

The Journal of Allergy and
Clinical Immunology

The Journal of Allergy and
Clinical Immunology: In Practice



AAAAI American Academy of
Allergy Asthma & Immunology
www.aaaai.org

TABLE OF CONTENTS ►

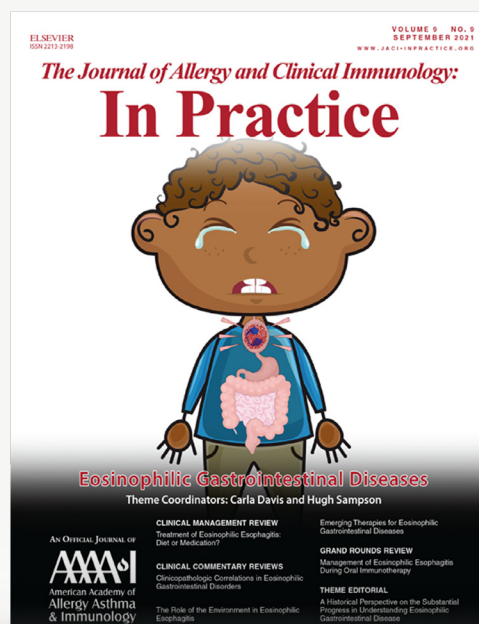
Table of Contents

Click to view

By the Numbers.....	1
Editorial Overview.....	2
<i>The Journal of Allergy and Clinical Immunology</i>	2
<i>JACI: In Practice</i>	3
Digital Advertising Opportunities.....	4
<i>Journal Website Banner Advertising</i>	4
<i>Table of Contents Email (eTOC) Advertising</i>	5
Print Advertising Opportunities.....	6
<i>JACI Print Rates & Closing Dates</i>	6
<i>JACI: In Practice Print Rates & Closing Dates</i>	7
<i>2021 Meeting Issues</i>	8
Reprint Capabilities.....	9
Specifications.....	11
<i>Digital Media</i>	11
<i>Print Media</i>	14
Contacts.....	17



By the Numbers



Print Circulation*

5,156

Average Monthly Pageviews*

202,537

Average Monthly Visits*

132,456

Opt-in Email Subscribers†

14,353

Print Circulation*

4,795

Average Monthly Pageviews*

70,793

Average Monthly Visits*

35,150

Opt-in Email Subscribers†

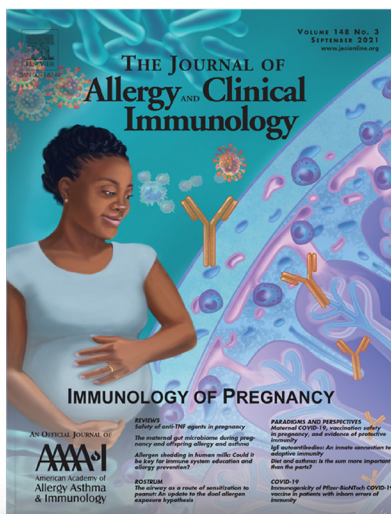
8,985



*Adobe Analytics, averages of Jan-Jun, 2021

†Amazon SES, averages of Jan-Jun, 2021

The Journal of Allergy and Clinical Immunology



Editorial Direction

The Journal of Allergy and Clinical Immunology publishes high-impact, cutting-edge clinical and translational research papers for allergists, immunologists, dermatologists, gastroenterologists, and other physicians and researchers interested in allergic diseases and clinical immunology. Articles cover such topics as asthma, food allergy, allergic rhinitis, atopic dermatitis, primary immune deficiencies, occupational and environmental allergy, and other allergic and immunologic diseases, and include clinical trials and mechanistic studies that report on novel therapies, insights into underlying mechanisms, and other discoveries that will inform our understanding of these diseases and ultimately improve the diagnosis and management of patients. With an impact factor of 13.258, the journal ranks 1st of 27 in the Allergy category and 6th of 155 in the Immunology category in the 2017 Journal Citation Reports®, published by Clarivate Analytics. *The Journal of Allergy and Clinical Immunology* is also recommended for initial purchase in the Brandon-Hill study, Selected List of Books and Journals for the Small Medical Library.

Established	1929
Issuance	12 times per year
Circulation	5,156
Impact Factor	10.793
Website	www.jacionline.org
App	iTunes • Android

Editor-in-Chief

Zuhair K. Ballas, MD
Iowa City, IA

Publisher

Mary Ann Zimmerman

Societies & Affiliations

American Academy of Allergy Asthma & Immunology (AAAAI)

Market

Allergists and Immunologists; members of AAAAI



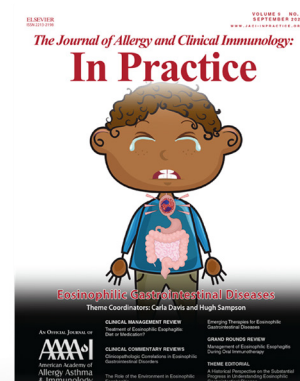
JACI: In Practice

Editorial Direction

The Journal of Allergy and Clinical Immunology: In Practice (JACI: In Practice) covers the spectrum of conditions treated by allergistimmunologists in their practices. The emphasis of the journal is on information that is practical for clinicians—material that can be used in everyday practice or will help in acquiring new knowledge or skills that can be directly applied to patients. A major goal of JACI: In Practice is to provide our readers with a high level of evidence to support their clinical decisions in diagnosis and management.

