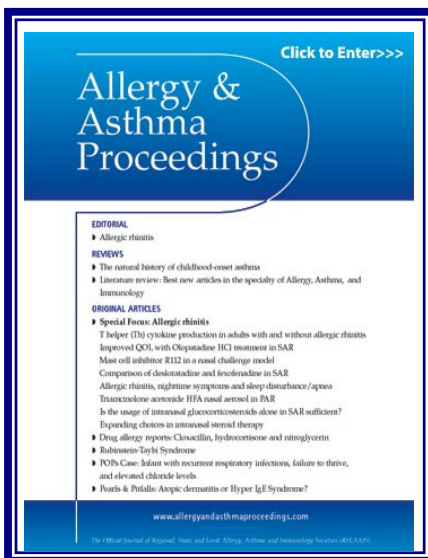


ALLERGY AND ASTHMA PROCEEDINGS

The Official Journal of Regional, State & Local Allergy, Asthma and Immunology Societies (RSLAAIS)
and American Association of Certified Allergists (AACA)



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Key Features

- Impact Factor 2009- 1.796
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- Targeted to the allergist & pulmonologist in clinical practice
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Online Advertising

Online advertising is available!

Contact: **James T. Brady, Inc.**

E-Mail: jtbrady1@verizon.net

Circulation

- *Allergy & Asthma Proceedings* is circulated to over 4,000 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/Jun., 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.

www.allergyandasthma proceedings.com

General Advertising Information 2011

Current B&W Rates

Effective January 2011:

	<u>1 Times</u>	<u>6 Times</u>	<u>12 Times</u>	<u>24 Times</u>
1 page	\$1450	\$1380	\$1290	\$1225
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	12/7	12/14
Mar/Apr	2/8	2/15
May/Jun	4/12	4/19
Jul/Aug	6/14	6/21
Sep/Oct	8/9	8/16
Nov/Dec	10/11	10/18

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 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 1st week of 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: 4"x 6"; earned B&W rate

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

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

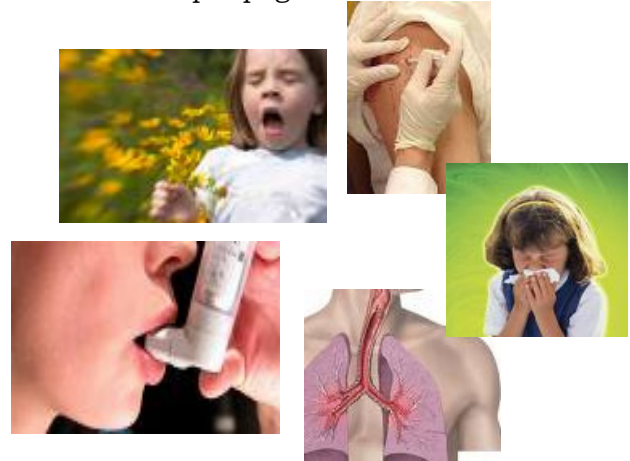
Insert Requirements:

<u>2-Page insert</u> 8 ½" x 11 ¼"	<u>4-Page insert</u> 8 ½" x 11 ¼"
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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: 4300

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	\$1365
5 color rate per page	\$1930



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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E-Mail: susancolucci@oceansidepubl.com