



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 posting to the AAAAI website, aaaai.org

Circulation: Nearly 6,700 per issue

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 Joint Congress Edition: Reach TWICE as many prospects with this special edition!

You'll get double the exposure with this special 2025 AAAAI/WAO Joint Congress edition of *Impact*! This special edition is delegates' trusted resource for the latest Joint Congress news and updates. It will be emailed to all AAAAI and WAO members prior to the Joint Congress, and will be available in the 2025 Joint Congress app for all attendees to access. Don't miss this opportunity to extend the reach of your advertising.



Full Color

Ad Size	Price
Full Page • Desktop (landscape orientation): 2560 pixels wide x 1440 pixels high • Phone/tablet (portrait orientation): 768 pixels wide x 896 pixels high *Advertiser submits both units	\$3,900
In-Line Ad Option 1 • Desktop in-line ad (landscape orientation): 1200 pixels wide x 628 pixels high • Phone and tablet in-line ad (portrait orientation): Square: max 1200 x 1200 (min. required: min 750 x 1200) (max. 35 - 50 words) *Advertiser submits both units	\$2,800
In-Line Ad Option 2 • Desktop in-line ad (landscape orientation): 1042 pixels wide x 342 pixels high • Phone and tablet in-line ad (portrait orientation): 640 pixels wide x 500 pixels high *Advertiser submits both units	\$1,700

2025 Deadlines

Volume 31, Issue 1

(Special Annual Meeting Edition)

Contract Deadline: January 8, 2025	Materials Due: January 31, 2025
---------------------------------------	------------------------------------

Volume 31, Issue 2

Contract Deadline: April 23, 2025	Materials Due: May 16, 2025
--------------------------------------	--------------------------------

Volume 31, Issue 3

Contract Deadline: July 23, 2025	Materials Due: August 15, 2025
-------------------------------------	-----------------------------------

Volume 31, Issue 4

Contract Deadline: October 29, 2025	Materials Due: November 17, 2025
--	-------------------------------------

Agency Commission: 15% commission to recognized agencies.

Impact's interactive digital platform allows readers to easily jump from one story to the next. Full page ads will be a single page, while in-line ads will be placed within the body of original articles, between paragraphs. Please provide a URL if you would like your ad to be clickable.

File Specifications

Media	Email files to media@aaaai.org
File Format	JPG or PNG
Document Settings	All ads should be submitted as JPG or PNG files at min 72 DPI (300 PPI preferred).

