



ACAAI Integrated Portfolio



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Annals By the Numbers



Print Circulation

3,466

Average Monthly Visits*

28,567

Average Monthly Pageviews*

47,229

Opt-in Email Subscribers†

10,465



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*Adobe Analytics, Average of January-June 2022

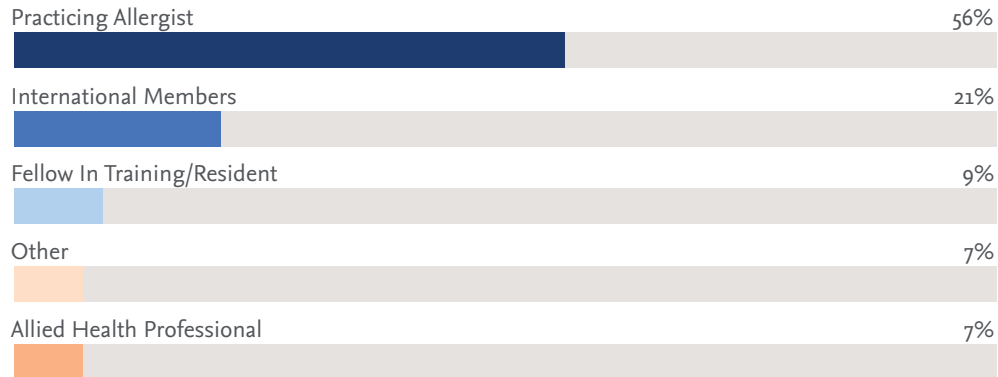
†Amazon SES, Averages of January-June 2022

‡Affiliate Members, Residents/Medical Students and allied health professionals who do not receive the print journal

ACAAI Member Demographics



Membership Types



The American College of Allergy, Asthma & Immunology, established in 1942, is a professional association of more than 6,200 allergists/immunologists and allied health professionals. Its mission is to promote excellence in the practice of the subspecialty of allergy and immunology.

Board-certified allergists-immunologists complete a three-year residency in either pediatrics or internal medicine, followed by a two-year approved fellowship in allergy and immunology. These physicians are subspecialists in asthma, allergic diseases, and immune disorders.

Demographics

- 93% of practicing physician members are Board-Certified by the American Board of Allergy & Immunology
- Average age: 48
 - 56% male
 - 44% female

Practice Type

- 51% group
- 26% solo
- 16% academic

Treatment Population

- 93% treat both children and adults



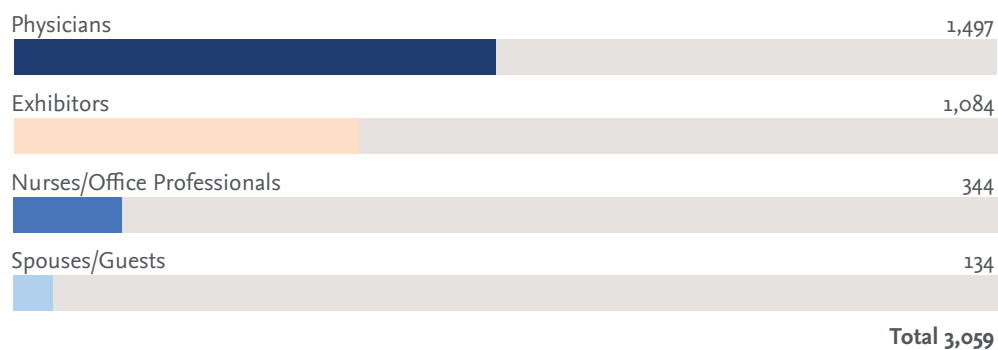
*American College of Allergy, Asthma & Immunology Membership Department, August 2021

ACAAI Member Demographics

(continued)



Prior In-Person Meeting Attendance



ACAAI Annual Meeting

- The ACAAI Annual Scientific Meeting is the premier event in the field of allergy, asthma and immunology.
- Approximately 3,000 allergists, internists, pediatricians and other healthcare professionals attend.



