



AJIC: American Journal of Infection Control

The leading journal in infection prevention



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By the Numbers



Print Circulation

15,273

Average Monthly Visits*

20,737

Average Monthly Pageviews*

23,991

Opt-in Email Subscribers†

41,055

*Adobe Analytics, averages of January-June 2022

†Amazon SES, averages of January-June 2022



Journal Overview



Editorial Direction

American Journal of Infection Control (AJIC) is the official publication of the Association of Professionals in Infection Control and Epidemiology (APIC), a multi-disciplinary international organization. *AJIC* publishes peer-reviewed articles and original research across the broad field of infection prevention, control and epidemiology, including quality management, occupational health, patient safety, and disease prevention. The *Journal* also publishes recommended practices, guidelines and policies.

Established	1972
Issuance	12 times per year
Circulation	15,273
Impact Factor*	4.303
Website	www.ajicjournal.org

Editor-in-Chief

Patricia W. Stone, PhD, RN, FAAN, CIC

Pat Stone is the Centennial Professor of Health Policy at Columbia University School of Nursing. She earned her PhD from the University of Rochester in 1997 and completed post-doctoral training at Harvard University in 1999. Dr. Stone conducts rigorous comparative effectiveness research to improve the quality of care for older adults and prevent healthcare associated infections. Dr. Stone has studied best practices in infection prevention and control in hospitals, nursing homes and home health settings across the United States. She is also studying the integration of infection management and palliative at the end-of-life in nursing homes. Dr. Stone's program of research has been federally funded for over 20 years and the results have been disseminated in over 200 peer reviewed publications in high impact journals, which



have been cited over 15,000 times. These articles have contributed to policy changes and have been referenced in important policy documents authored by ANA, APIC, CDC, CMS, and Joint Commission. While Dr. Stone maintains an active program of research, her passion is mentoring the next generation of scientists how to lead interdisciplinary research teams to generate knowledge and influence health policy with the ultimate goals of improving safety of patients and population health.

Society Affiliation

Association for Professionals in Infection Control and Epidemiology

Market

Infection preventionists (IPs), administrators, hospital epidemiologists, risk managers, occupational health professional and patient safety personnel. This includes nurses, physicians, microbiologists, sanitarians, researchers, and others involved in infection control who work in acute care, long term care, home health and public health settings.



*Journal Citation Reports, Clarivate Analytics, 2021

Journal Readership

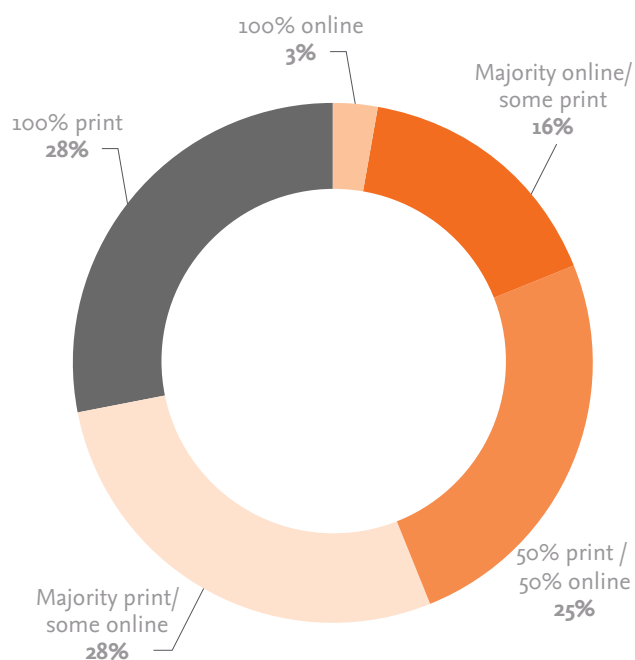


Maximize your reach to Infection Preventionists (IPs)

AJIC Print vs. Online Readership

Which of the following best describes your current journal media reading habits?

