



IMPACT

AAAAI's
quarterly
membership
magazine

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

Reach nearly 7,000 allergy/immunology specialists by advertising in their exclusive membership magazine.



General Information:

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

Contact: Rachel Maidl at (414) 272-6071 or email rmaidl@aaaai.org

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 Impact*. 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 and other Annual Meeting delegates before they arrive at the meeting. Copies of the Special Annual Meeting Edition are also available to delegates onsite at the 2017 Annual Meeting in Atlanta.

The More You Advertise, the More You Save

Commit to all three regular issues in 2017 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 on the next page.



Full Color

Page Size	1X	2X	3X*	Special Annual Meeting Edition Only
Full Page	\$3,900/per issue	\$3,700/per issue	\$3,400/per issue	\$5,200
Inside Front Cover	\$4,500	\$4,300	\$4,100	\$5,700
Inside Back Cover	\$4,200	\$4,000	\$3,800	\$5,400
Back Cover	\$4,800	\$4,600	\$4,300	\$5,900
Half Page (Vertical or Horizontal)	\$2,800	\$2,600	\$2,300	\$3,800
Quarter Page	\$1,700	\$1,600	\$1,500	\$1,800

Black & White

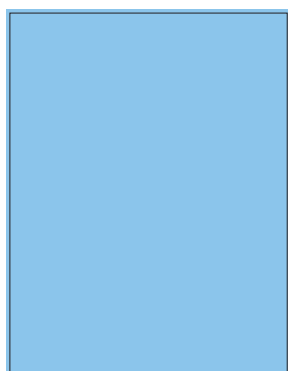
Page Size	1X	2X	3X	Special Annual Meeting Edition Only
Full Page	\$2,100	\$1,900	\$1,700	\$2,400

Agency Commission: 15% commission to recognized agencies.
 *Commit to all three regular issues in 2017 and you'll receive the same reduced rate for the Special Annual Meeting Edition.

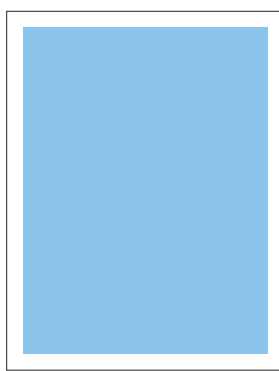
2017 Deadlines

Issue	Contract Deadline	Materials Due
Volume 23, Issue 1 (Special Annual Meeting Edition)	January 3, 2017	January 10, 2017
Volume 23, Issue 2	April 17, 2017	May 5, 2017
Volume 23, Issue 3	July 10, 2017	August 1, 2017
Volume 23, Issue 4	October 17, 2017	November 1, 2017

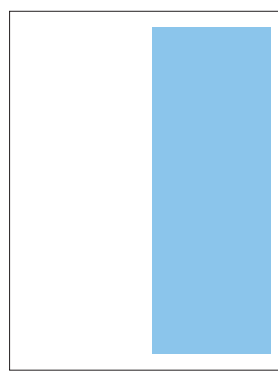
Size Specifications



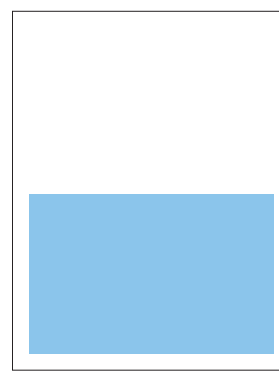
Full-page bleed: 8³/₄" x 11¹/₄"
 Trim size: 8¹/₂" x 11"
 Live area: Keep all live matter
 1/2" from trim (edge)



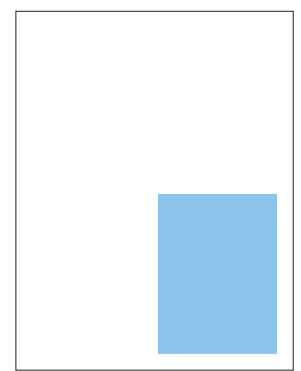
Full page: 7¹/₂" x 10"



Half-page vertical: 3⁵/₈" x 10"



Half-page horizontal: 7¹/₂" x 4⁷/₈"
 (lower page only)



Quarter page: 3⁵/₈" x 4⁷/₈"

Media	Email or CD Rom
Desktop File Formats	Adobe InDesign, Adobe Illustrator, Adobe Acrobat
Desktop Formats	High-resolution PDF or JPEG
Desktop Instructions	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.
Proofs	Hard copy proofs that match each supplied file must be provided with CD Rom. Proofs should be provided at 100% size.

All advertisements must be provided in digital file format.

Shipping Instructions

Send all materials to *AAAAI Impact*
Advertising
555 East Wells Street, Suite 1100
Milwaukee, WI 53202

Contact Rachel Maidl
(414) 272-6071 or rmaidl@aaaai.org

