



# IMPACT

AAAAI's  
quarterly  
digital  
membership  
magazine

[aaaai.org](http://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 online posting to the AAAAI website, [aaaai.org](http://aaaai.org)

**Circulation:** Nearly 6,700 per issue

**Publication Size:** 8 1/2" x 11"

**Contact:** (414) 272-6071 or email [media@aaaai.org](mailto: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 Virtual Annual Meeting Edition: A Great Option for Virtual Annual Meeting Exhibitors

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



**AAAAI** American Academy of Allergy Asthma & Immunology  
**VIRTUAL ANNUAL MEETING**  
FEBRUARY 26–MARCH 1, 2021

## Full Color

Ad Size	Price
Full Page	\$3,900
Half Page (Vertical or Horizontal)	\$2,800
Quarter Page	\$1,700

## Black & White

Ad Size	Price
Full Page	\$2,100

## 2021 Deadlines

Issue	Contract Deadline	Materials Due
Volume 27, Issue 1 (Special Virtual Annual Meeting Edition)	January 4, 2021	January 27, 2021
Volume 27, Issue 2	April 26, 2021	May 12, 2021
Volume 27, Issue 3	July 28, 2021	August 11, 2021
Volume 27, Issue 4	October 26, 2021	November 9, 2021

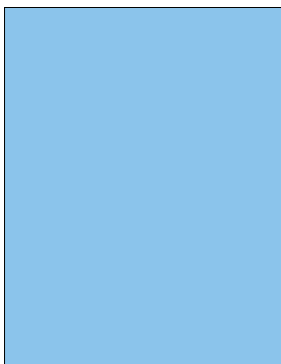
Agency Commission: 15% commission to recognized agencies.

### New

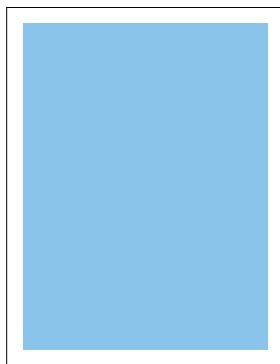
Add hyperlinks to the URLs in your ad and send readers to your website with one click.

Export PDFs to include hyperlinks. Live hyperlinks must be included in ad upon submission.

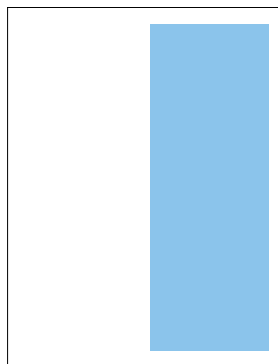
## Size Specifications



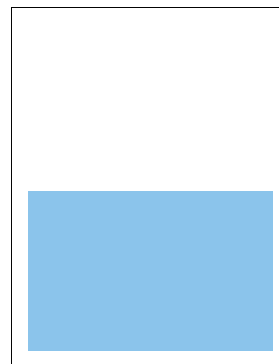
Full-page bleed: 8 1/2" x 11"



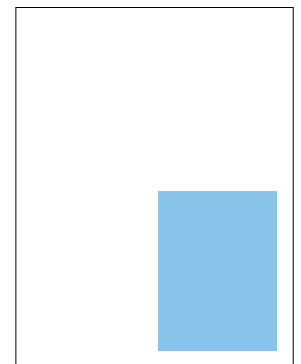
Full page: 7 1/2" x 10"



Half-page vertical: 3 5/8" x 10"



Half-page horizontal: 7 1/2" x 4 7/8"  
(lower page only)



Quarter page: 3 5/8" x 4 7/8"

## File Specifications

**Media** Email files to [media@aaaai.org](mailto:media@aaaai.org)

**File Format** High-resolution PDF

**Document Settings** Build pages at 100% actual ad size at 300 dpi. All images should be in RGB mode with resolution of 300 dpi at 100%. PDF should be created for high-resolution output with all fonts and images embedded within the PDF. If ad is a spread, supply as two individual PDF documents. *All advertisements must be provided in PDF file format.*