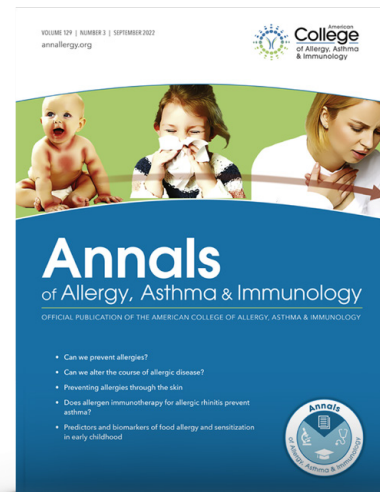
Journal Overview



Editorial Direction

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.

Established	1990
Issuance	12 times per year
Circulation	3,466
Website	www.annallergy.org



Editor-in-Chief

Mitchell H. Grayson, MD, FAAAAI

Publisher

Theresa Monturano

Societies & Affiliations

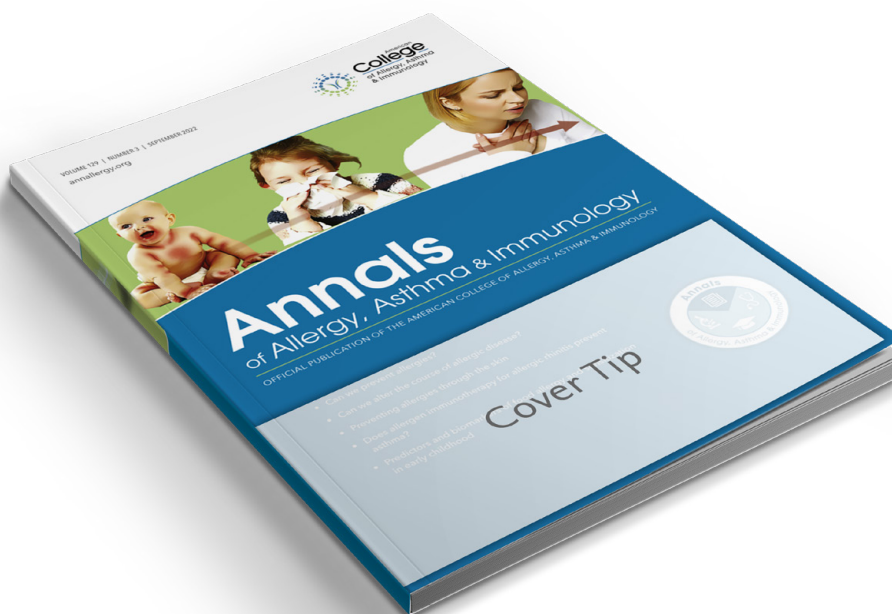
Official publication of the American College of Allergy, Asthma & Immunology

Market

Physicians treating allergic or immunologic disorders or asthma



Display Advertising



Run-of-Book Advertising

- Premium positions
- Pre-printed inserts
- Business reply card (material is mailed with Journal)

Rate

See page 7 for print rates

List Matching

Rate

Contact your sales representative for pricing.

Cover Tip Programs

An eye-catching and cost-effective way to get your message in front of an engaged audience of 3,700 physicians.

Rate

Cover Tip: \$14,300

Outsert Programs

Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader's attention before they even open the journal with promotional brochures, conference collateral, CDs/DVDs, and more.

