

ALLERGY AND ASTHMA PROCEEDINGS

The Official Journal of Regional, State & Local Allergy, Asthma and Immunology Societies (RSLAAIS)
and American Association of Certified Allergists (AACA)

General Advertising Information 2018

Allergy & Asthma Proceedings

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EDITORIAL

• Allergic rhinitis

REVIEWS

• The natural history of childhood-onset asthma
• Literature review: Best new articles in the specialty of Allergy, Asthma, and Immunology

ORIGINAL ARTICLES

• Special Focus: Allergic rhinitis

T helper (Th) cytokine production in adults with and without allergic rhinitis

Improved OCL with Olopatadine HCl treatment in SAR

Mast cell inhibitor R112 in a nasal challenge model

Comparison of desloratadine and fexofenadine in SAR

Allergic rhinitis, nighttime symptoms and sleep disturbance/apnea

Tranexamsone acetamide HFA nasal aerosol in PAR

Is the usage of intranasal glucocorticosteroids alone in SAR sufficient?

Expanding choices in intranasal steroid therapy

• Drug allergy against Cloxacillin, hydrocortisone and nitroglycerin

• Subacute Toxic Syndrome

• POPs Case: Infant with recurrent respiratory infections, failure to thrive, and elevated chloride levels

• Psoriasis & Psoriasis: Atopic dermatitis or Hypert IgE Syndrome?

www.allergyandasthma proceedings.com

The Official Journal of Regional, State, and Local Allergy, Asthma, and Immunology Societies (RSLAAIS)

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Key Features

- Impact Factor 2016 – 2.614
- Rapid publication of timely content
- Peer reviewed articles
- Targeted to the allergist & pulmonologist in clinical practice
- Contributions from > 50 Countries
- Indexed by NLM, PubMed/Medline
- >18,568 pages of archives online
- www.ingentaconnect.com/content/ocean/aap

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Online Advertising

Online advertising is available!
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Circulation

- *Allergy & Asthma Proceedings* is circulated to over 5,000 practicing physicians and institutions
- Electronic table of contents delivered by email to every allergist and pulmonologist in North America
- *The Proceedings* exhibits at the AAAAI meeting (March issue) & ACAAI Annual Meeting (September issue)
- ISSUANCE: Frequency: 6 times a year
Jan./Feb., Mar./Apr., May/Jun., July./Aug., Sep./Oct., Nov./Dec.
- EDITORIAL CONTENT: Features peer reviewed original manuscripts, clinical trials and reviews in allergy, asthma, and immunology including POPs Case Reports

Advertising Sales

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General Advertising Information 2018

Current B&W Rates

Effective January 2018:

	<u>1 Times</u>	<u>6 Times</u>	<u>12 Times</u>	<u>24 Times</u>	<u>36 Times</u>
1 page	\$1600	\$1525	\$1420	\$1350	\$1325
½ page	\$1045	\$995	\$920	\$850	\$825

Earned Rates: Based upon accumulated space during 12 month period. Upon request, parent company and subsidiaries are combined for accounting of earned rate.

Closing Dates for Space

<u>Month</u>	<u>Space Reservations</u>	<u>Ad Material</u>
Jan/Feb	11/27	12/4
Mar/Apr	1/29	2/5
May/June	3/26	4/2
Jul/Aug	5/28	6/4
Sep/Oct	7/30	8/6
Nov/Dec	9/24	10/1

Cancellations cannot be accepted later than one week after space reservation date. Publication set copy, one week before closing date.

AGENCY COMMISSION: 15%. Color changes and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extras are non-commissionable.

Inserts, Outserts and Tip-ons

2-page insert: 2 times earned B&W page rate
4-page insert: 4 times earned B&W page rate

Inserts due 30 days prior to the 1st issue month:
(Jan, Mar, May, Jul, Sep, Nov)

Back-up rates per page: one-half earned B&W page rate.
Larger units, gate-folds, die cuts: rates upon request.
Special handling charges, etc. for unusual insert handling,
rates available upon request

Business reply cards: earned B&W rate plus 10%

Outserts: \$1.15 per piece/per issue

Tip-ons: \$1.15 per piece/per issue.

Minimum Size: 4" x 5"
Maximum Size: 8" x 8"
Stock: 80lb. Maximum

Insert Requirements:

<u>2-Page insert</u>	<u>4-Page insert</u>
8 ½ " x 11 ¼ "	8 ½ " x 11 ¼ "

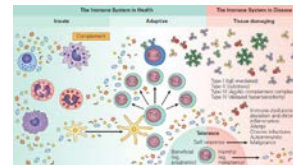
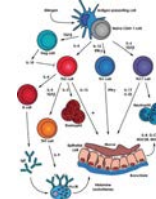
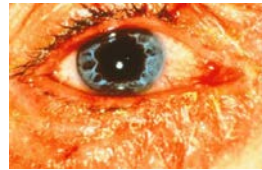
Stock: 70 lb. Minimum, 100 lb. Maximum,

Inserts to be supplied folded.

Trimming: 3/16 " off top, 1/8 " off bottom, gutter and outside edge. Quantity: 5,300

Color Rates

Standard color (AAAA red, blue, green, yellow, orange) rate per page	\$525
Matched color rate per page	\$605
3-4 color rate per page	\$1500
5 color rate per page	\$2100



Cover and Preferred Positions

	<u>Cover 2</u>	<u>Cover 3</u>	<u>Cover 4</u>
Earned B&W Rate plus	35%	15%	50%
First Edit: earned B&W rate plus 10%			
Opposite TOC: earned B&W rate plus 10%.			

Mechanical Requirements

<u>Unit Sizes</u>	<u>Safety/live material</u>		<u>Bleed</u>	
	<u>Width</u>	<u>Height</u>	<u>Width</u>	<u>Height</u>
Full Page	7 5/8"	10 3/8 "	8 3/8"	11 1/8"
½ Page vertical	3 ½"	10"		

Trim Sizes: Final trim size of publication: 8 1/8" x 10 7/8"

Halftone Screen: Covers, inside, 4-color process: 133 line screen.

Reproduction Requirements: Digital ads required

Paper Stock: 60 lb. Coated enamel

Type of Binding: Perfect

Disposition of Offset Material: Destroyed after 1 year

Copy Clearance: All inserts subject to approval by

Editors. Supply copy to Ad Production Department

prior to printing inserts. Approx. 3 weeks for approval

Classified Ads

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