

## 2020 Advertiser's Media Kit

*Your direct link to people with allergies, asthma and food allergy*

# Allergy & Asthma Today

TARGETED READERSHIP • PROVEN CREDIBILITY • QUALITY CONTENT

Endorsed by healthcare professionals, *Allergy & Asthma Today* is a nonprofit magazine now in its 18th year – published twice a year to help patients and families better understand, identify and prevent asthma and allergy symptoms and step confidently on the road to healthy living.

## Total distribution: 130,000 per issue

- Patients
- Caregivers
- Primary care providers
- Allergists
- Pediatricians
- Pulmonologists
- Otolaryngologists
- Nurses
- School nurses
- Respiratory therapists
- Asthma educators
- Public health officials
- State and federal policy makers
- Industry leaders

**Healthcare professionals place magazines in their waiting rooms and distribute them directly to families and patients – your potential customers.**

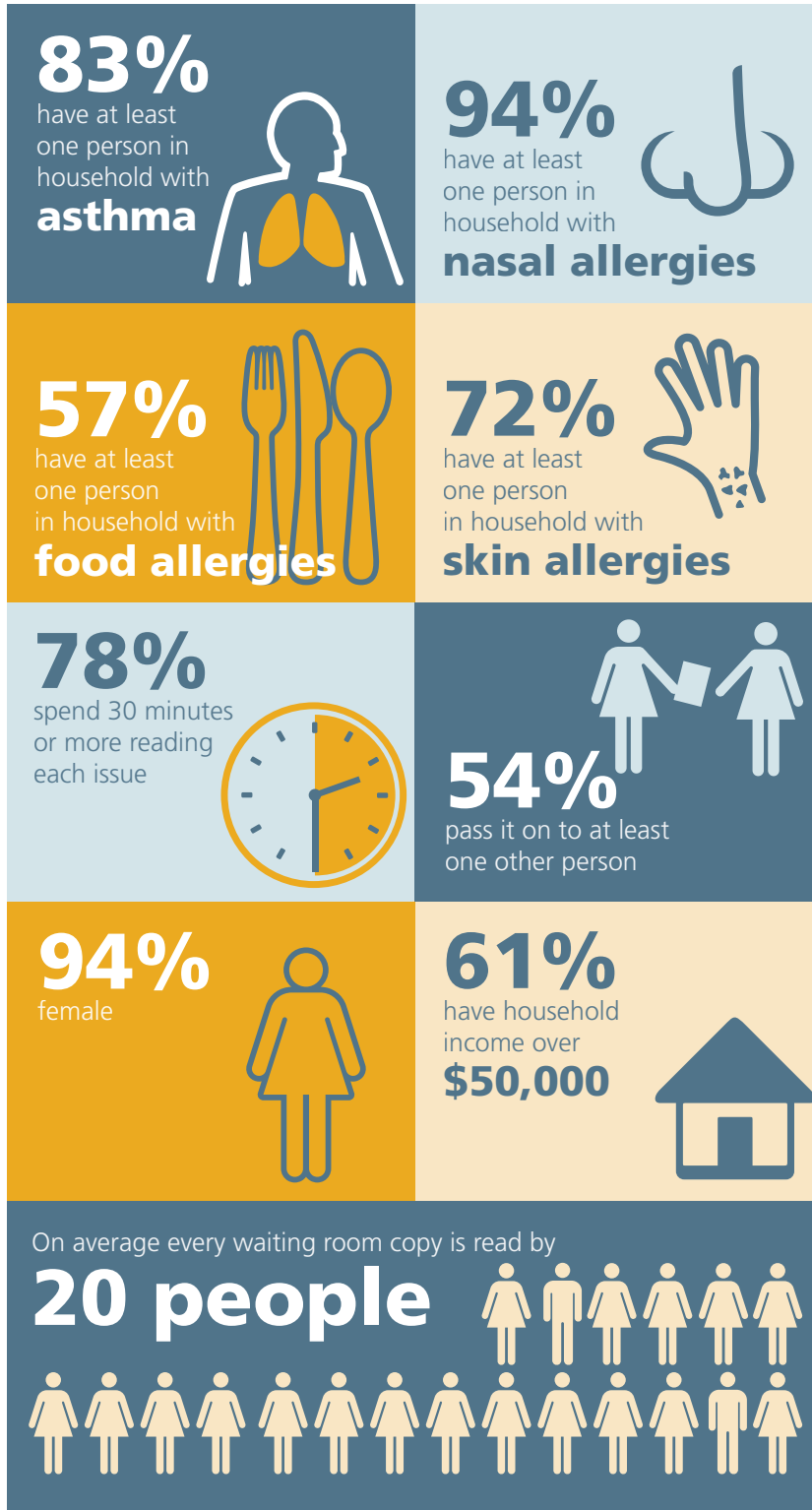
Allergy & Asthma Network gives free copies to food allergy and asthma coalitions, health fairs, children's programs and others who request Network educational materials.