97% Print Readers



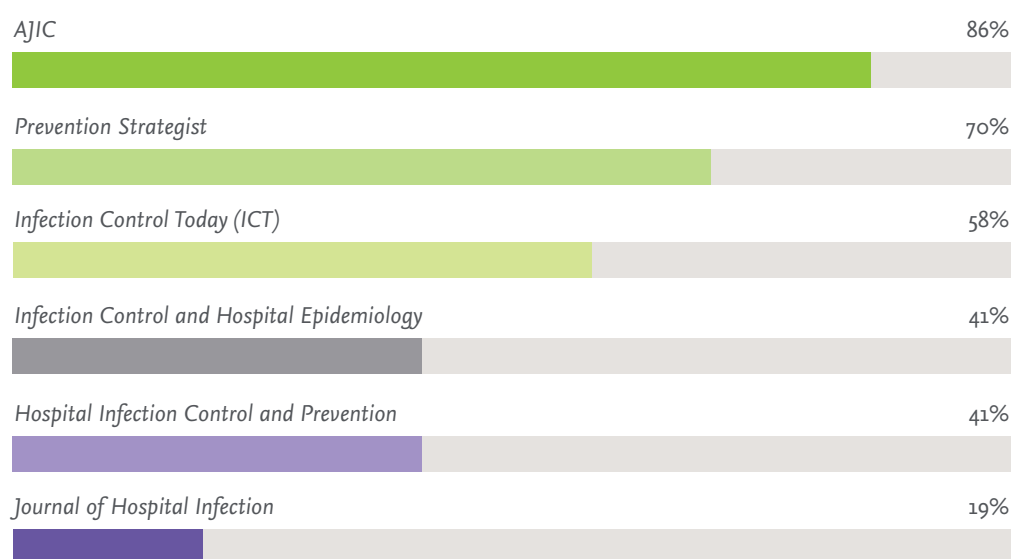
*Signet Research, Readership Study, October 2021

Journal Readership (continued)



How often do you read (includes regularly and occasionally)?

AJIC Reader Value

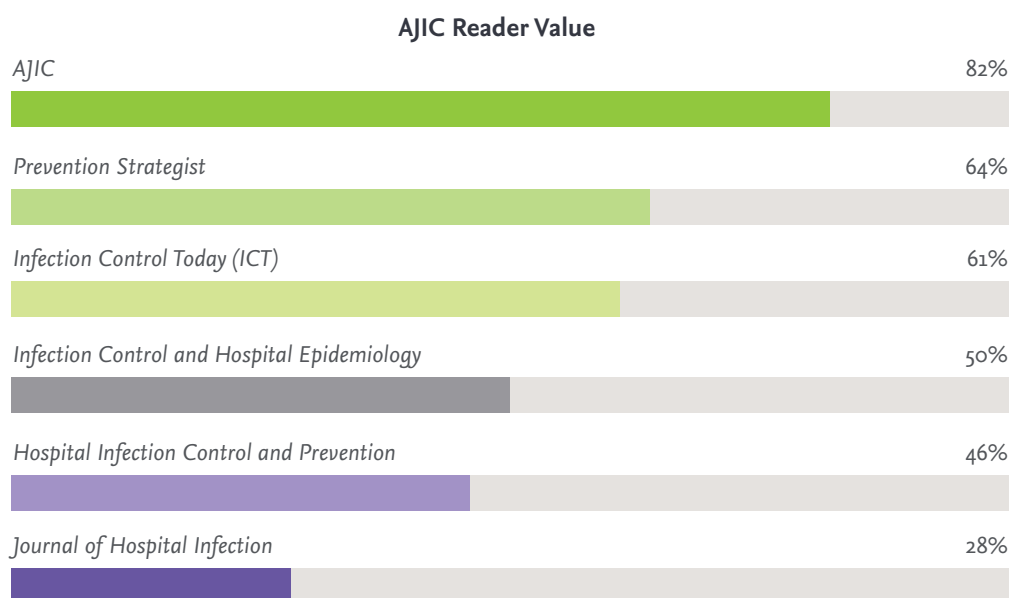


*Signet Research, Readership Study, October 2021

Reader Value



AJIC is considered more valuable than any other infection prevention publication



Plus...

- 58% of AJIC readers took one or more actions as a result of seeing ads in the journal.
- 88% of AJIC readers say clinical studies and original research are either important or very important in influencing their work and decision making.
- 80% of AJIC readers say AJIC journal content influences practice.