All JACI: In Practice content is peer-reviewed. The journal welcomes original research articles that fit into the above scope. For each original article, a highlight box indicates what is already known about this subject, what this study adds, and how the new information impacts current management guidelines. Shorter original research and instructive case reports are presented as Clinical Communications. “Images in Allergy” submissions that consist of clinical pictures (e.g., X-rays, CT scans, biopsies, allergens, endoscopic visualizations of the airway, eruptions, etc.) and impart important clinical information are also included. In addition, JACI: In Practice features various types of review articles that will primarily be invited by the editors. Many of these will offer CME. The original and review articles are supplemented by Editorials, AAAAI Practice Papers, and a regular Ask the Expert column. With an impact factor of 6.966, the journal ranks 2nd of 27 in the Allergy category and 21st of 155 in the immunology category in the 2017 Journal Citation Reports®, published by Clarivate Analytics.

Established	2013
Issuance	12 times per year
Circulation	4,795
Impact Factor	8.861
Website	www.jaci-inpractice.org
App	iTunes • Android



Publisher

Mary Ann Zimmerman

Editor-in-Chief

Michael Schatz, MD, MS
San Diego, California

Societies & Affiliations

American Academy of Allergy Asthma & Immunology (AAAAI)

Market

Allergists and immunologists; members of AAAAI

2022 Themes

January	Food Allergy
February	Difficult to Control Asthma
March	Respiratory Infections and the Lung
April	Health Disparities in Asthma and Allergy
May	Eosinophilic Disorders
June	Chronic Rhinosinusitis
July	Immunogenetics for the Allergy/ Immunology Clinician
August	Contemporary Concepts in Mast Cell Disorders
September	The Microbiome and Clinical Allergy/ Immunology
October	Telemedicine 2022
November	Smoke and the Lungs (tobacco, mari- juana, e-cigarettes)
December	Side Effects of Drugs Used in Allergy and Immunology Practice



Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message

and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Homepage

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250
Mobile	300 x 50

Rest of Site (ROS)

Leaderboard	728 x 90
Skyscraper	160 x 600

Leaderboard Sticky Banner

Leaderboard remains in place during scroll for 8 seconds, and Skyscraper on ROS pages remains in place on right side throughout scroll.

Rate

\$145 CPM Net

Monthly Metrics*

Journal of Allergy and Clinical Immunology

www.jacionline.org

Pageviews	202,537
Unique Visitors	101,757
Visits	132,456

JACI: In Practice

www.jaci-inpractice.org

Pageviews	70,793
Unique Visitors	27,136
Visits	35,150



*Adobe Analytics: Average of Jan 2020-Sept 2020

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers and all AAAAI members receive the Table of Contents (TOC) email for *The Journal of Allergy and Clinical Immunology* and *JACI: In Practice*, providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis. TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Banner Positions

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

Metrics*

Journal of Allergy and Clinical Immunology

Opt-in Distribution	14,353
Average Open Rate	20.0%

JACI: In Practice

Opt-in Distribution	8,985
Average Open Rate	22.5%

Rate

\$3,450 Net per Position, per Deployment



*Amazon SES: Sept 2020

JACI Print Rates & Closing Dates

Black & White Rates

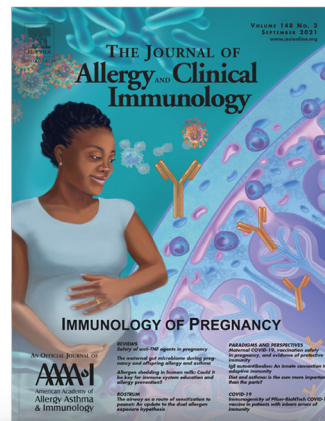
Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,065	\$2,205	\$1,620
3x	\$3,020	\$2,175	\$1,580
6x	\$2,950	\$2,105	\$1,575
12x	\$2,900	\$2,065	\$1,560
24x	\$2,895	\$2,035	\$1,510
36x	\$2,880	\$2,025	-
48x	\$2,865	\$2,010	-
60x	\$2,785	\$1,960	-
72x	\$2,760	\$1,925	-
96x	\$2,725	\$1,920	-
120x	\$2,690	\$1,895	-

