

Media Kit

2026



PREVENTION STRATEGIST

A PUBLICATION OF
THE ASSOCIATION FOR
PROFESSIONALS IN
INFECTION CONTROL
AND EPIDEMIOLOGY
REDUCING THE RISK
OF INFECTION
www.apic.org

SPRING 2025 | vol. 18 issue 1



+ Adult Blood Culture Contamination Rate: A National Quality Measure for Diagnostic Stewardship

+ New IP Competency White Paper? Here's What's Next

+ Keynote Speakers at the 2025 APIC Annual Conference and Exposition

About APIC

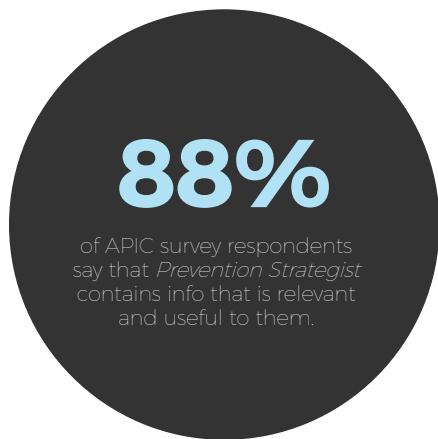
The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading professional association for infection preventionists (IPs) with more than 15,000 members. Our mission is to create a safer world through the prevention of infection.

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.

Prevention Strategist Magazine

Showcase your company to an influential group of professionals in infection prevention. This quarterly publication provides members with evidence-based strategies and practical guidance from leading experts to help prevent infection. Don't miss your chance to reach these key decision-makers.



“The timeliness of articles and topics covered in the *Prevention Strategist* are valuable tools in keeping our practice up to date and fosters IP innovation.”

- Susanna Hernandez, BSN RN CIC Methodist Hospital Stone Oak

Magazine Overview

Target Audience:

Infection preventionists, healthcare leaders, clinicians, epidemiologists, public health professionals, and solution providers who support infection prevention and control across hospitals, health systems, long-term care, and other healthcare environments.

CIRCULATION:

15,000 Per Issue

FREQUENCY:

Quarterly

Publisher:

