



The National AHEC Bulletin Advertising Information

The National AHEC Organization (NAO) and its Editorial Board encourages advertisement of your products, services, and employment opportunities in the organization's semi-annual publication, *The National AHEC Bulletin*.

Bulletin Information:

1. Subscribers to the *Bulletin* include AHEC staff and Board members, university faculty and administrators, nurses, physicians, health educators, health administrators, and other health professionals.
2. A variety of interests and concerns are featured routinely in the *Bulletin*, e.g. health workforce issues, innovation in community-based education, health careers activities, and related topics.
3. Over 7,000 copies are circulated semi-annually to health professionals across the United States giving you a national audience.

Advertising Principles: *National AHEC Bulletin*

The *National AHEC Bulletin* accepts advertising according to the following principles:

1. All advertisements must be clearly germane to health care workforce or health professions educational issues, and to the mission of the national AHEC/HETC Programs.
2. All advertisements are subject to approval by the Editorial Board co-chairs of the *National AHEC Bulletin*, which reserves the right to reject or cancel any advertisement at any time.
3. Advertising is separate from content. Advertisers have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising.
4. Advertisements may not include offers for free merchandise or contests.
5. All advertisements must clearly and prominently identify the advertiser by trademark or other means.
6. Advertising copy must be factual and in good taste.
7. All advertisements for employment must be non-discriminatory and comply with all applicable laws and regulations.

Advertising Specifications:

1. All ads must be submitted to the *Bulletin* editor for approval before publication. The *Bulletin* editor shall confer with the Editorial Board co-chairs on ads that may be in conflict with NAO's mission and philosophy.
2. No more than 15% of the available column space shall include advertising.
3. Discounted advertising rates are available for advertising in multiple issues.

Artwork Specifications:

Artwork for print must be submitted in one of the following formats:

- EPS, TIFF, JPG (resolution for jpg files must be 240 dpi or greater for printed materials).
- Black and white camera-ready artwork is also accepted.
- 120-line screen is recommended for halftones.

Files may be received in their original formats (PC or Mac platform) using the following software packages; Photoshop, Freehand, Illustrator, and Corel Draw. *All fonts should be converted to paths or necessary fonts should be included with submitted artwork.* Saved artwork can be received on a CD or Zip Disk (100MB). All Hardware (disks) labeled with return address information will be returned to originator once files are lifted. PC and Mac platforms accepted.

Advertising Rates: (Rates indicated are per issue)

	Full Page 7 1/2 x 9 1/4	Half Page 7 1/2 x 4 1/2	Third Page 2 3/4 x 9 1/4 or 4 7/8 x 4 1/2	Quarter Page 3 3/4 x 4 3/4
Members*	\$1,000.00	\$750.00	\$500.00	\$250.00
Non-members	\$1,250.00	\$940.00	\$625.00	\$315.00

**Members include NAO members in good-standing as well as official NAO partner organizations.*

Rates are per issue. Receive a 10% discount for purchasing both issues in a given year.

Journal Advertising Deadlines:

Spring/Summer Issue -- April 1
(mailed in June)

Autumn/Winter Issue -- October 1
(mailed in December)

The *National AHEC Bulletin* Advertisement Form

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Ad Size: Full Page
 Half Page
 Third Page
 Quarter Page

Issue: Autumn/Winter
 Spring/Summer

Total Advertising Cost: _____ x _____ = _____
(Number of Issues) (Rate per Issue) (Total)

Payment Method:

Check Enclosed - Made Payable to *NAO*

Credit Card: Master Card Visa American Express

Credit Card Number: _____ Exp. _____

Cardholder Address: _____

Signature: _____

Bill Me (Payment in full must be received prior to publication)

Please forward this form along with your advertisement and payment information to:
NAO Headquarters, 109 VIP Drive, Suite 220, Wexford, PA 15090
Telephone: 1-800-362-4347 Fax: (724) 935-1560

Artwork may also be emailed to info@nationalahec.org.