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

Publisher
OceanSide Publications, Inc.
450 Veterans Memorial Parkway, #15
East Providence, RI 02914
(401) 331-2510 phone
(401) 331-0223 fax
URL: www.oceansidepubl.com
E-Mail: oceanside@oceansidepubl.com

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East Providence, RI 02914

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3800 Reservoir Road, NW
Washington, DC 20057

Key Features
• Rapid publication of timely content
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• Targeted to the allergist & pulmonologist in clinical practice
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• Indexed by NLM, PubMed/Medline
• >21,500 pages of archives online

Digital Artwork
Allergy and Asthma Proceedings
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Pre-Printed Artwork
Allergy and Asthma Proceedings
Attn: Stephanie Metzger
c/o Intellicor Communications
3575 Hempland Rd.
Lancaster, PA 17601
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Established 1987: Guy A. Settipane, M.D.†
www.allergyandasthmaproceedings.com
General Advertising Information 2021

**Current B&W Rates**

Effective January 2021:

<table>
<thead>
<tr>
<th></th>
<th>1 Times</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
<th>36 Times</th>
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<tbody>
<tr>
<td>1 page</td>
<td>$1730</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.

**Closing Dates for Space**

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<tr>
<th>Month</th>
<th>Space Reservations</th>
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<tbody>
<tr>
<td>January</td>
<td>11/27</td>
<td>12/4</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>
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<td>7/30</td>
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<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.

**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:**

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

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

**Mechanical Requirements**

<table>
<thead>
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<th>Safety/live material</th>
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<tr>
<td>Full Page</td>
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<td>10 3/8”</td>
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<tr>
<td>½ Page vertical</td>
<td>3 ½”</td>
<td>10”</td>
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Trim Sizes: Final trim size of publication: 8 1/8” x 107/8”
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**

Contact: Susan Colucci
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