Circulation

• Allergy & Asthma Proceedings is circulated to over 5,000 practicing physicians and institutions
• Electronic table of contents delivered by email to allergists and pulmonologists throughout 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

Digital Artwork

Allergy and Asthma Proceedings
Attn: Isabel Castillo
c/o KnowledgeWorks Global LTD
Phone 717-285-6702
Isabel.Castillo@kwglobal.com
ftp.kwglobal.com
username: oceanside
password: ocean01

Pre-Printed Artwork

Allergy and Asthma Proceedings
Attn: Stephanie Metzger
c/o Intelllicor Communications
3575 Hemplain Rd.
Lancaster, PA 17601
Phone 717-285-6720
Cell 717-449-1687
Stephanie.Metzger@Cenveo.com
(Pre-printed inserts and tip-ons)

Established 1987: Guy A. Settipane, M.D.†
General Advertising Information 2021

**Current B&W Rates**

Effective January 2021:

<table>
<thead>
<tr>
<th>Times</th>
<th>1 Times</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
<th>36 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1730</td>
<td>$1650</td>
<td>$1535</td>
<td>$1465</td>
<td>$1430</td>
</tr>
<tr>
<td>½ page</td>
<td>$1130</td>
<td>$1075</td>
<td>$995</td>
<td>$920</td>
<td>$890</td>
</tr>
</tbody>
</table>

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 (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

**Closing Dates for Space**

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Reservations</th>
<th>Ad Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/27</td>
<td>12/4</td>
</tr>
<tr>
<td>March</td>
<td>1/29</td>
<td>2/5</td>
</tr>
<tr>
<td>May</td>
<td>3/26</td>
<td>4/2</td>
</tr>
<tr>
<td>July</td>
<td>5/28</td>
<td>6/4</td>
</tr>
<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>
</tr>
</tbody>
</table>

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, Outsers 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:**

- 2-Page insert: 8 ½ “ x 11 ¾ “
- 4-Page insert: 8 ½ “ x 11 ¾ “

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

**Cover and Preferred Positions**

- Earned B&W Rate plus 35% for Cover 2
- Earned B&W Rate plus 15% for Cover 3
- Earned B&W Rate plus 50% for Cover 4

First Edit: earned B&W rate plus 10%

Opposite TOC: earned B&W rate plus 10%.

**Mechanical Requirements**

<table>
<thead>
<tr>
<th>Unit Sizes</th>
<th>Safety/live material</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

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

**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

**Classified Ads**

**Contact:** Susan Colucci

**E-Mail:** susancolucci@oceansidepubl.com