*Signet Research, Readership Study, October 2021

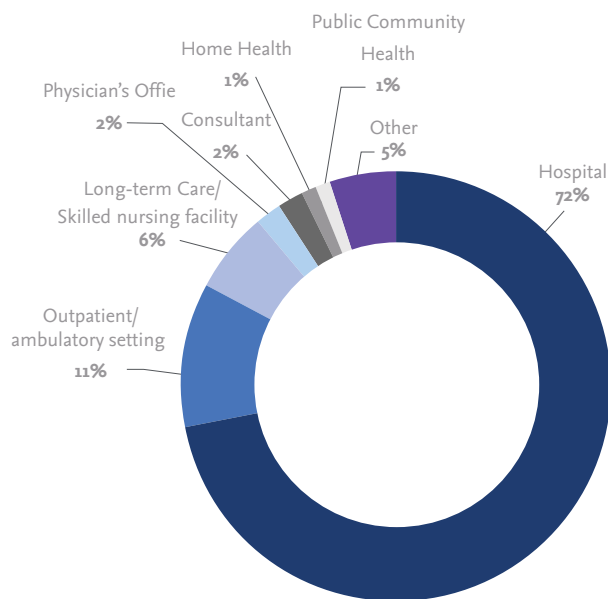
Reader Demographics



Reach Infection Preventionists (IPs) in all employment settings

Employment Setting

What best describes your primary employment setting?



Professional Designation

What are your professional designations?

RN	74%
CIC	57%
Other	20%
MPH	14%
MT (ASCP)	9%
FAPIC	6%
LPN	3%
APN	2%
MD	1%
NP	1%
PhD	-
None of the above	-



*Signet Research, Readership Study, October 2021

Reader Demographics (continued)

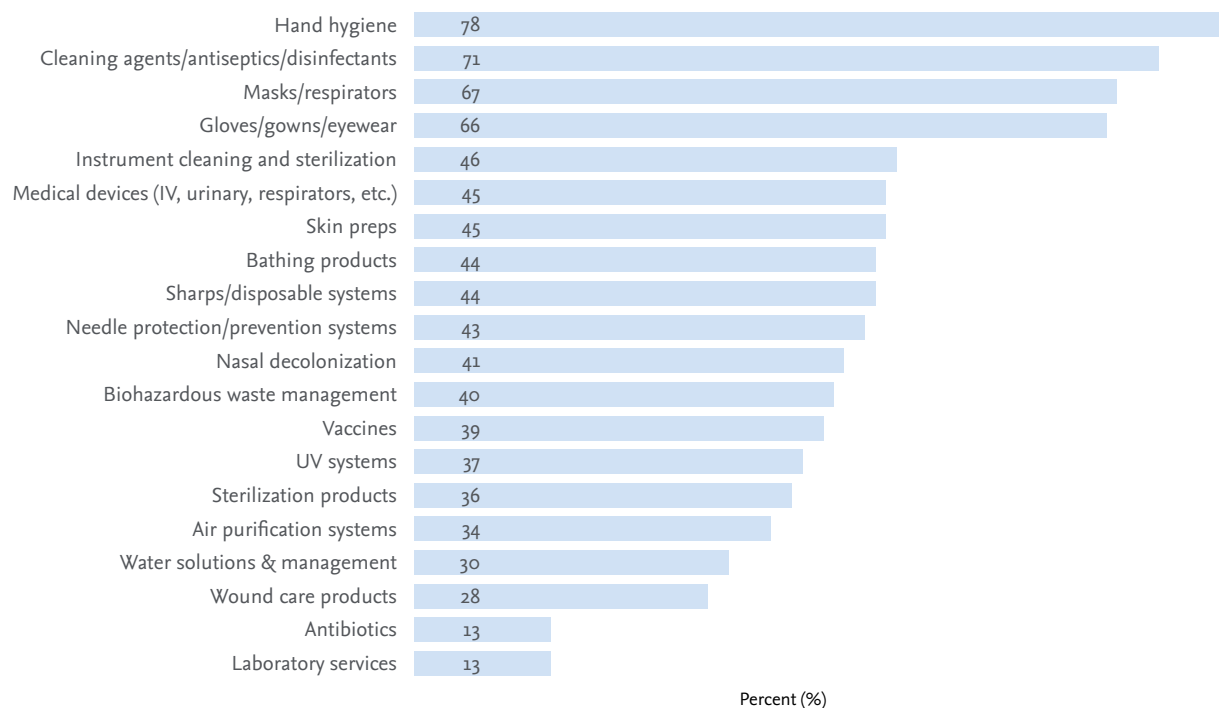


AJIC readers are key purchasing decision makers

Purchasing Involvement

For which of the following are you involved in recommending, advising, or approving purchases for your organization?

84% of AJIC readers
are involved in purchasing!



