



# IMPACT

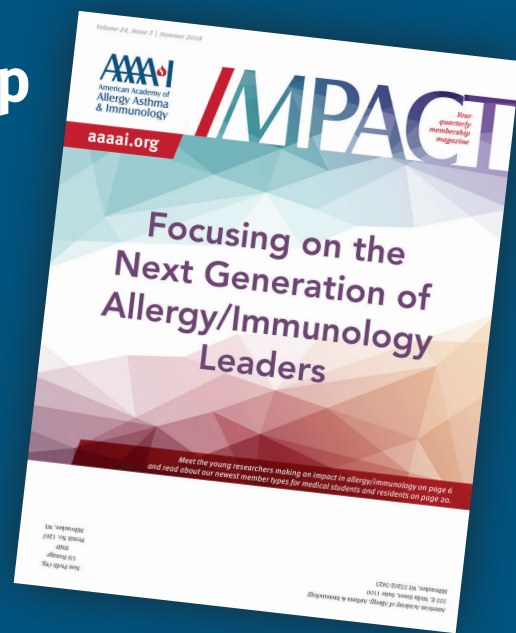
AAAAI's quarterly membership magazine

[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 2019 AAAAI Annual Meeting in San Francisco.

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

Commit to all three regular issues in 2019 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**  
SAN FRANCISCO, CA · FEBRUARY 22-25, 2019

## 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

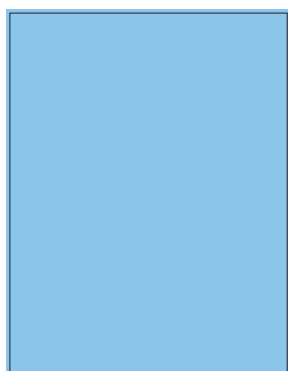
Page Size	1X	2X	3X	Special Annual Meeting Edition Only
Full Page	\$2,100	\$1,900	\$1,700	\$2,400

Agency Commission: 15% commission to recognized agencies.  
 \*Commit to all three regular issues in 2019 and you'll receive the same reduced rate for the Special Annual Meeting Edition.

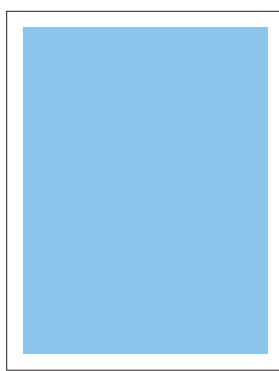
## 2019 Deadlines

Issue	Contract Deadline	Materials Due
Volume 25, Issue 1 (Special Annual Meeting Edition)	December 4, 2018	December 13, 2018
Volume 25, Issue 2	April 3, 2019	April 16, 2019
Volume 25, Issue 3	June 13, 2019	June 26, 2019
Volume 25, Issue 4	October 10, 2019	October 23, 2019

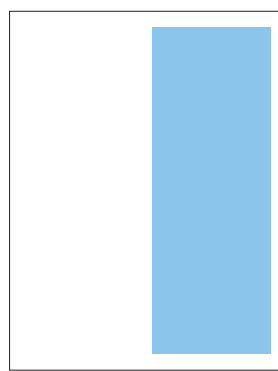
## Size Specifications



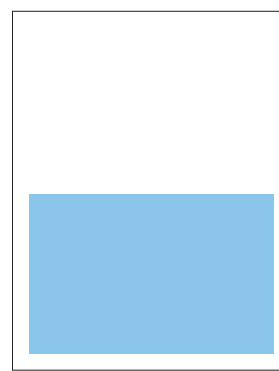
Full-page bleed: 8<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>4</sub>"  
 Trim size: 8<sup>1</sup>/<sub>2</sub>" x 11"  
 Live area: Keep all live matter  
 1/2" from trim (edge)



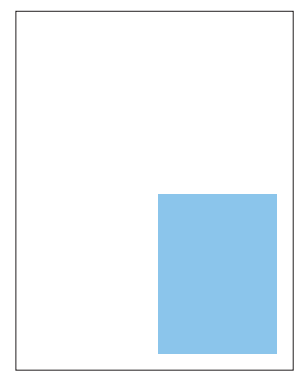
Full page: 7<sup>1</sup>/<sub>2</sub>" x 10"



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)