Rate

\$15,400 Net

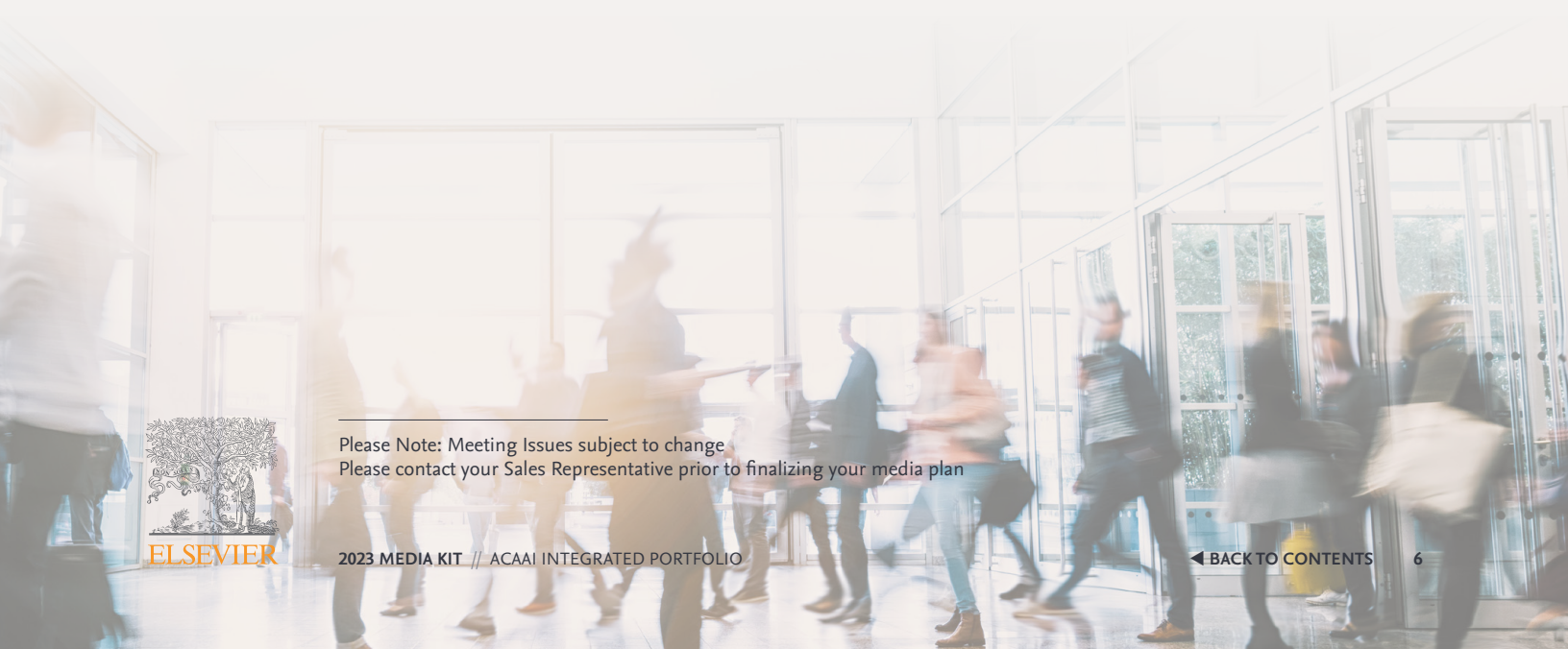


Meeting Issues



2023 Conferences

Conference	Date	Location	Annals Issue
American Academy of Allergy, Asthma and Immunology (AAAAI) and World Allergy Organization (WAO)	February 24-27, 2023	San Antonio, TX	March 2023
American College of Physicians (ACP), Internal Medicine Meeting	April 27-29, 2023	San Diego, CA	April 2023
American Academy of Family Physicians (AAFP) Family Medicine Experience (FMX)	September 20-23, 2023	Washington, DC	October 2023
American College of Allergy, Asthma and Immunology (ACAAI)	November 9-13, 2023	Anaheim, CA	November 2023
American Association for Respiratory Care (AARC) Congress	TBD	TBD	November 2023



Please Note: Meeting Issues subject to change
Please contact your Sales Representative prior to finalizing your media plan

Print Rates & Closing Dates



Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,045	\$2,080	\$1,375
6x	\$2,970	\$2,050	\$1,370
12x	\$2,905	\$2,010	\$1,330
24x	\$2,825	\$1,940	-
36x	\$2,760	\$1,890	-
48x	\$2,695	\$1,865	-
60x	\$2,605	\$1,810	-
72x	\$2,480	\$1,690	-
84x	\$2,405	\$1,660	-
96x	\$2,380	\$1,630	-
108x	\$2,365	\$1,615	-

Color Rates

Standard Color	\$1,010
Matched Color	\$1,045
4 Color	\$2,285

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

Cover Tip: \$14,300

Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

Outserts

\$15,400 Net

Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January 2023	11/17/22	11/22/22	12/1/22
February 2023	1/5/23	1/10/23	1/18/23
March 2023	2/2/23	2/7/23	2/14/23
April 2023	3/6/23	3/9/23	3/16/23
May 2023	4/5/23	14/10/23	4/17/23
June 2023	5/3/23	5/8/23	5/15/23
July 2023	6/1/23	6/6/23	6/13/23
August 2023	7/5/23	7/10/23	7/17/23
September 2023	8/2/23	8/7/23	8/14/23
October 2023	8/31/23	9/6/23	9/13/23
November 2023	10/2/23	10/5/23	10/12/23
December 2023	10/30/23	11/2/23	11/9/23
January 2024	11/17/23	11/22/23	12/1/23



*All ads must go through an approval process.

