Annals of Allergy, Asthma & Immunology

Overview

The Annals of Allergy, Asthma & Immunology is dedicated to providing a vehicle of communication for the physician treating allergic or immunologic disorders or asthma. This is accomplished by keeping the clinician informed of the latest knowledge of basic and clinical concepts; pharmacology and clinical use of drugs; dermatologic, gastrointestinal, respiratory, ocular and other immunologic disorders. This is provided by a variety of editorial features including CME review articles, as well as a variety of original scientific communication.
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>$3,165</td>
<td>$2,165</td>
<td>$1,430</td>
</tr>
<tr>
<td>6x</td>
<td>$3,090</td>
<td>$2,130</td>
<td>$1,425</td>
</tr>
<tr>
<td>12x</td>
<td>$3,020</td>
<td>$2,090</td>
<td>$1,385</td>
</tr>
<tr>
<td>24x</td>
<td>$2,940</td>
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<td>$1,350</td>
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<td>36x</td>
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<td>60x</td>
<td>$2,710</td>
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<td>72x</td>
<td>$2,580</td>
<td>$1,760</td>
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<tr>
<td>84x</td>
<td>$2,500</td>
<td>$1,725</td>
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</tr>
<tr>
<td>96x</td>
<td>$2,475</td>
<td>$1,695</td>
<td></td>
</tr>
<tr>
<td>108x</td>
<td>$2,460</td>
<td>$1,680</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

### 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.
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>
<td>132/2</td>
<td>February 2024</td>
<td>01/02/2024</td>
</tr>
<tr>
<td>132/3</td>
<td>March 2024</td>
<td>01/31/2024</td>
</tr>
<tr>
<td>132/4</td>
<td>April 2024</td>
<td>02/27/2024</td>
</tr>
<tr>
<td>132/5</td>
<td>May 2024</td>
<td>03/29/2024</td>
</tr>
<tr>
<td>132/6</td>
<td>June 2024</td>
<td>04/26/2024</td>
</tr>
<tr>
<td>133/1</td>
<td>July 2024</td>
<td>05/24/2024</td>
</tr>
<tr>
<td>133/2</td>
<td>August 2024</td>
<td>06/28/2024</td>
</tr>
<tr>
<td>133/3</td>
<td>September 2024</td>
<td>07/26/2024</td>
</tr>
<tr>
<td>133/4</td>
<td>October 2024</td>
<td>08/28/2024</td>
</tr>
<tr>
<td>133/5</td>
<td>November 2024</td>
<td>09/27/2024</td>
</tr>
<tr>
<td>133/6</td>
<td>December 2024</td>
<td>10/24/2024</td>
</tr>
<tr>
<td>134/1</td>
<td>January 2025</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.
## Classified / back of book print advertising

### 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>$2,595</td>
<td>$1,895</td>
<td>$1,375</td>
</tr>
<tr>
<td>3x</td>
<td>$2,525</td>
<td>$1,870</td>
<td>$1,370</td>
</tr>
<tr>
<td>6x</td>
<td>$2,475</td>
<td>$1,825</td>
<td>$1,340</td>
</tr>
<tr>
<td>12x</td>
<td>$2,420</td>
<td>$1,790</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,215</td>
<td>980</td>
<td>1,015</td>
<td>690</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”

Keep live matter 1/4” from all trim edges.

Binding: Perfect; Jogs to head

Printing Process: Litho Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

**AD SIZE**

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

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

**Annals of Allergy, Asthma & Immunology**

LSC Communications
13487 South Preston Highway
LEBANON JCTN, KY 40150
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](http://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>
</tr>
<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>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 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>
<td>NA</td>
<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 prestitial banners.

†Excluding personally identifiable information (PII).

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**eTOC Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<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

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**AIP Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
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<tbody>
<tr>
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</table>

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- jpeg, png, gif, (static image only)

**TRACKING PIXELS**

- No

**MAX FILE SIZE**

- 200 KB

Animation and expandable banners unavailable

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Contact your sales representative for all digital advertising rates and opportunities.
ELTWER TERMS AND CONDITIONS OF SUPPLY

1. Applicability: These terms and conditions shall apply to all proposals, offers and agreements made between Elsevier and the Client ("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 for the "TC". The TC supersedes any previous proposals and quotations made by Elsevier, or oral or written communications, unless included or referred to in the TC.