## Estimated 2.1 million readers per issue

**98%** patients and families      **2%** healthcare professionals

Digital edition on [AllergyAsthmaNetwork.org/Publications](https://AllergyAsthmaNetwork.org/Publications)

## Allergy & Asthma Today reader profile



### Our readers are buyers!

**59%** trust a company more after seeing an advertisement in *Allergy & Asthma Today*

AAT readers are actively seeking healthcare and lifestyle solutions for their chronic conditions.

- 54%** have sought more info on a product after seeing it advertised in AAT
- 52%** have visited the manufacturer's website
- 74%** make most purchasing decisions in their households

### More than 50% have recently purchased or intend to purchase

- over-the-counter allergy, cold or flu medicines
- asthma devices, such as peak flow meters, holding chambers or nebulizers
- sensitive skin products

### 30-50% have recently purchased or intend to purchase:

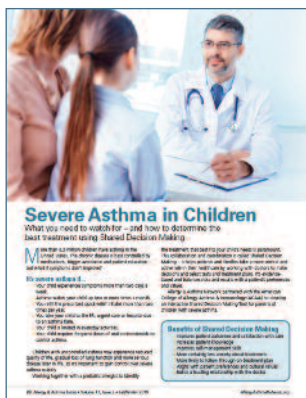
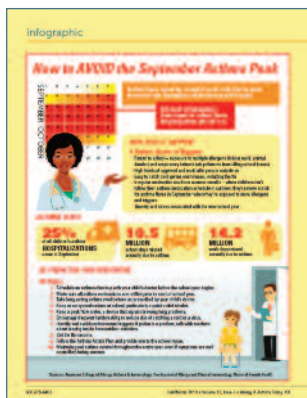
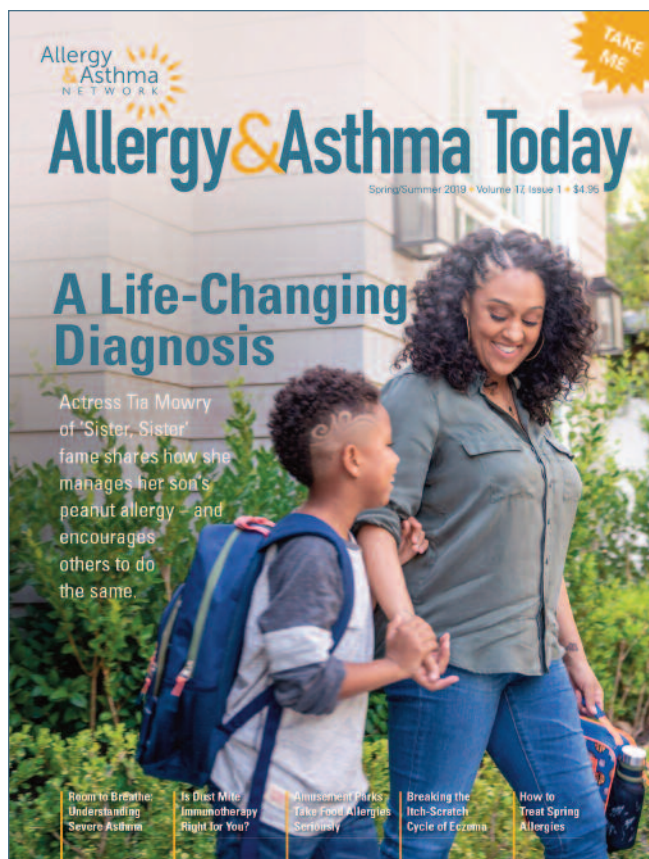
- allergy-protective bedding
- sinus wash products
- allergy-safe foods
- air cleaners or dehumidifiers
- nontoxic cleaning products

## Allergy & Asthma Today Readers want to know about:

COPD Latex Allergy Celiac Disease  
**Asthma** GERD Mold Food Allergies Exercise  
 Dust Mites **Allergies** Sinusitis Nontoxic Cleaners  
 Hay Fever Eczema Pollen Anaphylaxis Severe Asthma  
 Gluten-free Pet Allergies Venom Allergies Atopic Dermatitis