Journal Website Banner Advertising (ROS)



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

Desktop/Tablet

Leaderboard (top)	728 x 90
Skyscraper (right rail)†	160 x 600
Rectangle (right rail)†	300 x 250

Mobile

Leaderboard (top)	320 x 50
Rectangle (within content)†	300 x 250

Monthly Metrics*

www.annallergy.org

Pageviews	47,229
Unique Visitors	22,957
Visits	28,567
US Ad Impressions	23,000

Rate

\$145 CPM Net

Minimum purchase 20,000 impressions per month



*Source: Google Ad Manager October 2022

†Based on responsive ad design

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each week, registered subscribers receive the Table of Contents email (eTOC) for *Annals of Allergy, Asthma & Immunology* providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Banner	Ad	Size (pixels)	Metrics*
Top	Leaderboard	728 x 90	Opt-in Distribution 10,780
Middle	MPU	300 x 250	Average Open Rate 19.2%
MPU banners, positions 1, 2, 3, are stacked vertically			Rate
Formats	jpeg, png, gif, (static image only)		\$3,000 Net/Banner
Tracking pixels	No		
Max file size	200 KB		

Animation and expandable banners unavailable



*Source: Google Ad Manager October 2022

Article-In-Press Email Alerts



Monthly AIP Email Alerts

Each month, Annals sends out an average of 10 article-in-press alerts to a separate list of opt-in subscribers.

Rate
\$2,000/month 100% SOV
2 consecutive month minimum

Banner Positions (2 available)

Leaderboard	728 x 90
-------------	----------

+ Select one of these two other sizes:

Skyscraper (right side)	160 x 600
-------------------------	-----------

Medium Rectangle (bottom)	300 x 250
---------------------------	-----------

Metrics*

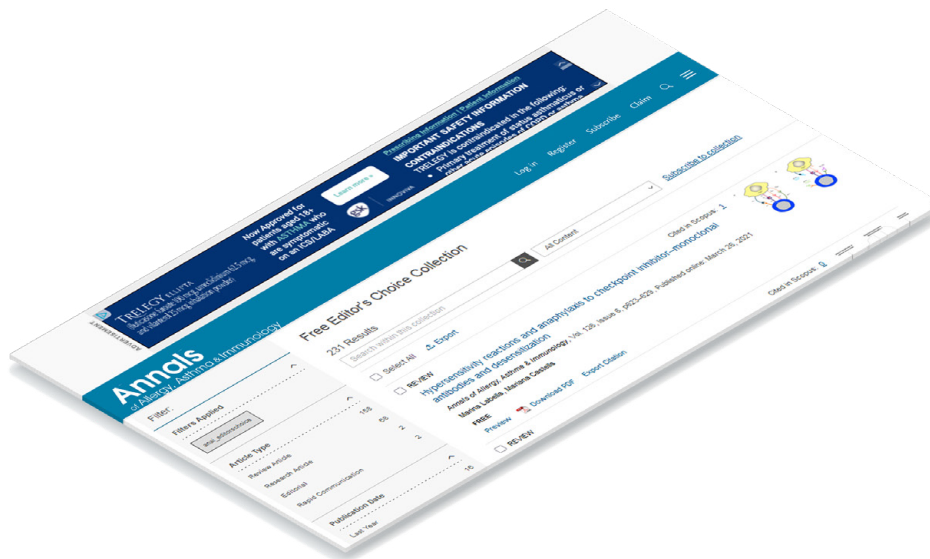
Opt-in Distribution	950
---------------------	-----

Average Open Rate	38%
-------------------	-----

*Source: Google Ad Manager October 2022



Topic Collections



Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent *Annals of Allergy, Asthma & Immunology* editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Existing Topic Collections include:

- Free Editor’s Choice Collection
- Issue PPT
- Ocular Allergy
- Allergen of the Month

Sponsorship includes the following:

- Banner placement on the journal site’s topic collection. Ads on collection landing pages follow reader to the selected article page.
- Placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience.

