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
• EDITORIAL CONTENT: Features peer reviewed original manuscripts, clinical trials and reviews in allergy, asthma, and immunology

Digital Artwork Shipping

Allergy and Asthma Proceedings
Attn: Leslie Richardson
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jonese@cadmus.com

Online Advertising

Online advertising is available!
Contact: James T. Brady, Inc.
E-Mail: jitbrady1@verizon.net

Established 1987: Guy A. Settipane, M.D.†
General Advertising Information 2015

**Current B&W Rates**

Effective January 2015:

<table>
<thead>
<tr>
<th>Times</th>
<th>1 Time</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1490</td>
<td>$1420</td>
<td>$1325</td>
<td>$1260</td>
</tr>
<tr>
<td>½ page</td>
<td>$975</td>
<td>$925</td>
<td>$860</td>
<td>$790</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**

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Reservations</th>
<th>Ad Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>12/5</td>
<td>12/12</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>2/6</td>
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<tr>
<td>May/Jun</td>
<td>4/3</td>
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<tr>
<td>Jul/Aug</td>
<td>6/5</td>
<td>6/5</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>8/7</td>
<td>8/7</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>10/9</td>
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</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, 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:**

2-Page insert
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**

<table>
<thead>
<tr>
<th>Cover 2</th>
<th>Cover 3</th>
<th>Cover 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned B&amp;W Rate plus 35%</td>
<td>Earned B&amp;W rate plus 15%</td>
<td>Earned B&amp;W rate plus 50%</td>
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</table>

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”
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
E-Mail: susancolucci@oceansidepubl.com