The Journal of Allergy & Clinical Immunology: In Practice

Overview

The journal ranks 3rd in the Allergy category and 22nd in the Immunology category in the 2021 Journal Citation Reports®, published by Clarivate.

Visit Website

North America

Aileen Rivera  North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers  North America
347-449-4997
t.peppers@elsevier.com

EMEALA

Katy Parker  EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz  EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh  APAC
61 448 008159
v.vanhomrigh@elsevier.com
Global Print Circulation: 4,775

Avg. Global Monthly Visits: 45,152

Avg. Global Monthly Unique Visitors: 17,104


Affiliation:
American Academy of Allergy, Asthma, and Immunology (AAAAI)

Audience:
Allergists and immunologists, otolaryngologists, dermatologists, gastroenterologists, pulmonologists, internists, and pediatricians.

Editor-in-Chief:
Michael Schatz, MD, MS

Issuance:
Available Upon Request

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/1</td>
<td>January 2024</td>
<td>12/07/2023</td>
<td>12/12/2023</td>
<td>12/19/2023</td>
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<td>12/2</td>
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<td>07/11/2024</td>
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<td>October 2024</td>
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<td>12/11</td>
<td>November 2024</td>
<td>10/10/2024</td>
<td>10/15/2024</td>
<td>10/22/2024</td>
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<tr>
<td>12/12</td>
<td>December 2024</td>
<td>11/06/2024</td>
<td>11/11/2024</td>
<td>11/18/2024</td>
</tr>
</tbody>
</table>

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,440</td>
<td>$ 2,475</td>
<td>$ 1,820</td>
</tr>
<tr>
<td>3x</td>
<td>$ 3,390</td>
<td>$ 2,445</td>
<td>$ 1,775</td>
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<td>6x</td>
<td>$ 3,310</td>
<td>$ 2,365</td>
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<td>12x</td>
<td>$ 3,255</td>
<td>$ 2,320</td>
<td>$ 1,750</td>
</tr>
<tr>
<td>24x</td>
<td>$ 3,250</td>
<td>$ 2,290</td>
<td>$ 1,695</td>
</tr>
<tr>
<td>36x</td>
<td>$ 3,235</td>
<td>$ 2,270</td>
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</tr>
<tr>
<td>48x</td>
<td>$ 3,220</td>
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<td>60x</td>
<td>$ 3,130</td>
<td>$ 2,200</td>
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<tr>
<td>72x</td>
<td>$ 3,100</td>
<td>$ 2,165</td>
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<td>96x</td>
<td>$ 3,065</td>
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<tr>
<td>120x</td>
<td>$ 3,020</td>
<td>$ 2,125</td>
<td></td>
</tr>
</tbody>
</table>

**Premium Positions**

- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

**Cover Tips**

$ 15,500

**Outserts**

$ 16,000

**Earned Rates**

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
Inserts
Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate.

Composition
All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

Acceptance of Advertising
The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
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<td>March 2024</td>
<td>02/02/2024</td>
</tr>
<tr>
<td>12/4</td>
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<td>12/12</td>
<td>December 2024</td>
<td>10/31/2024</td>
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</tbody>
</table>
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Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
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<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,015</td>
<td>$ 2,345</td>
<td>$ 1,885</td>
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<tr>
<td>6x</td>
<td>$ 2,915</td>
<td>$ 2,270</td>
<td>$ 1,830</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,875</td>
<td>$ 2,230</td>
<td>$ 1,810</td>
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<table>
<thead>
<tr>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>METALLIC COLOR</th>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
</tr>
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<tbody>
<tr>
<td>950</td>
<td></td>
<td>1,170</td>
<td>2,095</td>
<td>870</td>
</tr>
</tbody>
</table>

Confidential Email Inbox
Cost: $40.

Agency Discount
For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing
Trim: 8-1/8" x 10-7/8"
1/4" from all trim edges.
Binding: Perfect; Jogs to foot
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
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</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
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<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; X 10&quot;</td>
<td>4-5/16&quot; X 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset
- No content is to be within 1/4” of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.
**Delivery**

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**Conformance to Specs**

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

**Supplied Print Ad Pieces**

*Size - 2 page:* 8-3/8” x 11-1/8”

*Size - 4 page:* 16-3/4” x 11-1/8”

*Trimming:* For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

*Closing Date for Booking Inserts:* Same as ad space closing

*Insert delivery date:* See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

*Note:* Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

**Insert Quantity**

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

**Insert Packing & Shipping Instructions**

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

**Insert Shipments Address**

*The Journal of Allergy & Clinical Immunology: In Practice*

Sheridan NH

69 Lyme Road
Hanover, NH 03755
United States

Attn: Elsevier Team

**Disposition of Reproduction Materials**

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.
For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>500 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
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<td>NA</td>
</tr>
</tbody>
</table>

FORMATS

- jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS

- Yes

MAX FILE SIZE

- 200 KB

MAX ANIMATION (TIME/LOOPS)

- 15 seconds/ 3 loops

PRESTITIAL FREQUENCY

- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitional banners.

†Excluding personally identifiable information (PII).
### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

- **FORMATS**: jpeg, png, gif (static image only)
- **TRACKING PIXELS**: No
- **MAX FILE SIZE**: 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
2. Applicability These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). Wherever the TC refers to "Products and/or services", such reference shall include any part or parts of such Products and/or services. The TC shall be governed by the laws of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the London Commercial Court for the purposes of any dispute arising out of or relating to the TC or its subject matter. The TC shall be governed by the laws of the corporate domicile of the Elsevier company which is providing the Products or Services.

3. Execution and modification of the order Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall, at the Client’s request, provide a statement to the Client of the charges made and the costs attributable thereto. The statement shall be provided in the currency of the Client’s location or, if the Client has informed Elsevier in writing that the Client wishes to be invoiced in a different currency, in that currency. The Client shall pay Elsevier the amount shown on the statement within the time period specified in the statement or, if not specified, within 30 days of the date of the statement. The Client shall be liable to pay interest on any amounts unpaid after the due date at the rate of 2% per annum above the base rate from time to time in force. The Client shall be liable for any losses or costs incurred by Elsevier in connection with the collection of any amounts unpaid by the Client, including any costs (including legal costs) incurred in connection with the enforcement of any rights under the TC.

4. Prices, taxes and currencies The price of any product or service shall be charged to the Client and paid by the Client with payment made in the currency specified in the TC or in such other currency as Elsevier may agree. The price of any product or service shall be charged for in the currency of the Client’s location or, if the Client has informed Elsevier in writing that the Client wishes to be invoiced in a different currency, in that currency. The Client shall pay Elsevier the amount shown on the statement within the time period specified in the statement or, if not specified, within 30 days of the date of the statement. The Client shall be liable for any losses or costs incurred by Elsevier in connection with the collection of any amounts unpaid by the Client, including any costs (including legal costs) incurred in connection with the enforcement of any rights under the TC.

5. Payment

6. Distribution

7. Intellectual property

8. Liability and claims

9. Force majeure

10. Audit

11. Audit

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