Banner Positions

Leaderboard, top	728 x 90
Rectangle	300 x 250

Banners appear on all topic collection landing pages and on article pages accessed from topic collection landing pages

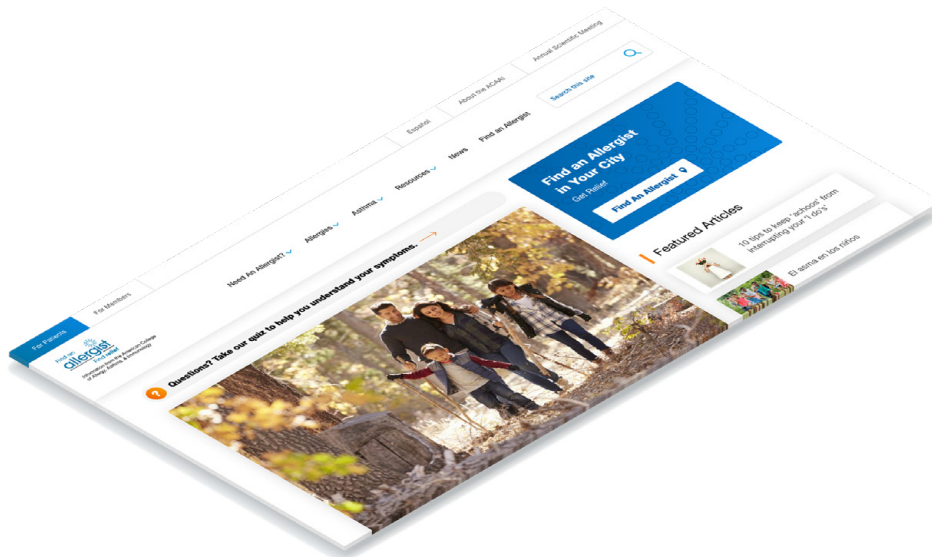
Rate

Please contact your Sales Representative.



*All targeted solutions are subject to society and Editor approval.

ACAAI HCP Portal: Website Banner Advertising



Targeting HCPs

Target healthcare professionals (HCPs) treating allergic or immunologic disorders or asthma with a combination of digital advertising on both the *Annals of Allergy, Asthma and Immunology* website, www.annallergy.org, and the American College of Allergy, Asthma and Immunology member/professional website, college.accai.org.

The ACAAI website provides members with information about the College and variety of educational resources including:

- ACAAI Guidelines
- Annual Meeting
- Continuous Learning Connection
- Foundation information
- Practice Management resources
- Advocacy resources, other publications, and more

ACAAI Member/HCP Portal

Banner Positions

Homepage

Leaderboard, top and bottom 728 x 90

Monthly Metrics*

college.accai.org

Average monthly visits 12,000

US Ad Impressions 20,000

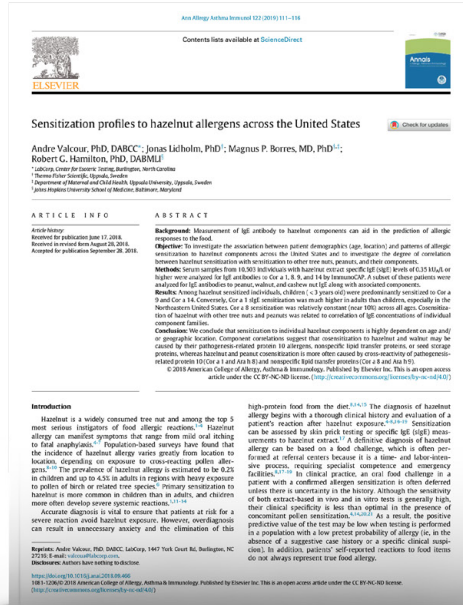
Rate

\$145 CPM

*2021 monthly average



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



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Reprint Capabilities (continued)



ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes

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

Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints.

Visit us at medreprints.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



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 head
Printing process	Litho 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.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

**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.



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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

Publishers Press

Annals of Allergy, Asthma & Immunology
LSC Communications
121 Matthews Drive
Senatobia, MS 38668
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.





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*)

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



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*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

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)

Additional Notes:

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

†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

Contacts



Integrated Advertising

Jessica Jimenez-Ahmed

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 267-226-8166

Fax: 212-633-3846

Email: j.jimenez-ahmed@elsevier.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

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

Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3649

Fax: 212-633-3846

Email: le.sylvester@elsevier.com

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



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