ASSOCIATION FOR PROFESSIONALS
IN INFECTION CONTROL AND EPIDEMIOLOGY

Prevention *strategist*

MEDIA PLANNER

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Spreading knowledge.
Preventing infection.®

APIC®
Association for Professionals in Infection Control and Epidemiology
WWW.APIC.ORG

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74% OF APIC SURVEY RESPONDENTS SAID THEY "SOMETIMES OR FREQUENTLY" SHARE PREVENTION STRATEGIST ARTICLES WITH COLLEAGUES AND HAVE USED THEM FOR TEACHING PURPOSES.

84% OF APIC SURVEY RESPONDENTS "STRONGLY AGREE" OR "AGREE" THAT PREVENTION STRATEGIST CONTAINS INFO THAT IS RELEVANT AND USEFUL TO THEM.

71% OF APIC SURVEY RESPONDENTS READ "ALL OR MOST" OR AT LEAST "HALF" OF THE MAGAZINE EACH QUARTER.

91% OF APIC SURVEY RESPONDENTS RATE THE COVERAGE OF INFECTION PREVENTION TOPICS IN PREVENTION STRATEGIST AS "EXCELLENT" OR "GOOD."

**Based on recent readership survey conducted by APIC.*

APIC
Association for Professionals in Infection Control and Epidemiology

WHY APIC?

The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading professional association for infection preventionists (IPs) with 15,800 members. Our mission is to create a safer world through the prevention of infection.

THE INFECTION PREVENTION INDUSTRY

- APIC represents **80% of infection preventionists** in the world.
- The Centers for Disease Control and Prevention (CDC) estimates that healthcare-associated infections (HAIs) cost U.S. hospitals **$35-45 billion each year in direct medical costs**.
- APIC members include **infection preventionists, nurses, physicians, public health professionals, epidemiologists, medical technologists, and others** in the infection prevention industry.

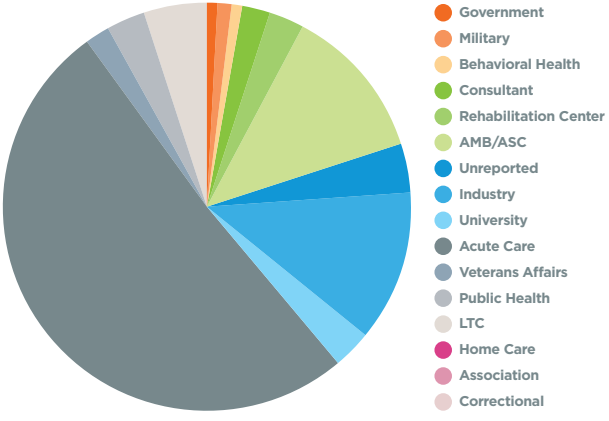
AWARD WINNING PUBLICATION

APIC's Prevention Strategist received a Marcom Gold Award for providing a quality publication to its members.

A SNAPSHOT OF APIC MEMBERSHIP

MOST APIC MEMBERS ARE INFECTION PREVENTIONISTS, NURSES, PHYSICIANS, PUBLIC HEALTH PROFESSIONALS, EPIDEMIOLOGISTS, MEDICAL TECHNOLOGISTS, AND OTHERS WHO:

- Collect, analyze, and interpret health data in order to track infection trends, plan appropriate interventions, measure success, and report relevant data to public health agencies.
- Establish scientifically based infection prevention practices and collaborate with the healthcare team to assure implementation.
- Work to prevent healthcare-associated infections (HAIs) in healthcare facilities by isolating sources of infections and limiting their transmission.
- Educate healthcare personnel and the public about infectious diseases and how to limit their spread.



Membership total: 15,800

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Distributed to more than 15,800 APIC members on a quarterly basis, *Prevention Strategist* offers strategies, case studies, and best practices for infection preventionists. *Prevention Strategist* delivers more value and a higher level of membership benefit satisfaction by connecting APIC members to educational, informational, and networking opportunities.

WHAT OUR READERS ARE SAYING ABOUT *PREVENTION STRATEGIST*

"I READ PREVENTION STRATEGIST FOR ITS RELEVANT TOPICS TO DAILY IP ACTIVITIES. THIS FIELD IS CHANGING RAPIDLY AND EVERY TOOL WE HAVE TO KEEP INFORMED IS AWESOME. I USE IT AS THE USA TODAY VERSION FOR APIC."

"IT'S EASY TO READ, DOWN-TO-BASICS, RELEVANT INFORMATION FOR THE GROWING FIELD OF INFECTION PREVENTION. WHILE AJIC IS INFORMATIVE, I ALWAYS LOOK FORWARD TO PREVENTION STRATEGIST AND THE INFORMATION AND NEW IDEAS THAT ARE SHARED."