## Must-read topics in every issue:

- **Asthma** management strategies
- Identifying and managing **food allergies**
- Nasal allergy/**hay fever** prevention and relief
- **Anaphylaxis** education – preventing and treating life-threatening food, latex, medication or insect allergies
- **Allergy proofing** tips, for home and office
- **Sensitive skin** advice
- **Exercise** and healthy living
- Allergen- and gluten-free **cooking** and recipes
- Legislative and **advocacy** issues



# 2020 EDITORIAL CALENDAR

## BONUS DISTRIBUTION TO CONFERENCES

### Spring/Summer Issue

- Living Well With AERD: Rhonda and Wayne Nelson
- Inhaler Innovation: How E-Connected Devices Work
- Addressing Asthma in Puerto Rico: Challenges Ahead
- The Total Lung Connection: Lifestyle Matters
- Treating Spring Allergies: Nasal Spray Know-How
- A Good Treatment For Bad Asthma: Melody's Story
- Can't Stand the Heat: Summertime Asthma
- A Step Forward for Peanut Allergy Immunotherapy
- Hiding Behind Food Allergies: Disordered Eating
- Epinephrine Treatments
- Beyond the Top 8 Food Allergens
- Teen Life With Asthma
- Repair the Skin Barrier: How Moisturizing Helps Eczema
- Asthma In the Workplace

- Allergy & Asthma Day Capitol Hill (AADCH)
- American Academy of Allergy, Asthma & Immunology
- American Academy of Dermatology
- American Association of Nurse Practitioners
- American Pharmacists Association
- American Thoracic Society
- Eastern Allergy Conference
- National Association of Pediatric Nurse Practitioners
- National Association of School Nurses
- School-Based Health Alliance
- Texas Allergy & Immunology Society
- National Medical Association

### Fall/Winter Issue

- Not Just For Kids: Adult-Onset Asthma and Food Allergies
- Allergens Around Us: Managing Environmental Allergies
- How Pharmacists Can Help You Manage Medications
- Preempt Fall Allergies? The Best Time to Take Medication
- Take Time for Self-Care: Mental Health and Chronic Conditions
- How Valved Holding Chambers Make a Difference
- Living With Pets ... And Pet Allergies
- Far and Wide: The Impact of Wildfire Smoke
- Ins and Outs of Cleaning Indoor Mold
- Is It Food Allergy or Food Intolerance?
- Infant Anaphylaxis: Spotting the Signs
- Persistent Nasal Polyps: Treatment Options
- Allergic to Cellphones? Understanding Nickel Allergy
- Pinpointing the Cause of Skin Hives and Rashes

- American Academy of Family Physicians
- American Academy of Otolaryngic Allergy
- American Academy of Pediatrics
- American Association for Respiratory Care
- American College of Allergy, Asthma & Immunology
- Association of Asthma Educators
- CHEST – American College of Chest Physicians
- European Academy of Allergy and Clinical Immunology
- Physician Assistants in Allergy, Asthma & Immunology
- Pri-Med Annual Conference
- USAsthma Summit

Editorial content is subject to change. For up-to-date information, contact [soser@aanma.org](mailto:soser@aanma.org). See full advertising deadlines on page 6.

**Which Airfares Make the Grades**

When it comes to airfares, there are many options. Some are more expensive than others, but they may offer better service or more amenities. We've analyzed the top airlines to help you decide which one is right for you.

Airline	Score	Price	Service	Amenities
American	85	High	Good	Excellent
Delta	82	Medium	Good	Good
JetBlue	78	Low	Good	Good
Southwest	75	Low	Good	Good
United	72	High	Good	Good

**How to Treat Spring Allergies**

Understanding the updated Allergic Rhinitis Guidelines

Spring allergies can be a real pain. But there are ways to manage them. Here are some tips to help you feel better.

1. Avoid allergens: Stay indoors on high pollen days, wear a mask, and shower after being outside.
2. Use medications: Antihistamines and nasal corticosteroids can help reduce symptoms.
3. Try natural remedies: Saline nasal irrigation and honey may provide relief.
4. Consider immunotherapy: Allergy shots can help your body build tolerance to allergens.

