

## Connect With Buyers & Influencers

Our readers:

- Are thought leaders in environmental and public health
- Identify the products and services needed for their organizations
- Influence buying decisions
- Hold positions of trust and influence in their communities

## Stand With the Experts

Advertising in the *Journal* puts your name next to the latest environmental health science and thought leadership.

- Peer-reviewed scientific articles
- Commentaries from experts and organizations in the field from technology to policy
- Reports on programs, data, technology, tools, and systems
- Columns from national environmental health leaders

## Match Your Product to Their Topics

In the *Journal*, your product or service is promoted in the context of related topics, making it immediately relevant.

- Air quality
- Body art
- Climate & sustainability
- Data & technology
- Emergency readiness & response
- Emerging pathogens
- Environmental justice
- Food safety
- Land use
- Leadership & professional development
- Occupational health
- Vector control
- Waste & hazardous materials
- Water quality



## Be Linked to a Complete Environmental Health Profession

Each issue of the *Journal* reaches environmental health professionals worldwide who work in a broad spectrum of fields in positions from entry-level to leadership.

- Academia
- Building & code enforcement
- Climate & sustainability
- Data & technology
- Engineering
- Healthcare
- Laboratory science
- Local, state, & federal government
- Private industry
- Public & environmental health
- Territorial & tribal government
- Training & education
- Uniformed services



The *Journal* transitioned to an open-access publication in 2024, which means each full electronic issue is now freely and permanently available online.

Each issue is also delivered directly to the inboxes of our more than 7,000 members. An additional 650 printed copies of each issue are mailed to individuals and indexed in higher education libraries.

Approximately 1/3 of our readers work in environmental health or food safety. About 1 in 10 work in other science fields, public health, or water quality.

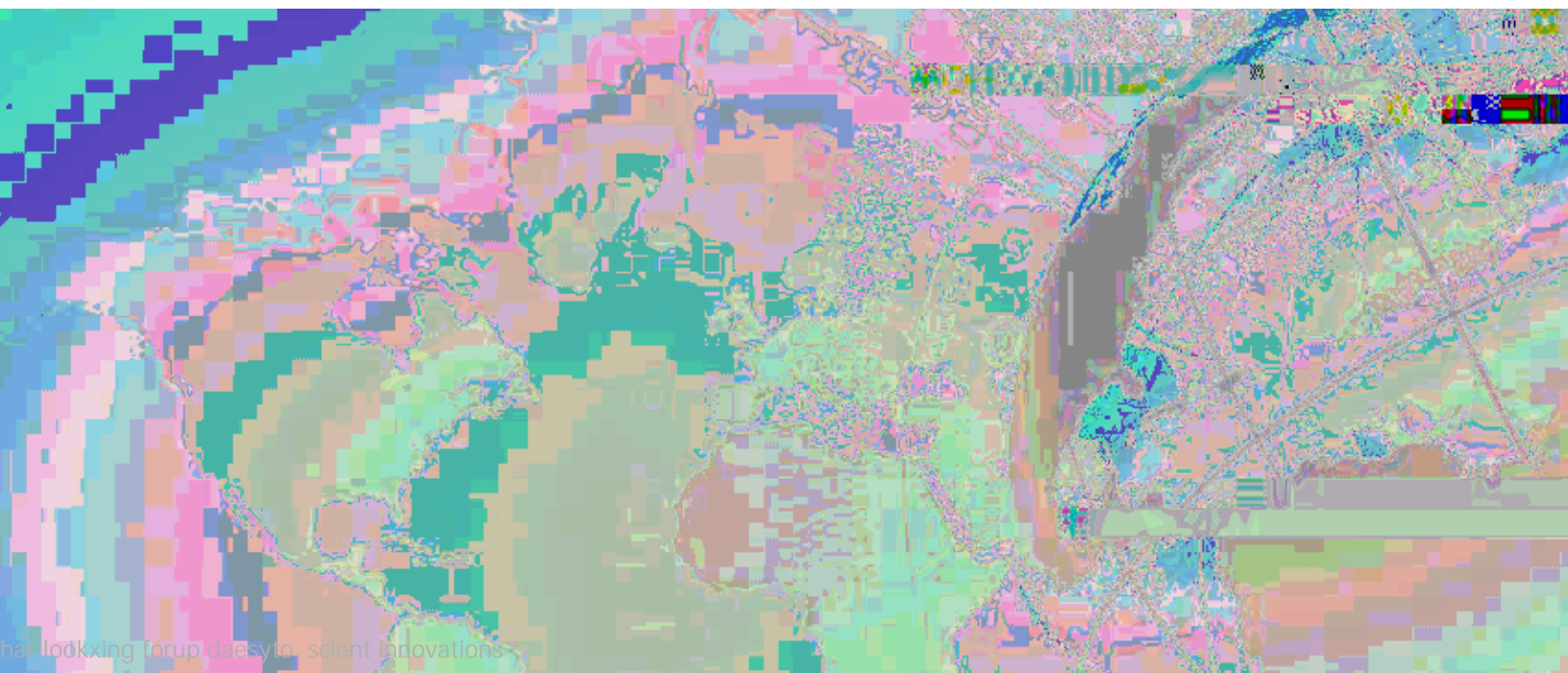
Other areas of expertise include academia, air quality, child health, consumer services, emergency readiness, epidemiology, hazardous materials, healthy homes, informatics and technology, industrial hygiene and occupational health, medical fields, sustainability and land use, and vector control, as well as retired professionals, laypeople, and concerned community members.

