



# IMPACT

AAAAI's quarterly membership magazine

[aaaai.org](http://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 6,700 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](http://aaaai.org)

**Circulation:** Nearly 6,700 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

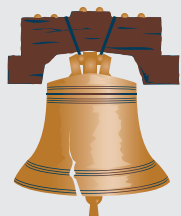
**Contact:** (414) 272-6071 or email [media@aaaai.org](mailto:media@aaaai.org)

### 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 2020 AAAAI Annual Meeting in Philadelphia.

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

Commit to all three regular issues in 2020 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.



AAAAI American Academy of Allergy Asthma & Immunology  
**ANNUAL MEETING**  
PHILADELPHIA, PA · MARCH 13-16, 2020

## 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<br>(Vertical or Horizontal) | \$2,800           | \$2,600           | \$2,300           | \$3,800                             |
| Quarter Page                          | \$1,700           | \$1,600           | \$1,500           | \$1,800                             |

## Black & White

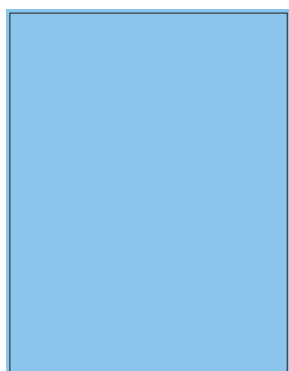
| Page Size | 1X      | 2X      | 3X      | Special Annual Meeting Edition Only |
|-----------|---------|---------|---------|-------------------------------------|
| Full Page | \$2,100 | \$1,900 | \$1,700 | \$2,400                             |

Agency Commission: 15% commission to recognized agencies.  
 \*Commit to all three regular issues in 2020 and you'll receive the same reduced rate for the Special Annual Meeting Edition.

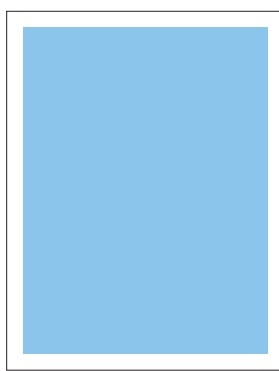
## 2020 Deadlines

| Issue                                               | Contract Deadline | Materials Due    |
|-----------------------------------------------------|-------------------|------------------|
| Volume 26, Issue 1 (Special Annual Meeting Edition) | January 20, 2020  | January 27, 2020 |
| Volume 26, Issue 2                                  | April 8, 2020     | April 16, 2020   |
| Volume 26, Issue 3                                  | June 7, 2020      | June 26, 2020    |
| Volume 26, Issue 4                                  | October 7, 2020   | October 19, 2020 |

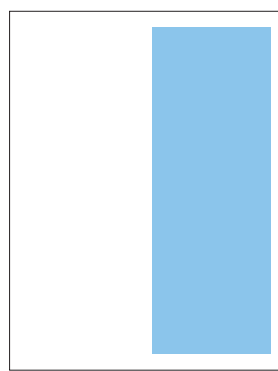
## Size Specifications



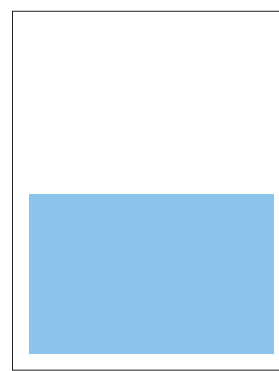
Full-page bleed: 8<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>4</sub>"  
 Trim size: 8<sup>1</sup>/<sub>2</sub>" x 11"  
 Live area: Keep all live matter  
 1/2" from trim (edge)



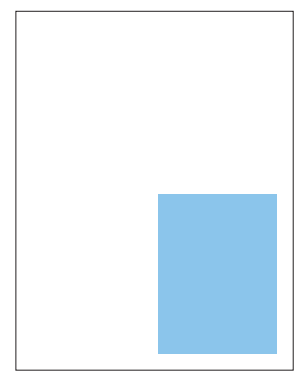
Full page: 7<sup>1</sup>/<sub>2</sub>" x 10"



Half-page vertical: 3<sup>5</sup>/<sub>8</sub>" x 10"



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



Quarter page: 3<sup>5</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Media</b>                | Email or CD Rom                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Desktop File Formats</b> | Adobe InDesign, Adobe Illustrator, Adobe Acrobat                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Desktop Formats</b>      | High-resolution PDF or JPEG                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <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 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** (414) 272-6071 or [media@aaaai.org](mailto:media@aaaai.org)

