

Focus on Community Health

Newsletter Advertising Policy

About *Focus on Community Health*

Focus on Community Health is published quarterly by the New York State Community Health Partnership (NYSCHP), a coalition of key public and private statewide groups that has been coalescing and supporting community and public health activities in New York State for the past eight years. The NYSCHP is comprised of the following organizations:

- American Cancer Society
- Cornell Cooperative Extension and Cornell University
- Healthcare Association of New York State
- Medical Society of the State of New York
- New York Health Plan Association
- New York State Association of County Health Officials
- New York State Department of Health
- New York State Dietetic Association
- New York State Nurses Association
- New York State Public Health Association
- Schuyler Center for Analysis and Advocacy

The goal of the Partnership's quarterly newsletter is to educate the public, health professionals, community leaders and others involved in creating healthy communities about initiatives, research, trends, and best practices in community and public health.

This eight-page newsletter is distributed to more than 5,000 professionals and leaders involved in public and community health. The circulation grows each year with expansion now occurring outside New York State.

Each edition includes a cover story, federal and state news, snapshots of community and public health best practices occurring both in New York State and across the nation, research findings on key topics, Web sites and other resources, and a calendar of events.

2005-2006 Editorial Calendar

Summer 2005: Workforce Issues and Health Care: Need for Leadership Development

Publication Date: August 2005
AD/ARTWORK due by July 15

Fall 2005: Flu Immunization

Publication Date: November 2005
AD/ARTWORK due by October 24

Winter 2006: Voluntarism

Publication Date: February 2006
AD/ARTWORK due by January 6, 2006

Advertising Policy

Until 2005, the production of the *Focus on Community Health* has been accomplished through grant funding and in-kind donations. However, there is an increasing interest from health care professionals and organizations to reinforce their own public and community health messages through advertising. To accommodate advertising requests on a uniform basis, NYSCHP has developed the following advertising policy.

Given the nature of this publication, ads will be limited to the following sections of the newsletter:

- Federal and State News
- Research Notes
- News from NYSCHP Partners
- Calendar of Events
- Web Sites and Resources

No advertising will appear on either the front page or the center spread “Community Snapshots” pages.

No more than three to five ads will appear in each edition. Space will be sold on a first come, first served basis.

Ad sizes and rates:

	<u>B&W</u>	<u>2-Color</u>
1/3 page, 3 columns 7 1/2” wide X 3/14” high	\$750	\$1,000
1/3 page, 1 full vertical column, 2 14” X 8 1/2” high	\$500	\$750

½ page, 2 columns 4 ¾" wide X 4 ¼" high	\$500	\$750
½ vertical column, 2 ¼" wide X 4 ¼" high	\$250	\$500

Files should be submitted by stated deadlines. Files should be delivered on CD or e-mailed to cpcharvat@aol.com. A composite, actual sized laser proof that accurately represents the ad should also be supplied.

Digital file formats accepted: High resolution (300 dpi) graphic files in PC format in one of the following file types: EPS, TIF, PDF, or QuarkXpress 6.0 for PC. Both graphics and fonts must be submitted.

All digital advertising files submitted for publication must perform in a satisfactory manner without additional work on the part of the publisher. If materials supplied do not meet requirements or additional work is necessary to prepare the material for press, the advertiser will be billed for all costs.

If an organization wishes to advertise but does not have publishing capabilities, ads can be developed for a fee of \$150 for text only or \$250 for an ad with both text and graphics.

Payment is due with submission of ad and should be made payable to:
The Healthcare Association of New York State.

Publisher Approval

All advertising is subject to publisher approval. Advertisement content must be appropriate for newsletter. Publisher reserves the right to reject or cancel an advertisement or contract at any time. Publisher will immediately notify advertiser of said rejection or cancellation and will return any fees paid by advertiser.