

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 2021

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 disodium cromoglycate and fexofenadine in SAR
Allergic rhinitis, nighttime symptoms and sleep disturbance/awakenings
Triamcinolone acetonide HFA nasal aerosol in SAR
Is the usage of intranasal glucocorticosteroids alone in SAR sufficient?
Expanding choices in intranasal steroid therapy
• Drug allergy against Cloxacillin, hydrocortisone and nitroglycerin
• Rubinstein-Taybi Syndrome
• POPs Case: Infant with recurrent respiratory infections, failure to thrive, and elevated chorionic levels
• Psoriasis, Psoriasis-Alopecia dermatitis or Hyper IgE Syndrome?

www.allergyandasthmaproceedings.com

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

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Key Features

- 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
- >21,300 pages of archives online

Digital Artwork

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(Pre-printed inserts and tip-ons)

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

Print and Online Advertising Sales

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General Advertising Information 2021

Current B&W Rates

Effective January 2021:

	<u>1 Times</u>	<u>6 Times</u>	<u>12 Times</u>	<u>24 Times</u>	<u>36 Times</u>
1 page	\$1730	\$1650	\$1535	\$1465	\$1430
½ page	\$1130	\$1075	\$995	\$920	\$890

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>
January	11/27	12/4
March	1/29	2/5
May	3/26	4/2
July	5/28	6/4
September	7/30	8/6
November	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

**Outserts: consult publishing representative for costs
**Tip-ons: consult publishing representative for costs

Minimum Size: 4" x 5"
Maximum Size: 7" x 7"
Stock: 80lb. Maximum

****Approval needed prior to printing**

Insert Requirements:

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

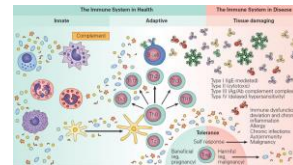
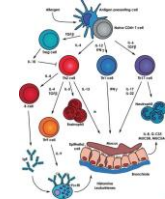
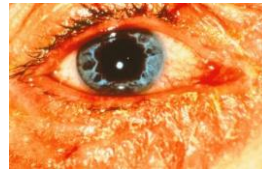
Stock: 80 lb. Maximum,

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	\$540
Matched color rate per page	\$625
3-4 color rate per page	\$1545
5 color rate per page	\$2165



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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