**All in Good Taste**

**Soups – Not Just for Winter!**

**Cauliflower and Dark Greens Glow Soup**

1. In a large pot, sauté onions and garlic in olive oil until softened.

2. Add cauliflower florets, kale, and other dark leafy greens. Cook for 5 minutes.

3. Pour in vegetable broth and bring to a boil. Simmer for 15 minutes.

4. Blend the soup until smooth. Add salt and pepper to taste.

**Lemony Ricotta & Red Pepper Potato Soup**

1. Boil potatoes in salted water until tender.

2. Sauté onions and garlic in olive oil.

3. Add red pepper flakes and vegetable broth. Simmer for 10 minutes.

4. Blend the soup until smooth. Stir in ricotta cheese and lemon juice.

## Standard Rates

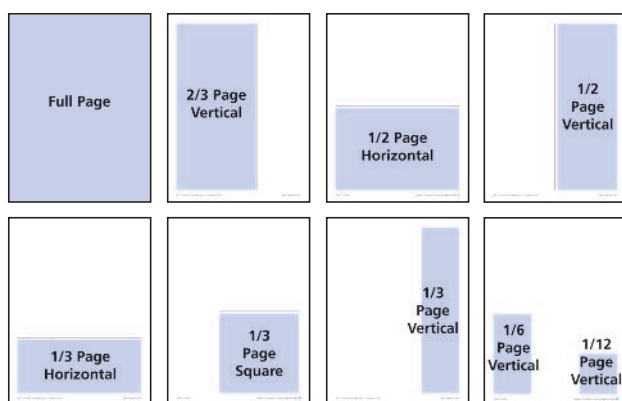
	1x	2x
1 Page	\$7,500	\$6,750
2/3 Page	\$5,625	\$5,063
1/2 Page	\$4,875	\$4,388
1/3 Page	\$3,375	\$3,038
1/6 Page	\$1,500	\$1,350
1/12 Page	\$800	\$700

## PREMIUM SPACE

	1x	4x
Cover 2	\$9,000	\$8,100
Cover 3	\$8,625	\$7,762
Cover 4	\$9,375	\$8,437

Guaranteed space fee: 15%

## Advertisement Sizes



<b>Full Page</b>	7.000" x 9.375"
Full Bleed	8.250" x 10.750"
Trim	8.000" x 10.500"
<b>2/3 Page Vertical</b>	4.500" x 9.375"
<b>1/2 Page Horizontal</b>	7.000" x 4.625"
<b>1/3 Page Horizontal</b>	7.000" x 3.000"
<b>1/3 Page Vertical</b>	2.125" x 9.375"
<b>1/3 Page Square</b>	4.500" x 4.500"
<b>1/6 Page Vertical</b>	2.125" x 4.500"
<b>1/2 Page Vertical</b>	3.375" x 9.375"
<b>1/12 Page Vertical</b>	2.125" x 2.125"

Print add-ons available:

- Outsert ads polybagged
- Blow-in cards
- Inserts
- Sponsored content

## 2020 Advertising Deadlines

Issue	ad close date	materials due	mail date
Spring/ Summer Issue	February 5	February 12	March 1
Fall/Winter Issue	August 12	August 19	September 1

## Advertising Benefits:

- Rich 4-color printing throughout
- **FREE** inclusion in digital edition on Allergy & Asthma Network website

## Design Specifications and Digital Requirements

PDF is the required file format for *Allergy & Asthma Today* materials.

- Must be high-resolution/press-optimized PDF files.
- Linescreen should be at 133. Live matter should be 0.25" from trim. Must include crop marks.
- All photos/halftone images must be at least 300 dpi and sized at 100% for best printing results.
- Ads must have all images converted to CMYK. RGB and Pantone spot colors are not acceptable.
- All fonts must be embedded in the PDF and be Type 1.
- Advertiser-supplied disks must be accompanied by a color-accurate proof with specs.

Questions? Contact Creative Director, Paul Tury.  
ptury@allergyasthmanetwork.org, 800.878.4403

Mail advertising materials:

Allergy & Asthma Network  
8229 Boone Blvd., Suite 260, Vienna, VA 22182

Or email: [ptury@allergyasthmanetwork.org](mailto:ptury@allergyasthmanetwork.org)

All advertiser-supplied materials are presumed to be correct and in accordance with stated requirements. Publisher will not be held liable for printing complications that may arise due to receipt of nonconforming materials.

### Handling and Disposition of Advertising Materials

All advertising materials should be shipped securely packed and identified as to issue(s) of insertion, advertiser, agency of record and any special instructions. Materials received for insertion will not be released until after publication of issue. Requests for return of materials must be done in writing.

