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 (January issue) & ACAAI Annual Meeting (November issue)
• **ISSUANCE:** Frequency: 6 times a year January, March, May, July, September and November
• **EDITORIAL CONTENT:** Features peer reviewed original manuscripts, clinical trials and reviews in allergy, asthma, and immunology including POPs Case Reports

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• Rapid publication of timely content
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• Targeted to the allergist & pulmonologist in clinical practice
• Contributions from > 50 Countries
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General Advertising Information 2020

Current B&W Rates

Effective January 2020:

<table>
<thead>
<tr>
<th>Times</th>
<th>1 Page</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
<th>36 Times</th>
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<tr>
<td>Times</td>
<td>$1730</td>
<td>$1650</td>
<td>$1535</td>
<td>$1465</td>
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<tr>
<td>½ Page</td>
<td>$1130</td>
<td>$1075</td>
<td>$995</td>
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Earned Rates: Based upon accumulated space during 12 month period. Upon request, parent company and subsidiaries are combined for accounting of earned rate.

Color Rates

Standard color (AAA red, blue, green, yellow, orange) rate per page $540
Matched color rate per page $625
3-4 color rate per page $1545
5 color rate per page $2165

Closing Dates for Space

<table>
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<tr>
<th>Month</th>
<th>Space Reservations</th>
<th>Ad Material</th>
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<tr>
<td>January</td>
<td>11/27</td>
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<tr>
<td>March</td>
<td>1/29</td>
<td>2/5</td>
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<tr>
<td>May</td>
<td>3/26</td>
<td>4/2</td>
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<td>July</td>
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<tr>
<td>September</td>
<td>7/30</td>
<td>8/6</td>
</tr>
<tr>
<td>November</td>
<td>9/24</td>
<td>10/1</td>
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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.

Cover and Preferred Positions

<table>
<thead>
<tr>
<th>Earned B&amp;W Rate plus</th>
<th>Cover 2</th>
<th>Cover 3</th>
<th>Cover 4</th>
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</thead>
<tbody>
<tr>
<td>First Edit: earned B&amp;W rate plus 10%</td>
<td>35%</td>
<td>15%</td>
<td>50%</td>
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<tr>
<td>Opposite TOC: earned B&amp;W rate plus 10%</td>
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Mechanical Requirements

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<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 5/8”</td>
<td>10 3/8”</td>
</tr>
<tr>
<td>½ Page vertical</td>
<td>3 ½”</td>
<td>10”</td>
</tr>
<tr>
<td>Trim Sizes: Final trim size of publication:</td>
<td>8 1/8” x 10 7/8”</td>
<td></td>
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Half-tone 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

Insert Requirements:

2-Page insert
8 1/2” x 11 ¾”
Stock: 80 lb. Maximum
Inserts to be supplied folded.
Trimming: 3/16” off top, 1/8” off bottom, gutter and

-classified Ads

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