WHAT OUR ADVERTISERS ARE SAYING ABOUT *PREVENTION STRATEGIST*

"THE APIC ORGANIZATION IS OPEN TO NEW IDEAS AND ALSO WILLING TO HELP BUILD AWARENESS THROUGH PREVENTION STRATEGIST AROUND EFFECTIVE IDEAS THAT MAY HAVE LAID DORMANT FOR MANY YEARS."

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BY THE NUMBERS

91% OF RESPONDENTS BELIEVE THAT ***PREVENTION STRATEGIST***'S COVERAGE OF FIELDS/TOPICS WITHIN INFECTION PREVENTION IS "GOOD" OR "EXCELLENT."

64% OF RESPONDENTS HAVE VISITED AN ADVERTISER'S WEBSITE OR CONTACTED AN ADVERTISER FOR MORE INFORMATION AFTER SEEING AN AD IN ***PREVENTION STRATEGIST***.

71% OF RESPONDENTS READ "ALL" OR "MOST" OF ***PREVENTION STRATEGIST***.

38% OF RESPONDENTS REFERENCE ***PREVENTION STRATEGIST*** AT LEAST ONCE A MONTH

74% OF RESPONDENTS HAVE SHARED ARTICLES IN ***PREVENTION STRATEGIST*** WITH COLLEAGUES OR HAVE USED THEM FOR TEACHING PURPOSES.

62% OF RESPONDENTS BELIEVE THE ONLINE ARCHIVED ISSUES OF ***PREVENTION STRATEGIST*** ARE HELPFUL.

84% OF RESPONDENTS AGREE OR STRONGLY AGREE THAT ***PREVENTION STRATEGIST*** CONTAINS INFORMATION THAT IS BOTH RELEVANT AND USEFUL.

TOP FIVE ARTICLE SUBJECTS

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EDITORIAL CALENDAR

Issue	Cover Theme	Features	Space Reservation Deadline	Ad Materials Deadline
Spring **Ships:** March 2019	New Insights	• Annual conference preview • IP's review *Forms & Checklists Book*, Volumes 1 and 2	01/22/2019	01/24/2019
Summer **Ships:** June 2019 **Bonus Distribution:** APIC Annual Conference	Disaster/Emergency Management	• How do you screen an isolate sympotmatic Hepatitis A patients • APIC 2018 award winners	03/28/2019	04/01/2019
Fall **Ships:** September 2019	Technology for Infection Prevention	• epiLinks social media aggregator • International Infection Prevention Week	07/22/2019	07/24/2019
Winter **Ships:** December 2019	The IP's Role for The Future	• The APIC/SHEA leadership program	10/23/2019	10/25/2019

IN EVERY ISSUE...

- A regular update offers news, tips, and inspiration for obtaining board certification in infection prevention and control (CIC®) from the Certification Board of Infection Control and Epidemiology.
- **Capitol Comments** column provides an update on legislative activities.
- APIC's President and CEO kicks off each issue with forward-looking messages.
- **My Bugaboo** – This department includes a microbiological overview of a different bacteria or infection strain.
- **CIC Profile** – Meet a board certified infection preventionist in this regular department.
- **Identify the pathogen: LTC/behavioral health outbreaks** – Raises awareness of outbreaks in the long-term care and behavioral health settings.
- **From data to decisions** – Helps the IP understand statistical information and apply it to their work.

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NET ADVERTISING RATES

Revisions and Proofs: $50 | **Position Guarantee:** 15% Premium

Full-Color Rates	2-3x	4x
Double-Page Spread	$6,259.50	$5,929.50
Outside Back Cover	$4,789.50	$4,559.50
Inside Front or Inside Back Cover	$4,609.50	$4,379.50
Full Page	$4,269.50	$4,039.50
2/3 Page	$3,769.50	$3,569.50
1/2 Page Island	$3,339.50	$3,169.50
1/2 Page	$3,129.50	$2,959.50
1/3 Page	$2,799.50	$2,649.50
1/4 Page	$2,469.50	$2,339.50
1/6 Page	$1,949.50	$1,839.50

**APIC members receive a 5% discount on net advertising rates.*

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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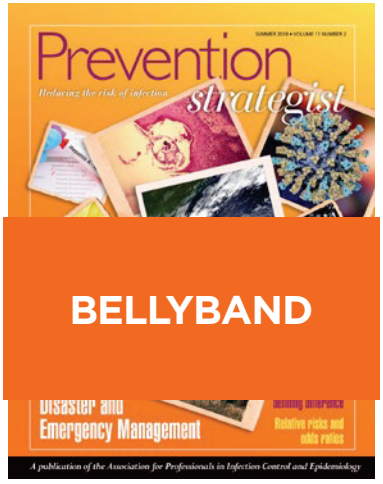
DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Catch readers' attention by placing a flier, brochure, or postcard inside the clear bag in which *Prevention Strategist* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around *Prevention Strategist* with a belly band. This exclusive position is only sold to one advertiser per issue. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

Both the belly band and direct-mail piece are exclusive opportunities, as only one of each will be sold per issue, pending association approval.



