directors – as well as employers, educators and policy makers. Subscribers work in a variety of practice settings, with the largest numbers representing corporate, health care and academic institutions. The *Journal* also reaches professionals in government, health and fitness and community-based settings.

### ❖ IMPRESSIVE RESULTS

Readers turn to *The American Journal of Health Promotion* to gain access to the very latest original research and newest proven applications, as well as summaries of work drawn from more than forty other publications. A survey of subscribers indicates that nearly 70% of respondents save all issues of the *Journal* and 44% of respondents share their issues with colleagues. The vast majority (92%) of respondents to the survey reported that they are involved in purchasing decisions regarding health promotion equipment and services; 48% have direct responsibility for authorizing purchases.



## GENERAL INFORMATION

**Issuance:** Bimonthly

**Circulation:** 2600

**Editorial:** Original manuscripts only.  
Featuring Editorials, Original Articles, Review Articles, Selected Abstracts, the *Art of Health Promotion*

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**Publisher:** Allen Press, Lawrence Kansas

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## ...Delivering the Science and the Art of Health Promotion

By combining *The American Journal of Health Promotion* and *The Art of Health Promotion* into one publication, we reach both practitioners and scientists.

### ❖ The Science

#### *The American Journal of Health Promotion*

Providing original research for effective strategies

#### Recent Subjects

- Internet-based Health Promotion Strategies
- Cost of Obesity for Employers
- Improving Dietary Self-Monitoring
- Work Stress and Job Satisfaction
- Relationship Between Medical Conditions and Productivity

### ❖ The Art

#### *The Art of Health Promotion*

Providing practical solutions for effective programming

#### Recent Articles

- The Role of Health and Wellness Coaching in Worksite Health Promotion
- Best Practices for an Integrated Population Health Management Program
- Health Promotion in Later Life
- Well-Being: New Paradigms of Wellness



## ADVERTISING RATES AND CLOSING DATES

**Advertising Office:** PO Box 1254 | Troy MI 48099-1254 | 248-425-2737  
 Patti.Weber@HealthPromotionJournal.com  
 www.HealthPromotionJournal.com

### ADVERTISING RATES

	1 TIME	3 TIMES	6 TIMES
Full Page	\$1125	\$990	\$915
2/3 Page	\$905	\$795	\$760
1/2 Page	\$730	\$645	\$595
1/3 Page	\$520	\$460	\$425
1/4 Page	\$440	\$390	\$360
1/6 Page	\$320	\$280	\$265
Inside Front Cover*	\$1405	\$1240	\$1150
Back Cover*	\$1405	\$1240	\$1150
Inside Back Cover*	\$1295	\$1150	\$1050

\*Plus Color Charges

### Color Rates

Standard/Matched Color	\$280
Four-Color Process	\$450
Bleeds	No extra charge

### CLOSING DATES

	SPACE RESERVATION	MATERIALS DUE
Jan / Feb	11/6	11/20
Mar / Apr	1/10	1/24
May / June	3/9	3/23
July / Aug	5/10	5/24
Sept / Oct	7/12	7/26
Nov / Dec	9/12	9/26

*Cancellations: Due by space reservation closing date*

### PAPER STOCK

- **Inside pages:** 60 lb coated text
- **Covers:** 9 pt. Coated cover
- **Binding:** Perfect (journal jogs to head)
- **Trim Size:** 8 1/2 x 11"
- **Inserts:** Charges at earned B/W rate for each insert page. Non-standard inserts may require an additional charge. Contact the Advertising Department for details.
- **Half Tone Screen:** 150-175 line screen
- **4-Color Screen:** 150-175 line screen recommended as 4-color ink rotation: Black, Cyan, Red, Yellow in process inks.

### DISPOSITION OF MATERIALS

Camera-ready artwork will be destroyed upon publication of the ad in any journal issue unless other disposition is requested on insertion order. Negatives and progressive proofs will be held for one year, then destroyed unless other disposition is requested.

### MECHANICAL SPECIFICATIONS

#### Ad Sizes

	STANDARD	BLEED
Full Page	7 1/2 x 9 1/2"	8 3/4 x 11 1/4"
2/3 Page	4 3/4 x 9 1/2"	5 1/2 x 11 1/4"
1/2 Page Vertical	3 1/2 x 9 1/2"	4 1/8 x 11 1/4"
1/2 Page Horizontal	7 1/2 x 4 3/8"	8 3/4 x 5 5/8"
1/3 Page Vertical	2 1/4 x 9 1/2"	2 3/4 x 11 1/4"
1/3 Page Square	4 3/4 x 4 3/8"	Not accepted
1/4 Page	3 1/2 x 4 3/8"	Not accepted
1/6 Page	2 1/4 x 4 3/8"	Not accepted
Spread	15 3/4 x 9 1/2"	17 1/2 x 11 1/4"

### ELECTRONIC FILES

Electronic files are the preferred method for advertising materials. The following file types are acceptable (in PC or Apple format):

- **Adobe Acrobat PDF files** (except for spot color ads)  
PDFs should be created using the Press Optimized settings
- **Adobe PageMaker** or **QuarkXPress** files  
Include the screen and printer fonts and all linked graphics
- **Adobe Illustrator** or **Macromedia Freehand**

#### We also accept the following:

- TIFF
- Adobe Photoshop (psd)
- Corel Photo-Paint
- Corel Draw
- Canvas
- PageMaker
- EPS
- PDF
- JPEG

Please include screen and printer fonts or select all and convert the type to curves/outline/paths. Include all linked graphics. File must be set up for correct journal trim and bleeds must be set at 1/8" beyond the trim. Image resolution for all graphics files should be 360 dpi or higher for color or grayscale images, 1200 dpi for bitmap line art. No RGC or Indexed color mode graphics. Color proofs made from supplied files must be provided with the electronic file. Please include name and version of software program used to create your file.

### REPRODUCTION REQUIREMENTS

Complete original screened film negatives are required: right-reading, emulsion side down. Film must be clear base and dimensionally stable of identical gauge (.004 is recommended). File should be supplied in one piece per color and identified by color and kind (e.g., black, negative). No etching or hand color corrections should be made on film. All opaquing should be done on the non-emulsion side. Film should be hard dot. No camera or etched film is acceptable. Camera-ready copy is acceptable for all black and white ads. Camera-ready black and white ads should be a minimum of 600 dpi, 1200 dpi preferred. Approved color proofs or negatives should meet SWOP standards. Trim and registration marks are required. Pressmatch proof or colorkey proof required. Suitable proof will be made at advertiser's expense if not furnished. All supplied film, camera-ready copy and disk files must be the correct size per the journal specifications.