*Signet Research, Readership Study, October 2021

Issue Calendar & Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
51/1	January 2023	12/1/22	12/6/22	12/13/22
51/2	February 2023	12/29/22	1/4/23	1/11/23
51/3	March 2023	1/30/23	2/2/23	2/9/23
51/4	April 2023	3/2/23	3/7/23	3/14/23
51/5	May 2023	3/31/23	4/5/23	4/12/23
51/6	June 2023	5/2/23	5/5/23	5/12/23
51/7	July 2023	6/2/23	6/7/23	6/14/23
51/8	August 2023	6/29/23	7/6/23	7/13/23
51/9	September 2023	8/2/23	8/7/23	8/14/23
51/10	October 2023	8/31/23	9/6/23	9/13/23
51/11	November 2023	10/2/23	10/5/23	10/12/23
51/12	December 2023	10/30/23	11/2/23	11/9/23



Print Rates



Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,755	\$2,795	\$2,120
3x	\$3,735	\$2,785	\$2,115
6x	\$3,565	\$2,730	\$2,065
12x	\$3,505	\$2,660	\$2,030
18x	\$3,460	\$2,635	\$2,015
24x	\$3,385	\$2,610	\$2,000
36x	\$3,355	\$2,585	\$1,970

Color Rates

Standard Color	\$840
Matched Color	\$905
Metallic Color	\$1,195
4 Color	\$1,990

Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

Cover Tips

\$18,200 Net

Outserts

\$18,690 Net

Applicable taxes may apply



ELSEVIER

*All ads must go through an approval process.

Journal Website Banner Advertising (ROS)



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message

and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Homepage

Leaderboard, top (desktop/tablet)	728 x 90
Leaderboard, top (mobile only)	320 x 50

All Other Pages

Leaderboard, top	728 x 90
Skyscraper, right side	160 x 600
Medium Rectangle, right side	300 x 250

Leaderboard Sticky Banner

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

Monthly Metrics*

www.ajicjournal.org

Pageviews	40,093
Unique Visitors	16,391
Visits	20,737

Rate

\$115 CPM



*Adobe Analytics: Average of January-June 2022

Journal Website Banner Advertising (cont'd)



Prestitial Advertising

- Ad displays at page load
- Auto Closes after 7 seconds
- Ad can be clicked off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

Banner Positions

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

Monthly Metrics*

US Banner Impressions	3,000
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Rate

\$1,250 NET CPM



*Adobe Analytics: Average of January-June 2022

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *American Journal of Infection Control*, providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

AJIC site eTOC email

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

MPU banners, positions 1, 2, 3, are stacked vertically

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable

Metrics*	
Opt-in Distribution	38,038
Average Open Rate	11.4%

Rate	
Leaderboard	\$3,250 Net/banner
Rectangles	\$3,000 Net/banner



*Epsilon: July 2021

Article-In-Press Email Alerts



Each month, AJIC sends out an average of 10 article-in-press email alerts to a separate list of opt-in subscribers.

Rate

\$3,000/Month

2-Consecutive Month Minimum

Metrics*

Opt-in Distribution	1,300
Average Open Rate	18%

Banner Positions (2 available)

Leaderboard	728 x 90
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+ Select one of these other two sizes:

Skyscraper (right side)	160 x 600
Medium Rectangle (bottom)	300 x 250



*Epsilon: July 2021

Meeting Issues



APIC 2023

June 26-28, 2023 (Orlando, Florida)

AJIC

June 2023



Please Note: Meeting Issues subject to change
Please contact your Sales Representative prior to finalizing your media plan.

Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

Packaging

- Resizing: Pocket/Digest
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



Reprint Capabilities (continued)



ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints. Visit us at medreprints.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process





Journal Website Banner Ads

Creative Sizes

Leaderboard

728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Skyscraper

160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

Large Rectangle

300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



*Generic list of non-content pages available upon request though will vary by journal

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



[†]Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard	728 x 90
Large Rectangle	300 x 250

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No



Print Media



Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-5/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media (continued)



- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media (continued)



Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address

Publishers Press

American Journal of Infection Control
LSC Communications
121 Matthews Drive
Senatobia, MS 38668
Attn: Elsevier Team

Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Contacts



Integrated Advertising

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Email: leslie.ringe@gmail.com

Visit www.elsmediakits.com to view other media kits and rate cards.

Contracts, Insertion Orders & Production Materials

John Marmero

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3657

Email: j.marmero@elsevier.com

Send new print ad files and submit pickup ads to
www.ads4els.com

Recruitment & Classified Advertising

Alexis Graber

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 201-466-7794

Email: a.graber@elsevier.com

