



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 online posting to the AAAAI website, aaaai.org

Circulation: Nearly 6,700 per issue

Publication Size: 8 1/2" x 11"

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 2022 Annual Meeting app for all attendees to access. Don't miss this opportunity to extend the reach of your advertising.



AAAAI American Academy of Allergy Asthma & Immunology
ANNUAL MEETING
PHOENIX, AZ · FEBRUARY 25-28, 2022

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

2022 Deadlines

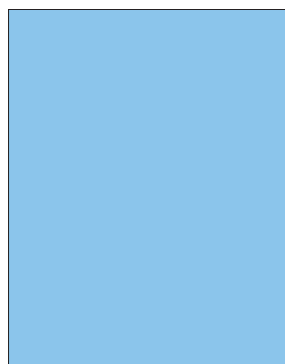
Issue	Contract Deadline	Materials Due
Volume 28, Issue 1 (Special Annual Meeting Edition)	January 6, 2022	January 28, 2022
Volume 28, Issue 2	April 27, 2022	May 18, 2022
Volume 28, Issue 3	July 27, 2022	August 19, 2022
Volume 28, Issue 4	October 26, 2022	November 16, 2022

Agency Commission: 15% commission to recognized agencies.

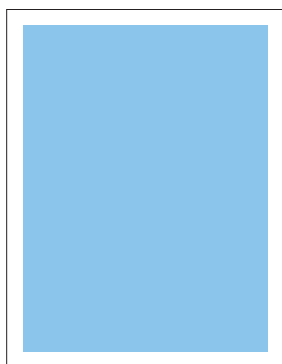
New Add hyperlinks to the URLs in your ad and send readers to your website with one click.

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

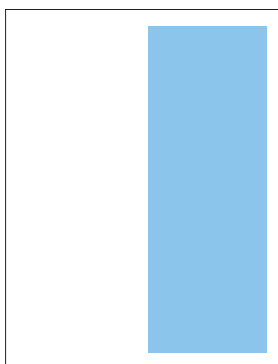
Size Specifications



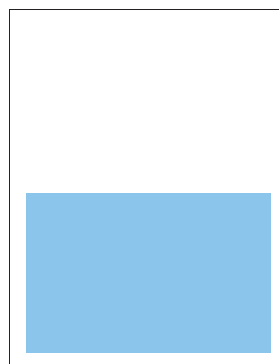
Full-page bleed: 8 1/2" x 11"



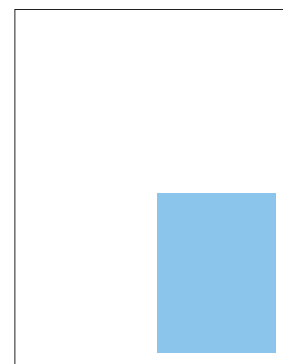
Full page: 7 1/2" x 10"



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

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.*

