

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 2015

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 OOI with Olopatadine HCl treatment in SAR

Mast cell inhibitor R12 in a nasal challenge model

Comparison of desloratadine and fexofenadine in SAR

Allergic rhinitis, nighttime symptoms and sleep disturbance/awake

Triamcinolone acetonide HFA nasal aerosol in PAR

Is the usage of intranasal glucocorticosteroids alone in SAR sufficient?

Expanding choices in intranasal steroid therapy

Drug allergy against Cloxacillin, hydrocortisone and nitroglycerin

• Subacute Toxic Syndrome

• POB Case: Infant with recurrent respiratory infections, failure to thrive, and elevated chloride levels

• Postrils & Profalls: Atopic dermatitis or Hyper IgE Syndrome?

www.allergyandasthma proceedings.com

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

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Key Features

- Impact Factor 2013 – 3.353
- 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
- >16,268 pages of archives online
- www.ingentaconnect.com/content/ocean/aap

Digital Artwork Shipping

Allergy and Asthma Proceedings

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Online Advertising

Online advertising is available!

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E-Mail: jtbrady1@verizon.net

Circulation

- *Allergy & Asthma Proceedings* is circulated to over 5,000 practicing physicians and institutions (inclusive of essentially all U.S. allergists)
- 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 (September issue)
- ISSUANCE: Frequency: 6 times a year
Jan./Feb., Mar./Apr., May/June., July./Aug., Sep./Oct., Nov./Dec.
- EDITORIAL CONTENT: Features peer reviewed original manuscripts, clinical trials and reviews in allergy, asthma, and immunology

Advertising Sales

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Established 1987: Guy A. Settupane, M.D.†

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General Advertising Information 2015

Current B&W Rates

Effective January 2015:

	<u>1 Times</u>	<u>6 Times</u>	<u>12 Times</u>	<u>24 Times</u>
1 page	\$1490	\$1420	\$1325	\$1260
½ page	\$975	\$925	\$860	\$790

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>
Jan/Feb	12/5	12/12
Mar/Apr	2/6	2/6
May/Jun	4/3	4/3
Jul/Aug	6/5	6/5
Sep/Oct	8/7	8/7
Nov/Dec	10/9	10/9

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

Business reply cards: earned B&W rate plus 10%

Outserts: \$1.15 per piece/per issue

Tip-ons: \$1.15 per piece/per issue.

Minimum Size: 4" x 5"
Maximum Size: 8" x 8"
Stock: 80lb. Maximum

Insert Requirements:

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

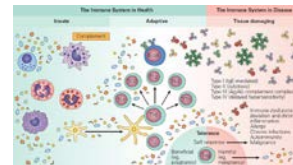
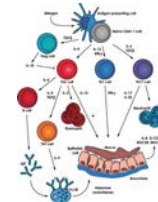
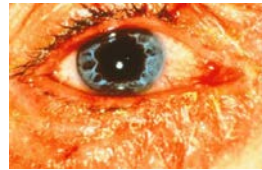
Stock: 70 lb. Minimum, 100 lb. Maximum,

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	\$490
Matched color rate per page	\$560
3-4 color rate per page	\$1395
5 color rate per page	\$1950



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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