*Note.* Self-reported data from online readers.

## Reach More People, Get More Data

### Benefits of Open Access

- **Increased Reach:** Additional indexing and enhanced machine-readable metadata for easier digital content discovery on mobile and desktop devices
- **More Data:** Detailed data about reader activity:
  - » Views
  - » Downloads
  - » Shares
  - » Clicks
  - » Average Time Spent



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## Advertising Rates



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### Select the Visibility That Works Best for Your Product

#### Display Ads With Pop for Impact and Flexibility

Display ads are created by your in-house design team and allow you the opportunity to create the image and impact you are looking for. You have the flexibility to choose a display ad size and interactive option that fits your needs and budget.

#### Classified Ads for Simple Messages

Classified ads are text with the option of including one logo or image. Classified ads are typically used for job announcements. This type of ad, however, works well for organizations without access to a graphic designer. Classified ads for job announcements can also be posted on the NEHA website for an additional fee. Please visit [www.neha.org/careers](http://www.neha.org/careers) for more information.

#### Advertorials for In-Depth Content

An advertorial is an advertisement designed to look like editorial content. They are more detailed than conventional advertising and as such, can help your audience better understand your product or service. We include design services with this option at no additional cost to ensure that the advertorial style matches that of the *Journal* content.

#### Inserts for Product Reminders

An insert is an advertisement inserted into the *Journal* as a separate card or page. Inserts have the same potential as direct mail to reach your audience but at a fraction of the cost. Inserts can either be blown in (placed loosely inside the issue) or stitched (stapled) to the center of an issue. Contact Soni at [sfink@neha.org](mailto:sfink@neha.org) or 303-802-2139 for details and prices.

#### Product Release Announcement

When you place three or more ads in the *Journal* within a 12-month period, you are entitled to a product release announcement in the *Journal* at no cost. Product release announcements are usually 1/3 of a page and include text and an image about a product or service you would like to highlight. We reserve the right to edit material according to style, grammar, and page space guidelines. Contact Soni at [sfink@neha.org](mailto:sfink@neha.org) or 303-802-2139 for details.

#### Digital Analytics to Measure Success

A website link of your choosing will be provided as a live link in the digital version of the *Journal* (*E-Journal*) at no additional cost. You can use the link included in your ad or submit a vanity or customized link. This link will allow you to see real-time analytics using your own website analysis software (e.g., Google Analytics). And with our transition to open access, you can now request addition analytics to measure the success and reach of your ad (see page 2 for details).

#### Additional Visibility Opportunities With Us

We offer many other opportunities to connect you with environmental health professionals, including partnering with us through:

- Sponsorships
- Conferences and events
- Webinars
- Website pages
- Newsletters

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## Specifications

January/February	11/20/2024	12/4/2024
March	1/8/2025	1/17/2025
April	2/5/2025	2/14/2025
May	3/12/2025	3/21/2025
June	4/16/2025	4/25/2025
July/August *	5/21/2025	5/30/2025
September	7/16/2025	7/25/2025
October	8/13/2025	8/22/2025
November **	9/10/2025	9/19/2025
December	10/15/2025	10/24/2025

*Note.* Deadlines subject to change. Topics to be covered in any issue might include air quality, body art, child health, climate and health, data and informatics, drinking water, education and training, emergency readiness, emerging pathogens, environmental justice, epidemiology, food safety, general environmental health, hazardous materials and toxic substances, institutions and schools, land use planning, leadership, management and policy, microbiology, occupational health and safety, recreational waters, risk assessment, sustainability, vector control, wastewater, water quality, or workforce development.

\* Issue distributed at the NEHA Annual Educational Conference (AEC) & Exhibition.

\*\* Issue includes NEHA AEC Wrap-Up.