Color Rates

Standard Color	\$900
Matched Color	\$975
Metallic Color	\$1,205
4 Color	\$2,155

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†

\$13,500 Net supplied

Outserts

\$14,000 Net supplied

Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	12/3/21	12/8/21	12/15/21
February	1/5/22	1/10/22	1/18/22
March	2/3/22	2/8/22	2/15/22
April	3/9/22	3/14/22	3/21/22
May	4/6/22	4/11/22	4/18/22
June	5/6/22	5/11/22	5/18/22
July	6/6/22	6/9/22	6/16/22
August	7/8/22	7/13/22	7/20/22
September	8/5/22	8/10/22	8/17/22
October	9/7/22	9/12/22	9/19/22
November	10/7/22	10/12/22	10/19/22
December	11/4/22	11/9/22	11/16/22



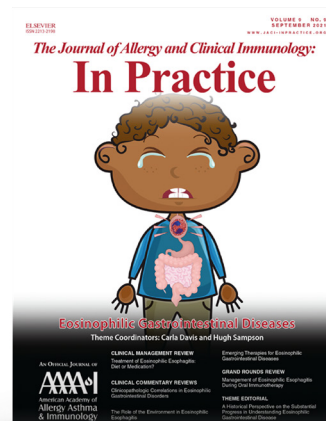
* All ads must go through an approval process.

†Trim size 7" w x 6" h; Bleed size 7.25" w x 6.25" h

JACI: In Practice Print Rates & Closing Dates

Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,065	\$2,205	\$1,620
3x	\$3,020	\$2,175	\$1,580
6x	\$2,950	\$2,105	\$1,575
12x	\$2,900	\$2,065	\$1,560
24x	\$2,895	\$2,035	\$1,510
36x	\$2,880	\$2,025	-
48x	\$2,865	\$2,010	-
60x	\$2,785	\$1,960	-
72x	\$2,760	\$1,925	-
96x	\$2,725	\$1,920	-
120x	\$2,690	\$1,895	-



Cover Tips

\$13,500 Net supplied

Outserts

\$14,000 Net supplied

Closing Dates

Color Rates

Standard Color	\$900
Matched Color	\$975
Metallic Color	\$1,205
4 Color	\$2,155

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

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	12/6/21	12/9/21	12/16/21
February	1/10/22	1/13/22	1/21/22
March	2/7/22	2/10/22	2/17/22
April	3/10/22	3/15/22	3/22/22
May	4/7/22	4/12/22	4/19/22
June	5/10/22	5/13/22	5/20/22
July	6/7/22	6/10/22	6/17/22
August	7/11/22	7/14/22	7/21/22
September	8/9/22	8/12/22	8/19/22
October	9/9/22	9/14/22	9/21/22
November	10/11/22	10/14/22	10/21/22
December	11/8/22	11/11/22	11/18/22

* All ads must go through an approval process.



2022 Meeting Issues

American Academy of Allergy, Asthma and Immunology (AAAAI) Virtual Annual Meeting

February 25-28, 2022 (Phoenix, AZ)

JACI	February 2022
------	---------------

JACI: In Practice	February 2022
-------------------	---------------

American College of Allergy, Asthma and Immunology (ACAAI) Annual Scientific Meeting

November 2022 (TBD)

JACI	November 2022
------	---------------

JACI: In Practice	November 2022
-------------------	---------------



Please Note: Conference distribution subject to change.
Please contact your Sales Representative prior to finalizing your media plan.

2022 MEDIA KIT // THE JOURNAL OF ALLERGY AND CLINICAL IMMUNOLOGY &
THE JOURNAL OF ALLERGY AND CLINICAL IMMUNOLOGY: IN PRACTICE

◀ BACK TO CONTENTS

8

Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive

way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



Reprint Capabilities

(continued)



Digital Reprints

E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

Order Reprints Online

Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process





Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Skyscraper 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Mobile Leaderboard 300 x 50

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



*Generic list of non-content pages available upon request though will vary by journal

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



[†]Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

Print Media

Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" X 10"	4-5/16" X 11-1/8"
1/4 Page	3-1/2" x 5"	—

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

Binding	Perfect; jogs to foot
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

Print Ad 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 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
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.

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



Print Media (continued)

- 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).

NOTE: 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

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

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.



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

Print Media (continued)

Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	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.
Insert Quality	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 Shipment Address for JACI

The Journal of Allergy & Clinical Immunology
Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Elsevier Team

Insert Shipment Address for JACI: In Practice

The Journal of Allergy & Clinical Immunology: InPractice
Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Elsevier Team

Disposition of Reproduction Material

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.



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

Contacts

Integrated Advertising, Contracts, and Insertion Orders

Aileen Rivera

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 917-825-3954

Email: a.rivera@elsevier.com

Joe Skey

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 856-325-7977

Email: j.skey@elsevier.com

Visit www.elsmediakits.com to view other media kits and rate cards.

Production Contact

John Marmero

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3657

Fax: 212-633-3846

Email: j.marmero@elsevier.com

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

Recruitment & Classified Advertising

Kenneth Naylor

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3835

Fax: 212-633-3846

Email: k.naylor@elsevier.com

