

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 2025

Allergy & Asthma Proceedings

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EDITORIAL

• Allergic rhinitis

REVIEWS

• The natural history of childhood-onset asthma

• Lifetime 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 QOL with Olopatadine HCl treatment in SAR

Mast cell inhibitor R12 in a nasal challenge model

Comparison of disodium cromoglycate and fexofenadine in SAR

Allergic rhinitis, nighttime symptoms and sleep disturbance/apnea

Triamcinolone acetonide HFA nasal aerosol in SAR

Is the usage of intranasal glucocorticosteroids alone in SAR sufficient?

Expanding choices in intranasal steroid therapy

• Drug allergy: reports Cloxacillin, hydrocodone and nitroglycerin

• Rubinstein-Taybi Syndrome

• POPs Case: Infant with recurrent respiratory infections, failure to thrive, and elevated chorionic levels

• Psoriasis & Psoriasis Aseptic dermatitis or Hyper IgE Syndrome?

www.allergyandasthmaproceedings.com

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

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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
- >26,120 pages of archives online

Digital Artwork

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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

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General Advertising Information 2025

Current B&W Rates

Effective January 2025:

	<u>1 Times</u>	<u>6 Times</u>	<u>12 Times</u>	<u>24 Times</u>	<u>36 Times</u>
1 page	\$1825	\$1755	\$1630	\$1555	\$1520
½ page	\$1200	\$1140	\$1055	\$980	\$950

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>
January	11/27	12/4
March	1/26	2/2
May	3/22	3/29
July	5/24	5/31
September	7/26	8/2
November	9/23	10/1

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**

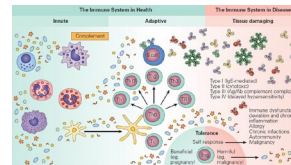
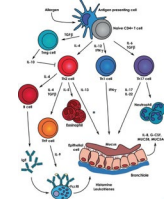
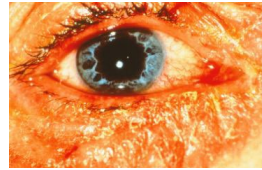
Insert Requirements:

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

Color Rates

Standard color (AAAA red, blue, green, yellow, orange) rate per page	\$575
Matched color rate per page	\$665
3-4 color rate per page	\$1640
5 color rate per page	\$2305



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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Digital Advertising

Allergy and Asthma Proceedings offers the following digital options:

Banner Advertising on the Allergy and Asthma Proceedings content hosted on Ingenta

Position/Size (Pixels)	US Geo-targeted Impressions/Month	Cost/Month
Top Leaderboard (728x90)	25,000+	\$1,800
Skyscraper (160x600)	25,000+	\$1,700

*All digital rates are net agency commission

Web Banner Specifications

Format: JPEG, GIF, Rich Media, HTML5, Third-party tags, click-through URL

Maximum File Size: 150KB

Animation: Maximum 3 loops per 45 seconds

Allergy and Asthma Proceedings eTOC's

Frequency: 6 times per year
(Jan, March, May, July, Sept, Nov)

Average Recipients: 20,000+

Open Rate: 29.5%

Click-through Rate: 1.9%

Ad Unit: 728 x 90 Leaderboard

Cost: \$1,500 per deployment

*Digital rates are net agency commission

eTOC Banner Specifications:

JPEG, GIF (Static Images Only)

Click-through URL