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Established 1987:

Guy A. Settignano, M.D.

# American Journal of Rhinology & Allergy

Official Journal of the International Rhinologic Society

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## Deputy Editor of Allergy

### Warner Carr, M.D.

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## Key Features

- Impact Factor 2009- 2.252, 3<sup>rd</sup> of 36 Journals
- Rapid publication of timely content
- Peer Reviewed articles
- Targeted to the allergist & rhinologist in clinical practice
- Contributions from over 50 Countries
- Indexed by NLM, PubMed/Medline
- Over 10,000 pages of archives online
- [www.ingentaconnect.com/content/ocean/ajr](http://www.ingentaconnect.com/content/ocean/ajr)

## Circulation

- *The American Journal of Rhinology and Allergy* is circulated to > 5,000 physicians
- Targeted to practitioners of clinical allergy and rhinology
- The Journal exhibits at the AAO-HNSF Annual Meeting & OTO Expo (July issue) and the Combined Otorhinolaryngological Spring Meeting (March issue).
- ISSUANCE: Frequency: 6 times a year  
Jan./Feb., Mar./Apr., May/Jun., Jul./Aug., Sep./Oct., Nov./Dec.
- EDITORIAL CONTENT: Features peer reviewed original manuscripts regarding clinical research of the allergic & rhinologic

## Overview

*The American Journal of Rhinology and Allergy* is directed to the medical specialties which focus primarily on nasal and sinus disorders: Otolaryngology, Allergy, and Plastic Surgery. The AJR&A publishes peer reviewed original articles, clinical trials, review articles and abstracts of the world's most significant research publications. The goal of this publication is to provide new information which is of special interest to the above three specialties and which shall contribute to improvement in the quality of patient care for nasal and sinus disorders.

[www.AJRA.com](http://www.AJRA.com)

# General Advertising Information 2011

## Current B&W Rates

Effective January 2011:

	<u>1 Time</u>	<u>6 Times</u>	<u>12 Times</u>
1 page	\$1095	\$1085	\$1060
½ page	\$750	\$730	\$710

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	11/30	12/7
Mar/Apr	2/8	2/15
May/Jun	4/4	4/11
Jul/Aug	6/6	6/13
Sep/Oct	8/8	8/15
Nov/Dec	10/3	10/10

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 end of previous issue month  
(Dec, Feb, Apr, Jun, Aug, Oct)

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%

Large size business reply cards: 2 times earned B&W rate plus 10%

Tip-ons: \$1.15 per piece/per issue.  
Min size 4"x5" Max size 8"x8" stock 80lb maximum

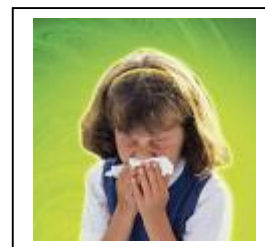
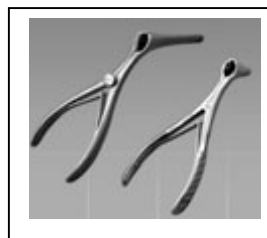
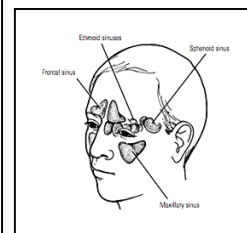
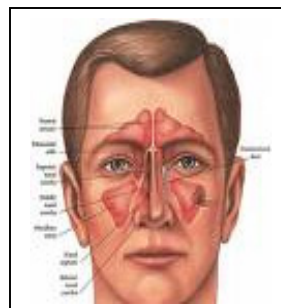
### Insert Requirements:

2-Page insert                      4-Page insert  
8 ½" x 11 ¼"                      8 ½" x 11 ¼"

Stock: 70 lb. Minimum, 80lb. Maximum,  
Inserts to be supplied folded.  
Trimming: 3/16" off top, 1/8" off bottom, gutter and outside edge. Quantity: 5300

## Color Rates

Standard color (AAAA red, blue, green, yellow, orange) rate per page	\$555
Matched color rate per page	\$630
3-4 color rate per page	\$1365
5 color rate per page	\$1950



## Cover and Preferred Positions

	<u>Cover 2</u>	<u>Cover 3</u>	<u>Cover 4</u>
Earned Rate plus	\$850	\$850	\$1395
First Edit: earned B&W rate plus 10%			
Opposite table of contents: 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

## Classified Ads

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