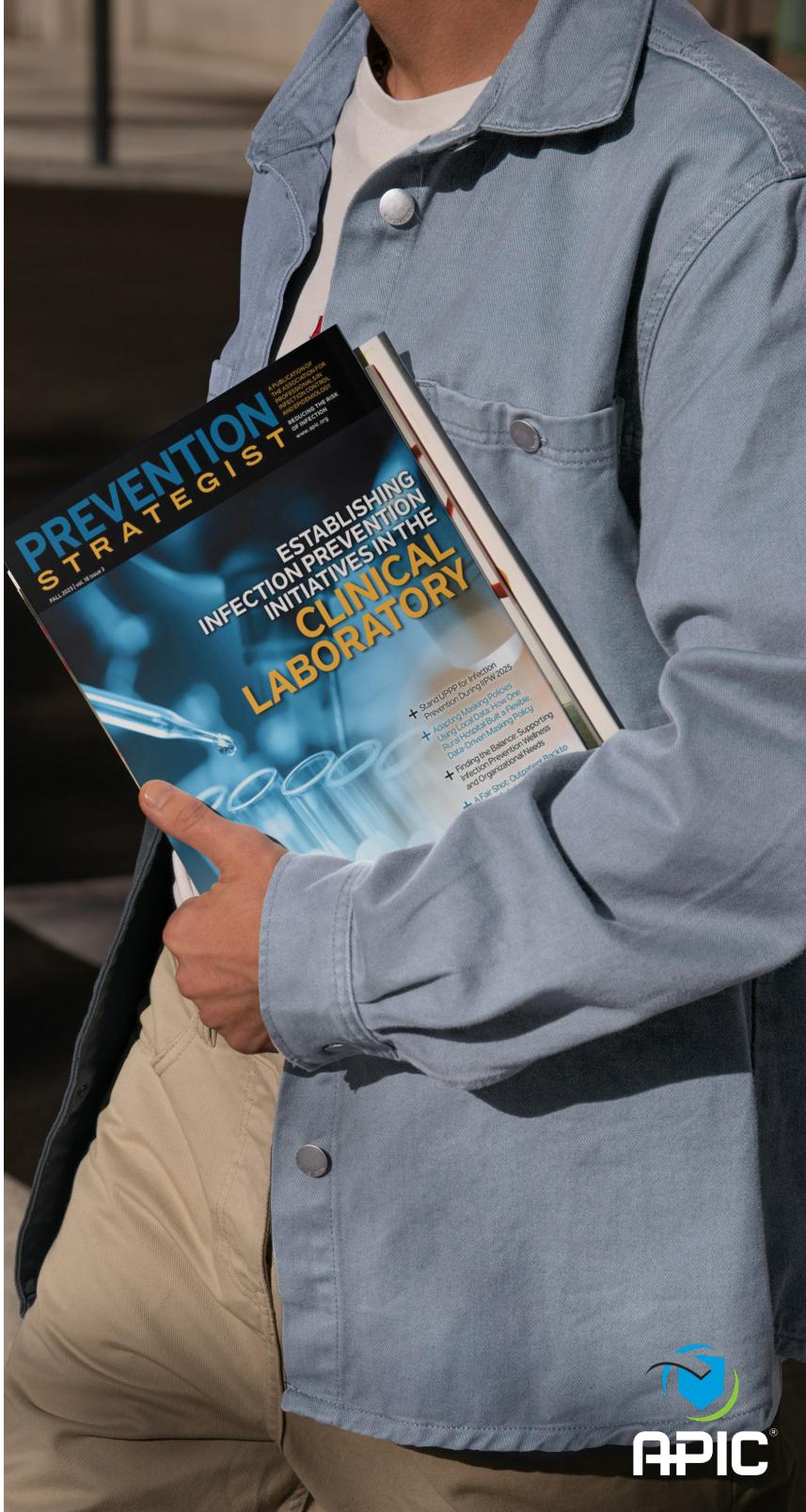
APIC & Tulip Media Group

2026 Publication Schedule

| ISSUE | SPACE DEADLINE | MATERIAL DEADLINE | MAIL DATE |
|--------|----------------|-------------------|-----------|
| SPRING | 1/16/26 | 1/28/26 | 4/3/26 |
| SUMMER | 3/27/26 | 4/10/26 | 6/12/26 |
| FALL | 7/3/26 | 7/13/26 | 9/14/26 |
| WINTER | 10/2/26 | 10/19/26 | 12/16/26 |

Strategic Partners

Special discounted rates are available for APIC Strategic Partners; please inquire for more information.



Advertisorial Sponsored Content

Position your company as a thought leader and solution provider in the industry! Draw attention to a recent research study, infographic, white paper or in-depth blog post by publishing in *Prevention Strategist*. This exclusive opportunity educates our members regarding the benefits of using your product or service, while also improving the credibility of your company among leaders in the industry.

Advertisorial opportunities are paid advertising messages that go beyond the traditional display ad or photo spread. These are educational articles written with the intent on a subject of interest to publication readers. Your content will be placed next to your ad (if applicable) to draw attention to your company's products and services.

*APIC will have final approval of advertorial/sponsored content.

Rates are net and per insertion.

Reservation is on a first-come, first-served basis.

Current Net Rates

| | 1X | 3X |
|-----------------------|------------|------------|
| DOUBLE PAGE SPREAD | \$8,019.50 | \$7,619.50 |
| FULL PAGE ADVERTORIAL | \$5,639.50 | \$5,359.50 |



Print Display Advertising

Reach the leaders shaping infection prevention across healthcare. *Prevention Strategist* connects your brand with more than 15,000 infection preventionists, clinicians, epidemiologists, public health professionals, and healthcare decision-makers.

This quarterly publication delivers evidence-based guidance from industry experts, making it a trusted resource for evaluating new products and solutions. Advertising in *Prevention Strategist* places your message alongside respected editorial content, elevating your credibility and helping you stand out to key decision-makers across hospitals, health systems, and long-term care settings.

Current Net Rates

| | 1X | 3X |
|-----------------------|------------|------------|
| DOUBLE PAGE SPREAD FC | \$7,469.50 | \$7,099.50 |
| FULL PAGE FC | \$5,089.50 | \$4,839.50 |
| 2/3 PAGE FC | \$4,499.50 | \$4,269.50 |
| 1/2 PAGE FC | \$3,729.50 | \$3,539.50 |
| 1/3 PAGE FC | \$3,349.50 | \$3,179.50 |
| 1/4 PAGE FC | \$2,979.50 | \$2,829.50 |
| 1/6 PAGE FC | \$2,329.50 | \$2,209.50 |

Premium Position Upcharges

CENTERSPREAD – 15%

INSIDE BACK COVER – \$340.00

INSIDE FRONT COVER – \$340.00

OPPOSITE INSIDE FRONT COVER – 15%

OUTSIDE BACK COVER – \$520.00



Direct Mail

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.