2. Distribution: The Client may not distribute, resell or lease the Products or Services without the express prior written consent of Elsevier. The Client shall comply with all relevant laws relating to the importation, exportation, resale or distribution of the Products or Services, and shall indemnify Elsevier against any loss, liability, claim, demand, cause of action, suit, costs, expenses or other damages arising out of or in connection with such importation, exportation, resale or distribution.

3. Prices, taxes and currencies: Unless otherwise agreed by Elsevier in writing, all prices set forth in the TC shall be exclusive of all taxes, duties, levies, imposts, fees, customs duties, import duties, value added taxes, sales taxes and similar charges (collectively, "Taxes") and shall be subject to the payment of all such Taxes to the extent that Elsevier is required to pay such Taxes on the sale or furnishing of the Products or Services. The Client agrees to reimburse Elsevier for all such Taxes paid or payable by Elsevier on the sale or furnishing of the Products or Services to the Client. The Client shall be responsible for obtaining all necessary licenses and permits in order to export, import, use, resell or otherwise dispose of the Products or Services. The Client further agrees that it will comply with all applicable laws, regulations and orders of governmental bodies relating to the export, import, use, resell or other disposition of the Products or Services.

4. Payment: Unless otherwise agreed by Elsevier in writing, payments shall be made within thirty (30) days of the invoice date in the currency invoiced. In the event of any failure to pay when due, Elsevier shall have the right to charge interest on the overdue amount at the lesser of the rate of 1% per month or the maximum rate permitted by law. The Client shall also agree to pay all costs of collection including reasonable attorney's fees and costs of collection incurred by Elsevier for the collection of any overdue amounts.

5. Delivery: The Client shall take reasonable steps to ensure that delivery instructions are provided to Elsevier. Elsevier shall use its reasonable efforts to deliver the Products or Services in accordance with these terms and conditions. The Client shall be responsible for any damages or losses to the Products or Services incurred during transportation or after delivery. The Client shall have five (5) working days from the date of delivery to inspect the Products or Services and notify Elsevier of any defects.

6. Risk and title: Risk and title to the Products shall pass to the Client upon delivery. The Client shall bear all costs and expenses incurred in connection with the transportation, handling, storage and insurance of the Products or Services. The Client shall not be entitled to return any Products or Services to Elsevier.

7. Intellectual property: Elsevier shall own all right, title and interest in the Products and Services, including all copyrights, trademarks, patents, trade secrets and other proprietary rights. The Client grants Elsevier a non-exclusive, irrevocable, perpetual license to use, reproduce, distribute, prepare derivative works of, perform and display the Products or Services, and to incorporate such Products or Services into other works, in each case, to the extent necessary to provide the Products or Services to the Client.

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9. Cancellation & Returns: The Client shall not cancel or return any Products or Services without the written consent of Elsevier. If the Client cancels or returns any Products or Services, Elsevier may at Elsevier's sole discretion charge the Client for any costs incurred in connection with such cancellation or return.

10. Advertising & Reprints: The Client agrees to comply with all applicable laws, regulations and orders of governmental bodies relating to advertising and reprints. The Client further agrees to indemnify Elsevier against any loss, liability, claim, demand, cause of action, suit, costs, expenses or other damages arising out of or in connection with any act or omission or in connection with any matter or business transacted by or on behalf of Elsevier.

11. Audit: The Client shall allow Elsevier's authorized representative at any reasonable time to have access to the Client's premises (or any other premises as specified by Elsevier) for the purpose of inspecting the Client's facilities, books and records to verify the Client's compliance with the TC.

12. Applicable law: The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The Client agrees to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any of its rights, duties or obligations to any third party without the prior written consent of Elsevier. Elsevier may assign any of its rights, duties or obligations to any third party without the prior written consent of the Client.