



The Alabama

## Pediatrician

official publication of the Alabama Chapter of the American Academy of Pediatrics

Alabama Chapter-  
American Academy of Pediatrics  
19 S. Jackson St.  
Montgomery, AL 36104  
Phone: 334-954-2543  
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[www.alaap.org](http://www.alaap.org)

Executive Director: Linda P. Lee

### STATEMENT OF PURPOSE

The **Alabama Pediatrician** is dedicated to providing balanced, accurate and newsworthy information to Alabama pediatricians about current issues in pediatrics and the actions of the Alabama Chapter of the American Academy of Pediatrics. Articles and notices cover organizational, economic, political, legislative, social, and other medical activities as it relates to the specialty of pediatrics. The content is structured to challenge, motivate, and assist pediatricians in communicating with parents, colleagues, regulatory agencies, and the public.

### ACCEPTABILITY OF ADVERTISING

All products and/or services to be considered for advertising must be related to, effective in, or useful for the practice of medicine and more specifically the specialty of pediatrics. All drugs, instruments and equipment must be approved by the Federal Food and Drug Administration and the advertisements must conform to all Federal regulations. The AAP does not claim any responsibility for the contents of advertising and the acceptance of advertising does not in any way constitute endorsement or approval by the Chapter or the Academy of a product, service, or company. The Alabama Chapter-AAP reserves the right to reject or cancel any advertising. All advertising copy is subject to approval by the Editor.

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# Pediatrician Advertising Information 2023 & 2024

## 2023 & 2024 CIRCULATION

Currently, **The Alabama Pediatrician** is mailed to over 880 pediatrician members of the Alabama Chapter and specific issues of the publication are periodically distributed to Alabama legislators, the media, children's advocacy groups, and at local and regional meetings.

## FREQUENCY OF PUBLICATION

**The Alabama Pediatrician** is a quarterly newsletter. The months of publication may vary and the newsletter may be delayed based on activities of the Chapter. Scheduled months for mailings are February, May, August, and November. Check with the Alabama Chapter-AAP office for changes and to verify print date.

## CLOSING DATES FOR SPACE (dates are subject to change)

The deadlines for advertising are:

First Issue: January 1

Second Issue: April 1

Third Issue: July 1

Fourth Issue: October 1

Issues mail during the following month.

Advertising accepted on a first-come, first-served basis.

## ADVERTISING RATES for 2023 & 2024

### DISPLAY ADVERTISING

Full page (7 ½ x 10)..... \$750.00

½ page outside panel (premium position) (7 ½ x 4 ¾)....\$700.00

½ page (7 ½ x 4 ¾).....\$525.00

**\*Advertisers committing to space in four consecutive issues will receive a 15% discount.**

### INSERTS

Availability is limited; minimum fee is \$1,000 plus cost of insert. Consult the Chapter for more details.

## PRINTING AND MECHANICAL REQUIREMENTS

**The Alabama Pediatrician** is 8 ½ x 11 inches. It is published on matte coated paper and runs 16 pages. Printing method: Offset.

Only black and white, camera-ready advertising is accepted; electronic format (pdf, QuarkXPress, InDesign, eps, tiff) strongly preferred. All others will be subject to a typesetting/layout charge. Halftone Screen: 150 line.

## INSERTION ORDER

Please complete the attached insertion order and return to: Jill Powell, [jpowell@alaap.org](mailto:jpowell@alaap.org) or fax: 334-269-5200.

## MAILING INSTRUCTIONS

E-mail electronic files to: Jill Powell at [jpowell@alaap.org](mailto:jpowell@alaap.org). Mail disks to: **The Alabama Pediatrician**, Alabama Chapter of the American Academy of Pediatrics, 19 S. Jackson St., Montgomery, AL 36104.


## QUESTIONS?

Call Jill Powell at 334-954-2530 or email [jpowell@alaap.org](mailto:jpowell@alaap.org)

The Alabama  
**Pediatrician**

The official publication of the  
 Alabama Chapter-  
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**2023 & 2024 Advertising**

<b>Advertising Agency</b>		 <b>OR</b>	<b>Advertising Client</b>	
<b>Company Name</b>		<b>Company Name</b>		
<b>Contact</b>		<b>Contact</b>		
<b>Address</b>		<b>Address</b>		
<b>City/State/Zip</b>		<b>City/State/Zip</b>		
<b>Phone</b>		<b>Phone</b>		
<b>FAX</b>		<b>FAX</b>		
<b>E-mail</b>		<b>E-mail</b>		

To whom should the invoice be sent?  Advertiser  Agency

Quarterly issues in which you wish to advertise	Ad Size	Instructions	Rate	Discount 15%	Net
Third Issue 2023					
Fourth Issue 2023					
First Issue 2024					
Second Issue 2024					
Third Issue 2024					
Fourth Issue 2024					
First Issue 2025					

By signing this insertion order, I, the undersigned, understand and agree to the terms and conditions of advertising with the Alabama Chapter of the American Academy of Pediatrics as presented in this form and on the accompanying Advertising Information sheet. I also authorize the insertion of said advertising on behalf of the client and/or advertising agency listed on this document.

Date		Title	
Name		Signature	

Please return this form and your advertising materials to: Jill Powell, Alabama Chapter, American Academy of Pediatrics, [jpowell@alaap.org](mailto:jpowell@alaap.org); FAX: 334-269-5200; Mail: 19 S. Jackson St., Montgomery, AL 36104. Questions: Call 334-954-2530.