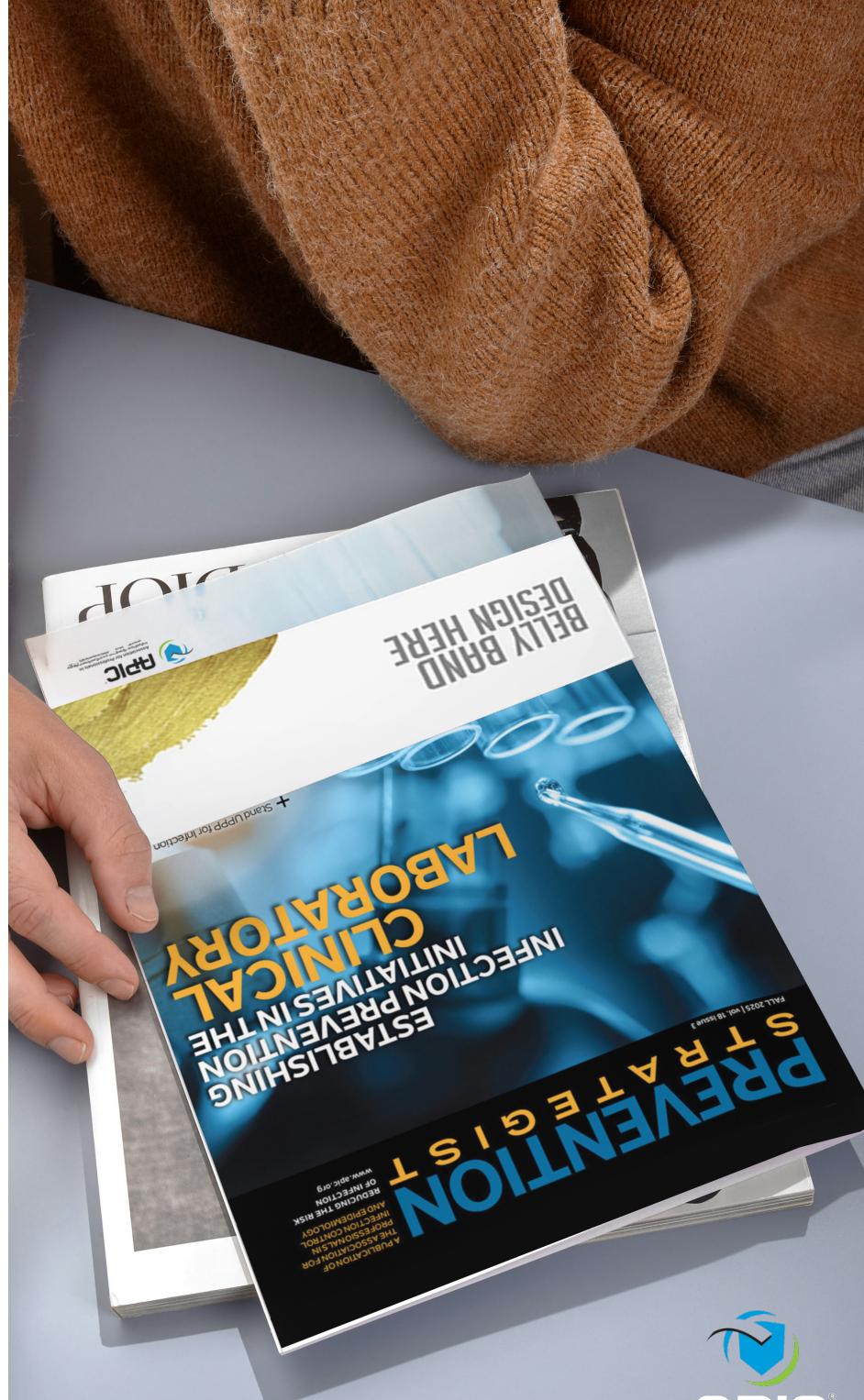
Both the belly band and direct-mail piece are exclusive opportunities, as one of each will be sold per issue, pending association approval.

Additional mechanical charges may apply (belly band, inserts, gatefolds). Sales representative will confirm net rates (insertion rate plus mechanical charge).

Reservation is on a first-come first-served basis.

