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.

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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
- >22,700 pages of archives online

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Contact: James T Brady, Inc.
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General Advertising Information 2022

Current B&W Rates

Effective January 2022:

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<th>1 Times</th>
<th>6 Times</th>
<th>12 Times</th>
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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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<th>Month</th>
<th>Space Reservations</th>
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<td>January</td>
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<td>March</td>
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<td>November</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 4-Page insert
8 ½ “ x 11 ¾ “ 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

Color Rates

Standard color (AAAA red, blue, green, yellow, orange) rate per page $550
Matched color rate per page $640
3-4 color rate per page $1575
5 color rate per page $2210

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

Unit Sizes

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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
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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

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E-Mail: susancolucci@oceansidepubl.com