## Web Ads

**Allergy & Asthma Network's website**, available at [AllergyAsthmaNetwork.org](http://AllergyAsthmaNetwork.org), is a destination for patients, families and healthcare professionals to stay engaged and informed on asthma and allergies, advocacy efforts and the latest research. They can also interact with each other via online community forums. The website attracts **30,000 users** per month. Ads run on 5 of the most visited web pages: Outreach, Education, Asthma, Allergies and Food Allergies. Ads cannot be placed on the home page.



### Banner ad

Size: 646x239, Format: GIF or JPG, one hyperlink

	1x	3x
Per month	\$625	\$550
Total	\$625	\$1,650

### Side bar ad

Size: 268x 268, Format: GIF or JPG, One hyperlink

	1x	3x
Per month	\$500	\$450
Total	\$500	\$1,350

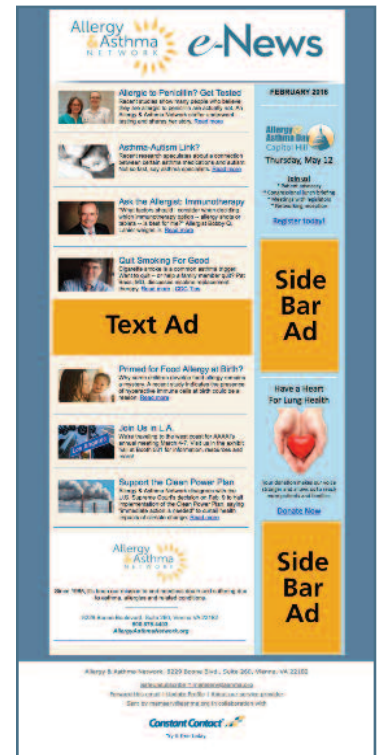
Website ads run for a calendar month. Closing date for booking is 20th of the previous month, with materials due on the 24th. Payment must be made in advance.

## e-News

### Allergy & Asthma Network's e-Newsletter

is a **monthly** publication full of the latest allergy and asthma research news, advocacy initiatives, feature stories, patient testimonies, Network events, and more.

It is sent by email to **24,000 people** who have requested information from us including: Network family and professional members, website visitors, partner healthcare professionals, and visitors to our booths at conferences and community healthcare events. The e-News has an average **open rate of 20%**.



### Side bar ad:

Size: 156x200, Format GIF or JPEG, One hyperlink

	1x	3x
Per month	\$800	\$680
Total	\$800	\$2,040

### Text ad:

Image size 125x75, Format GIF or JPEG, Plus short headline, 20-36 word text, one hyperlink

	1x	3x
Per month	\$760	\$646
Total	\$760	\$1,938

The Network e-newsletter is published the 3rd week of the month. Closing date for booking is the 12th, with materials due on the 14th. Payment must be made in advance.

## Payment Information

- All rates are NET to Publisher and do not include any additional agency fee. Agency fees must be paid by Advertiser.
- Publisher accepts American Express, Visa, MasterCard and Discover payments; please add 3% for processing.
- Payments received after 60 days are assessed a 5% late fee.
- In the event an account is referred to a third party for collection, Advertiser agrees to pay collection and/or reasonable attorney's fees, as well as court costs incurred to effect collection.
- Rates are subject to change upon 60 days notice from the Publisher. Signed contracts and accepted insertion orders are not subject to rate change.

## Advertising Criteria

- Advertising content should advance patient understanding of what the product is and how to use it without jargon or ambiguous terminology. For example, Allergy & Asthma Network research shows the term "rescue medication" leads patients to believe that bronchodilators should be used sparingly, in life-threatening emergencies only, and that "controllers" refers to whatever medications they use to stop unwanted symptoms. Such terminology has been removed from NIH Asthma Guidelines and we encourage Advertisers to do the same.
- Advertisements may not state or imply through graphic images that use of a product or medication provides a cure or will obviate the need for allergen avoidance or other preventive allergy and asthma measures unless scientifically established evidence is provided to Publisher and to the reader substantiating such claims.
- Publisher does not accept advertising that overtly or subtly disparages a competitor's product.
- Advertisements that appear to be editorial in content will be clearly labeled as advertisements.
- Publisher does not accept advertisements containing a seal of approval, implied endorsement or allergy- or asthma-friendly certification.
- All advertising is subject to preapproval by Publisher. Publisher may reject or cancel any advertising for any reason at any time. Advertisements not previously published in AAT must be received at least 1 week before published materials-due date to facilitate approval process.
- Publisher makes no claims or endorsements about products, services or therapies advertised and encourages readers to contact Advertisers with any questions about products and services offered.