Current Net Rates

| | X1 |
|------------------|-------------|
| 2 PAGE/4 SURFACE | \$16,500.00 |
| 1 PAGE/2 SURFACE | \$11,550.00 |
| BELLY BAND | \$9,000.00 |



Digital Edition

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

FORMATS AVAILABLE TO READERS:

- Reader view (default): The HTML5-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.

In-Magazine Digital Options (HTML reading view)

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

HTML5 Ad

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 Insert / Outsert

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

Current Net Rates

HTML5 AD

\$3,850.00

LARGE INSERT

\$3,080.00

MEDIUM INSERT

\$2,750.00

1 LEADERBOARD

\$2,640.00

2 RECTANGLE

\$2,640.00

EBLAST BANNER

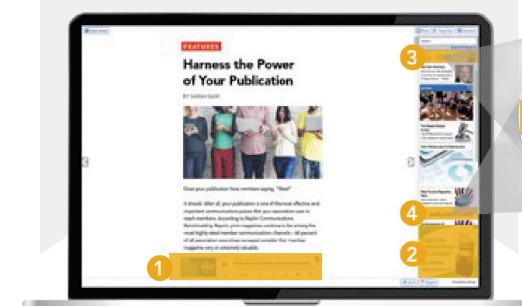
\$2,200.00

3 TOP TOC MOBILE BANNER

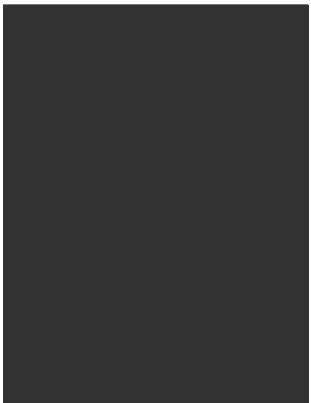
\$1,380.00

4 2ND TOC MOBILE BANNER

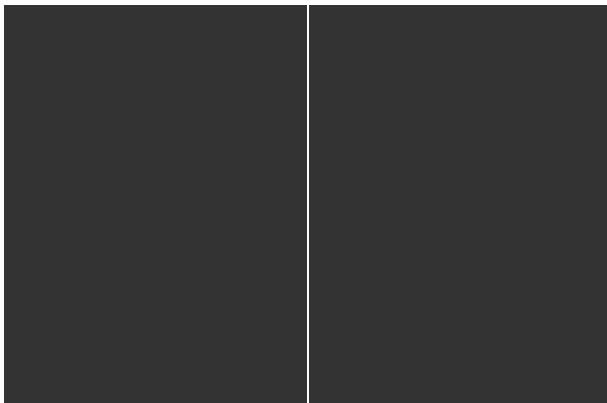
\$1,210.00



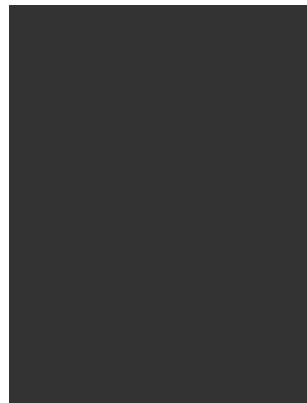
Advertisement Specs



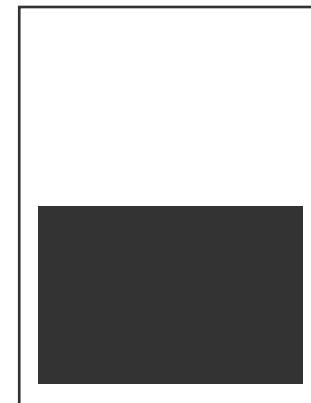
Full Page
B - 8.625" x 10.75"
L - 8.375" x 10.5"



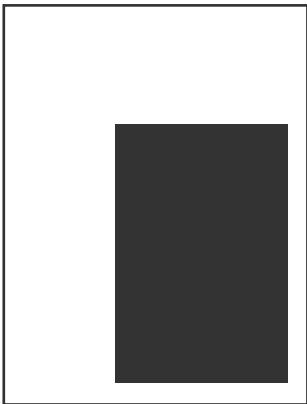
Double Page Spread
B - 17" x 10.75"
L - 16.75" x 10.5"



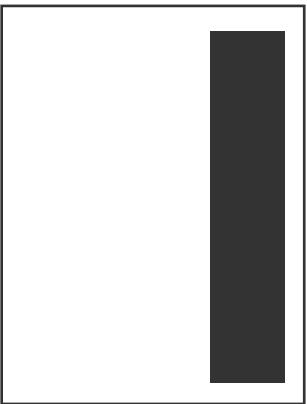
Back Cover
B - 8.625" x 10.75"
L - 8.375" x 10.5"



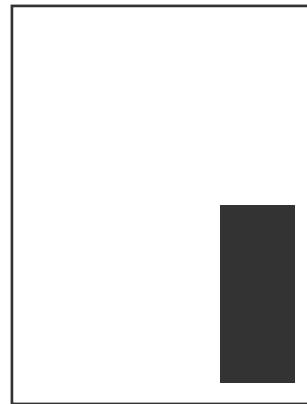
Half Page Horizontal
B - No Bleeds
L - 7.625" x 5.0"



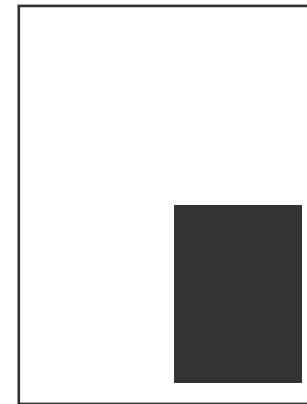
2/3 Vertical
B- No Bleeds
L - 4.8 in" x 7.2"



1/3 Vertical
B- No Bleeds
L - 2.29" x 10.125"



1/6 Vertical
B- No Bleeds
L - 2.29" x 5.0"



Quarter Page
B- No Bleeds
L - 3.75" x 5.0"

FILE REQUIREMENTS:

- Digital files must be 100% ad size (see dimensions above).
- Colors: All images and colors must be CMYK process colors. No spot colors or RGB.
- Resolution: 300 dpi.

B = BLEED

L = LIVE AREA

TEXT SAFE AREA = .25" ON ALL SIDES

Production Specs

PRINT ONLY

For ad material proofs, questions and updates, please contact:

Taylor Parker • taylor@adboomadvertising.com

All submitted material must be supplied in a high resolution, CMYK, PDF format. The resolution of the file should be 300 DPI to ensure its high-resolution format is met. This applies to the final PDF file and any of the images and/or art present in the file. The publisher does not accept liability for any files submitted in a format that does not meet these specifications.

This publication is printed through a 4-color process. All shipping expenses are the responsibility of the advertiser. The publisher does not accept liability for ad produced in error when a contact for proof is not supplied. The publisher does not accept liability for advertisements supplied by, or approved by (client requested assembly ads) the advertiser.

Any manipulation or creative design needed will be communicated to the advertiser before any work commences.

Advertisers will be required to sign off on a digital proof of their ad prior to actual production of the publication.

Faxed copies or scanned artwork do not qualify as camera-ready artwork.

PRODUCTION CONTRACT

1. Rates are subject to change every calendar year based on distribution numbers.
2. The publisher is not bound by any conditions printed, or otherwise appearing on contracts or copy instructions, when such conflict with the terms of this rate card. The publisher does not recognize verbal agreements.
3. The Advertiser assumes full responsibility for the contents of ad submitted to the publisher. The advertiser will be held responsible for any claims made against the publisher for publishing the ad(s) submitted. As such, the publisher of the magazine reserves the right to refuse any copy that the publisher deems unsuitable for the publication. The publisher will not be held liable for refusing to publish any ad or for any errors in any ad after having been proofed by the advertiser or if the ad was submitted too late for a proof by the advertiser.
4. The publisher will not be subject to liability for failure to publish and/or circulate part of or all the entirety of any issue and failure to publish and/or circulate part of the entirety of any issue on time because of strikes, work stoppages, any accidents (deemed minor or major), unpredictable events which may halt or delay production, Acts of God and other circumstances that are outside the control of the publisher.
5. All submitted proofs and ad will be destroyed by the publisher within three months, unless requested by the advertiser.
6. Until ad fees have been paid, the publisher assumes copyright ownership of the ad in its entirety.
7. Ad space is for the sole use of the advertiser. The advertiser may not sell nor give the space to a third party.
8. The publisher reserves the right to void any contract if the first insertion is not placed within two issues of the date of the contract.
9. Cancellations will not be accepted after the space closing date.
10. The publisher does not accept liability for ad produced in error when a contact proof is not supplied. The publisher does not accept liability for ad supplied by, or approved by (client requested assembly ads) the advertiser.
11. The publisher cannot guarantee specific ad placement in magazine.



APIC.ORG

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