BELLY BAND | $7,599.50

1-PAGE (2 SURFACES) DIRECT-MAIL PIECE | $10,200

2-PAGE (4 SURFACES) DIRECT MAIL PIECE | $14,700

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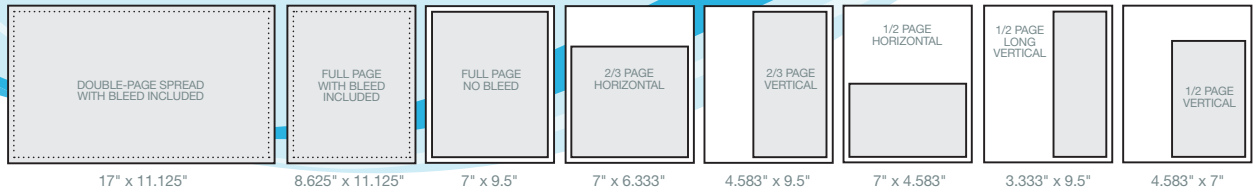
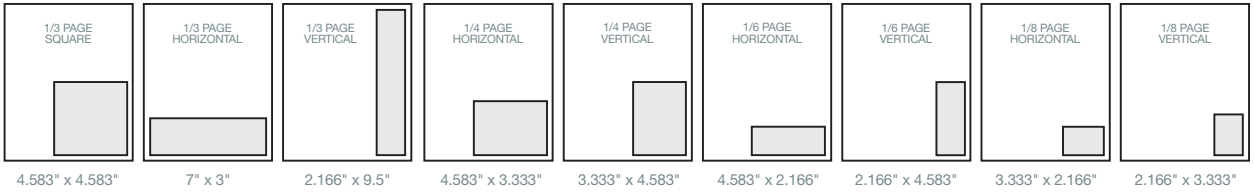
PRINT SPECIFICATIONS

MAGAZINE TRIM SIZE: 8.375" X 10.875"





DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

PRODUCTION SERVICES, PROOFS AND REVISIONS

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number, and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files, and click "Submit."

NAYLOR
ASSOCIATION SOLUTIONS

2018 ADVERTISERS

We thank our 2018 advertisers for their support of *Prevention Strategist*.

3M

3M VASCULAR CARE PATHWAYS

B. BRAUN INTERVENTIONAL SYSTEMS

BARD ACCESS SYSTEMS

BD DIAGNOSTICS

CLORDISYS SOLUTIONS, INC.

CLOROX HEALTHCARE

CONTEC, INC.

CS MEDICAL, LLC

CYGNUS MEDICAL

DIVERSEY

ELOQUEST HEALTHCARE

GLOBAL LIFE TECHNOLOGIES CORP.

GOJO INDUSTRIES

HEALTHMARK INDUSTRIES CO.

HYGIE CANADA

IDEXX

MEDENTECH

MEDLINE HEALTHCARE

MEDLINE TEXTILES

MEIKO

MICRO-SCIENTIFIC INDUSTRIES, INC.

MOLNLYCKE HEALTH CARE

NANOSONICS LIMITED

NEOMED, INC.

PDI, PROFESSIONAL DISPOSABLES INTERNATIONAL

RETRACTABLE TECHNOLOGIES, INC.

SEAL SHIELD

SHERWIN-WILLIAMS COMPANY, THE SMART FACILITY SOFTWARE

SPECIAL PATHOGENS LABORATORY

STERILIZ, LLC

SURFACIDE

TOMI ENVIRONMENTAL SOLUTIONS

TRSA

TRU-D SMART UVC

UMF CORPORATION

USHIO AMERICA, INC.

VIROX TECHNOLOGIES INC.

XENEX DISINFECTION SERVICES

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DIGITAL EDITION

Mobile & Desktop Responsive HTML Reading View

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Prevention Strategist is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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DIGITAL EDITION

❶ Leaderboard (all views) | $3,800

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

❷ Rectangle (all views) | $2,400

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

- ❸ **Top TOC Mobile Banner | $1,250**
- ❹ **2nd TOC Mobile Banner | $1,100**

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | $3,500

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $3,050

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | $2,800**
- **Medium Insert | $2,500**

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For the latest online specs, please visit **www.naylor.com/onlinespecs**

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