**Cancellation terms:** Special placement and multiple-insertion contracts cannot be cancelled. For single-insertion contracts, neither Advertiser nor its agency may cancel advertising after closing date. If for any reason ad materials are not received by the published materials-due date, Publisher reserves the right to repeat a former ad at full rate or charge Advertiser for the cost of space reserved.

**Indemnification:** Advertiser agrees to abide by all Allergy & Asthma Network advertising terms and conditions. Advertiser agrees to hold and save Publisher harmless against all liability resulting from the publication of advertising material furnished by Advertiser, including Publisher's expenses of defending against any such claims.



## Allergy & Asthma Network Publication Awards

- **2019** – Award of Distinction, Communicator Award for Excellence, “Understanding Atopic Dermatitis”
- **2017** – Award of Excellence, APEX Awards for Publication Excellence, “Understanding Allergies”
- **2017** – National Health Information Award – Gold Award for “Understanding Anaphylaxis”
- **2015** – National Health Information Awards – Silver Award for “Understanding Asthma”
- **2015** – Award of Distinction, Communicator Award for Excellence, “Understanding Asthma”
- **2011** – National Health Information Award
- **2008** – Award of Excellence, Associations Advance America Awards, American Society of Association Executives and The Center for Association Leadership
- **2008** – Award of Excellence, APEX Awards for Publication Excellence
- **2007** – Silver Award for Art Illustration, Davey Awards, International Academy for the Visual Arts
- **2007** – Silver Award for Editorial, Davey Awards, International Academy for the Visual Arts
- **2006** – Gold Circle Award, American Society of Association Executives and The Center for Association Leadership
- **2006** – National Health Information Award
- **2005** – National Health Information Award



Serving patients and families since 1985



A multidisciplinary, patient-centered network dedicated to ending needless death and suffering due to asthma, allergies and related conditions through outreach, education, advocacy and research.

8229 Boone Blvd, Suite 260, Vienna, VA 22182  
703.641.9595  
[AllergyAsthmaNetwork.org](http://AllergyAsthmaNetwork.org)

Allergy & Asthma Network is a 501(c)(3) nonprofit organization.



# 2020 INSERTION ORDER

Company/Product being advertised \_\_\_\_\_ Date \_\_\_\_\_

Media company (if appropriate) \_\_\_\_\_

Advertising Contact \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

All print, website and e-newsletter advertisements must be approved by Allergy & Asthma Network before publication, in accordance with guidelines published in the 2020 Advertisers Media Kit.

Email insertion orders to Scott Oser, [soser@aanma.org](mailto:soser@aanma.org)

Email or mail materials to Creative Director Paul Tury: [ptury@allergyasthmanetwork.org](mailto:ptury@allergyasthmanetwork.org); Allergy & Asthma Network, 8229 Boone Blvd., Suite 260, Vienna, VA 22182.

## Reserve Print Ad Space:

### Allergy & Asthma Today magazine print advertising

Issue	Ad Size	Net Rate	Materials Due
Spring/Summer 2020			February 12
Fall/Winter 2020			August 19

Print ads will be invoiced (or credit card charged) **upon publication** of each issue.  Charge my credit card  Invoice me

## Reserve Digital Ad Space:

### www.allergyasthmanetwork.org web ads

Website ads run for a calendar month. Closing date for booking is 20th of the previous month, with materials due on the 24th.

Payment must be made in advance.

Number of Banner ads: \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Banner</b>												
<b>Sidebar</b>												

Number of Sidebar ads: \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

### Network e-Newsletter ads

The Network e-newsletter is published the 3rd week of the month. Closing date for booking is the 12th, with materials due on the 14th. Payment must be made in advance

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Banner</b>												
<b>Text</b>												

Number of Sidebar ads: \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

Number of Text ads: \_\_\_\_\_ Price per ad \_\_\_\_\_ Total cost \_\_\_\_\_

Digital ads must be paid **in advance** of the placement.  Charge my credit card  Invoice me **TOTAL:** \_\_\_\_\_



## Contract

This Insertion Order is a contract between Allergy & Asthma Network and the advertiser. Advertisements will not be placed without a fully completed and signed Insertion Order. Email to: Scott Oser, [soser@aanma.org](mailto:soser@aanma.org). Questions: Scott Oser, 301-279-0468

Digital ads must be paid **in advance** of the placement.

Print ads will be invoiced (or credit card charged) **upon publication** of each issue.

All prices are net to Allergy & Asthma Network. