

2024 Media Kit

Position **your organization**
in front of scientists and researchers
in tropical medicine/global health.

Who We Are

Founded in 1903, ASTMH is the **largest international scientific organization of experts dedicated to reducing the worldwide burden of tropical infectious diseases and improving global health.** ASTMH accomplishes this through generating and sharing scientific evidence, informing health policies and practices, fostering career development, recognizing excellence, and advocating for investment in tropical medicine/global health research. Year-round activities include the following:

- **4,500+ members** who hail from over **100 countries.**
- **Five** member-led **sub-groups** that provide unique fora for members to engage in core scientific, educational, advocacy and policy issues with colleagues.
- The **American Journal of Tropical Medicine and Hygiene** is **published monthly.** Special supplemental issues are also available. *AJTMH* uses Altmetrics to track and collate all mentions of an individual article on social media, blogs, news outlets, policy documents, and more.
- **Annual Meeting** attended by **4,500+**, next held November 13–17, 2024 in New Orleans, Louisiana, United States of America.
- **GO TropMED**, the ASTMH **Global Online** Tropical Medicine Education website.

Articles published in *AJTMH* receive an Altmetrics donut that creates an "attention score."



Facts and Figures

ASTMH MONTHLY NEWS:

More than **22,900** tropical medicine/global health subscribers to receive the ASTMH News each month.

AJTMH:

21% of manuscript submissions from the USA
79% of manuscript submissions from outside of the USA

astmh.org WEBSITE :

279,000 Home Page Users
993,000 Page Views

ajtmh.org WEBSITE :

80,000 Users per month

ASTMH/AJTMH
on Social Media

38,000
FOLLOWERS

21,300
FOLLOWERS
@ASTMH @AJTMH

8,600+
FOLLOWERS

966
SUBSCRIBERS

Advertising Opportunities

DIGITAL BANNER SPONSORSHIP: ASTMH Website

Raise your visibility when you sponsor a digital banner ad on the ASTMH home page. You will be recognized at the bottom of the digital banner ad.

PRICING:

\$7,500 US for one month



DIGITAL BANNER AD: Monthly ASTMH News

The ASTMH News features key Society updates, plus topline summaries of tropmed/global health policy and resources. Your prominently placed graphic ad with a link to your website will be delivered to **99%+** of our **22,000 readers**. The open rate ranges from 32% - 48%.

PRICING:

\$3,500 US for one ad/one month December – August

\$5,500 US for one ad/one month September-October-November 2024
(Annual Meeting-related newsletters).

WHERE: the advertising will appear under the newsletter index, and above the first story

LINK: ad can link to the URL of your choice

DISTRIBUTION DATE: the 15th of each month

NEWSLETTER MONTHLY OPEN RATE: 32%

MAXIMUM NUMBER OF ADS PER MONTH IN THE NEWSLETTER: 2

DISCLAIMER LINE: Underneath the ad, a small italicized line will state, "This is a paid advertisement."

PRINT AD: AJTMH Print Edition

PRICING:

	Full-Page 8.5" x 11"	Half-Page 8.5" x 5.5"	Quarter-Page 4.25" x 5.5"
Black and White	\$985 US	\$745 US	\$300 US
Full Color	\$1,765 US	\$1,525 US	\$1,080 US

SURCHARGE FOR PREMIUM COVER POSITIONS: \$50 US per page

(the inside back cover and the outside back cover, are the two premium cover positions).

DISTRIBUTION: 100 – 200 per month, largely to academic institutions

INSERTS: 2-page insert: 2x black & white rate; 4-page insert: 4x black & white rate



DIGITAL AD: AJTMH WEBSITE

PRICING:

\$400 US for one month's placement

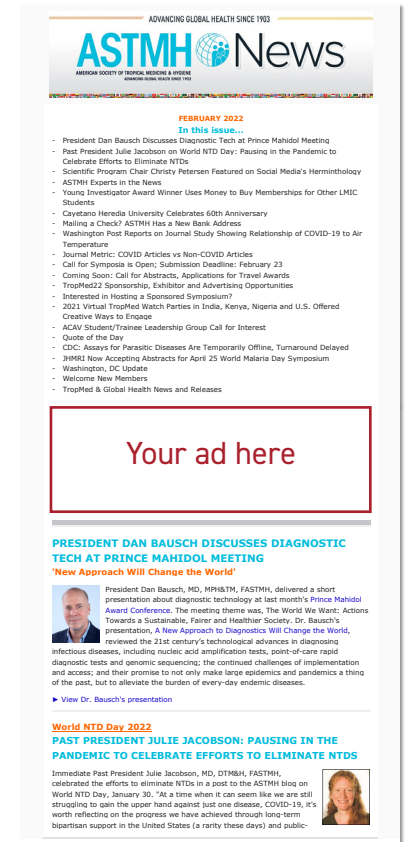
\$650 US for two months' placement

WEBSITE VISITORS: the *Journal* receives an average of **80,000** global visitors each month

WHERE: placement on the article level online journal page

All ads are subject to the approval of ASTMH and/or AJTMH.

May 2024



Questions?

Contact Rebecca Hamel at rhamel@astmh.org for more information or to place an ad.