

## Reach decision-makers in allergy/immunology by advertising in the official membership magazine of the American Academy of Allergy, Asthma & Immunology.



### AAAAI Members are:



- Physicians, including allergist/immunologists and related specialists
- Medical students and residents
- Allied health professionals, including nurses, nurse practitioners and respiratory therapists

### General Information:

**Publication:** 4 times a year. Includes online posting to the AAAAI website, [www.aaaai.org](http://www.aaaai.org)

**Circulation:** Nearly 7,000 per issue.

**Publication Size:** 8 1/2" x 11", 4-color process.

**Bleed Size:** 8 3/4" x 11 1/4" - Keep all live matter 1/2" from trim edges.

**Binding Method:** Saddle Stitch

**Colors Available:** Cyan, Magenta, Yellow, Black

**Contact:** Megan Brown at (414) 272-6071 or e-mail [mbrown@aaaai.org](mailto:mbrown@aaaai.org)



# 2011 Display Advertising Rates



## NEW in 2011!

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

Extend the reach of your advertising by securing space in the Special Annual Meeting Edition of *AAAAI News*. This issue is a must-read for members and includes important Annual Meeting information for delegates. Don't miss this exclusive opportunity to put your message in front of AAAAI members before they arrive at the meeting.

### The More You Advertise, the More You Save

Commit to all three regular issues in 2011 and you'll receive the same reduced 3x rate for the Special Annual Meeting Edition. Advertisers interested in securing space in just this special issue pay the rates indicated in the shaded column below.

## Full Color

Page Size	1x	2x	3x/4x	Special Annual Meeting Edition Only
Full Page	\$2,995/per issue	\$2,825/per issue	\$2,750/per issue	\$3,200
Inside Front Cover	\$3,900	\$3,725	\$3,650	\$4,100
Inside Back Cover	\$3,900	\$3,725	\$3,650	\$4,100
Back Cover	\$4,500	\$4,350	\$4,200	\$4,700
Half Page (Vertical or Horizontal)	\$2,200	\$2,100	\$2,000	\$2,350
Quarter Page	\$1,900	\$1,825	\$1,750	\$1,995

## Black & White

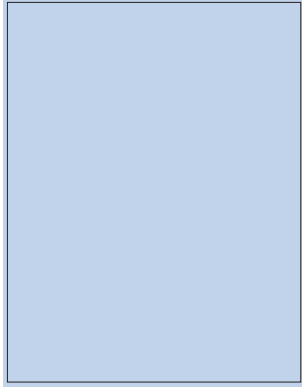
Page Size	1x	2x	3x/4x	Special Annual Meeting Edition Only
Half Page (Vertical or Horizontal)	\$1,300	\$1,200	\$1,000	\$1,450
Quarter Page	\$1,000	\$925	\$850	\$1,095

**Agency Commission:** 15% commission to recognized agencies.

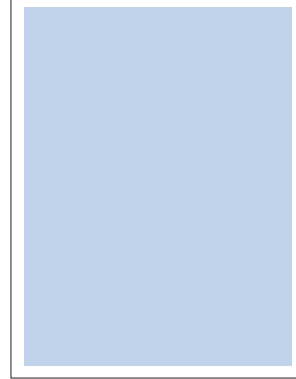
## 2011 Deadlines

Issue	Contract Deadline	Materials Due
Volume 17, Issue 1 (Special Annual Meeting Edition)	January 7, 2011	January 21, 2011
Volume 17, Issue 2	May 6, 2011	May 20, 2011
Volume 17, Issue 3	July 14, 2011	July 28, 2011
Volume 17, Issue 4	September 30, 2011	October 14, 2011

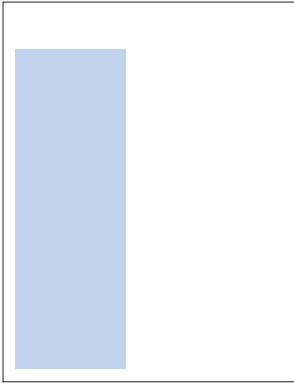
# Size Specifications



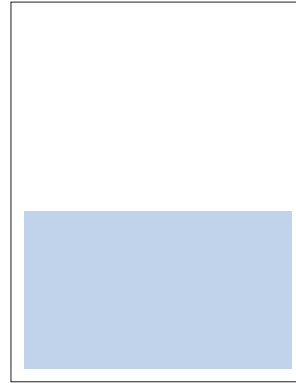
Full-page bleed:  $8 \frac{3}{4}'' \times 11 \frac{1}{4}''$   
Trim size:  $8 \frac{1}{2}'' \times 11''$   
Live area: Keep all live matter  
 $\frac{1}{2}''$  from trim (edge)



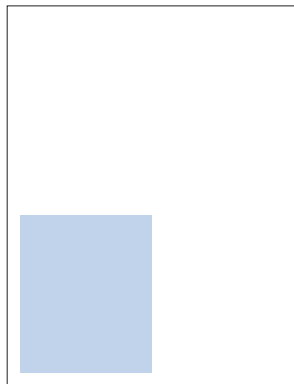
Full page:  $7 \frac{3}{4}'' \times 10 \frac{3}{8}''$



Half-page vertical:  $3 \frac{13}{16}'' \times 9 \frac{1}{4}''$



Half-page horizontal:  $7 \frac{3}{4}'' \times 4 \frac{9}{16}''$   
*(lower page only)*



Quarter page:  $3 \frac{13}{16}'' \times 4 \frac{9}{16}''$

# Advertising Information

## File Format Specifications

<b>Media</b>	Mac or PC Formatted 100 Mb Zip, CD Rom
<b>Desktop File Formats</b>	QuarkXpress, Adobe InDesign, Adobe Illustrator, Macromedia Freehand, Adobe Acrobat
<b>Desktop Formats</b>	TIFF, EPS, High-resolution PDF
<b>Desktop Instructions</b>	Build pages to trim size and extend bleed beyond page edge. Include fonts used in all pages, illustrations, images, logos and artwork. All images should be in CMYK mode. For 4-color process, recommended resolutions for images is 300 dpi at 100%. If ad is a spread, supply as two individual page documents. Supply all images separately with original support files and link to document. Please do not embed files without support supplied.
<b>Proofs</b>	Hard copy proofs that match each supplied file must be provided. Proofs should be provided at 100% size.

*All advertisements must be provided in digital file format.*

## Shipping Instructions

<b>Send all materials to</b>	AAAAI News Advertising 555 East Wells Street, Suite 1100 Milwaukee, WI 53202
<b>Contact</b>	Megan Brown (414) 272-6071 or e-mail <a href="mailto:mbrown@aaaai.org">mbrown@aaaai.org</a>

