



IMPACT

AAAAI's
quarterly
digital
membership
magazine

aaaai.org

Reach nearly 6,700 allergy/immunology specialists by advertising in their exclusive digital membership magazine.



General Information:

Publication: 4 times a year. Includes posting to the AAAAI website, aaaai.org

Circulation: Nearly 6,700 per issue

Contact: (414) 272-6071 or email media@aaaai.org

AAAAI *Impact* readers are decision-makers comprised of:

- Allergist/immunologists and related physicians and researchers
- Allied health professionals, including nurses, nurse practitioners and respiratory therapists

Special Annual Meeting Edition: A Great Option for AAAAI Annual Meeting Exhibitors

The special Annual Meeting edition of *Impact* is delegates' trusted resource for the latest Annual Meeting news and updates. This digital magazine will be emailed to all AAAAI members prior to the Annual Meeting, and will be available in the 2024 Annual Meeting app for all attendees to access. Don't miss this opportunity to extend the reach of your advertising.

 American Academy of Allergy Asthma & Immunology
ANNUAL MEETING
WASHINGTON, DC · FEBRUARY 23-26, 2024

Full Color

Ad Size	Price
Full Page • Desktop (landscape orientation): 2560 pixels wide x 1440 pixels high • Phone/tablet (portrait orientation): 768 pixels wide x 896 pixels high *Advertiser submits both units	\$3,900
In-Line Ad Option 1 • Desktop in-line ad (landscape orientation): 1200 pixels wide x 628 pixels high • Phone and tablet in-line ad (portrait orientation): Square: max 1200 x 1200 (min. required: min 750 x 1200) (max. 35 - 50 words) *Advertiser submits both units	\$2,800
In-Line Ad Option 2 • Desktop in-line ad (landscape orientation): 1042 pixels wide x 342 pixels high • Phone and tablet in-line ad (portrait orientation): 640 pixels wide x 500 pixels high *Advertiser submits both units	\$1,700

2024 Deadlines

Volume 30, Issue 1

(Special Annual Meeting Edition)

Contract Deadline: January 4, 2024	Materials Due: January 26, 2024
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Volume 30, Issue 2

Contract Deadline: April 17, 2024	Materials Due: May 10, 2024
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Volume 30, Issue 3

Contract Deadline: July 17, 2024	Materials Due: August 9, 2024
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Volume 30, Issue 4

Contract Deadline: October 28, 2024	Materials Due: November 18, 2024
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Agency Commission: 15% commission to recognized agencies.

Impact's interactive digital platform allows readers to easily jump from one story to the next. Full page ads will be a single page, while in-line ads will be placed within the body of original articles, between paragraphs. Please provide a URL if you would like your ad to be clickable.

File Specifications

Media	Email files to media@aaaai.org
File Format	JPG or PNG
Document Settings	All ads should be submitted as JPG or PNG files at min 72 DPI (300 PPI preferred).

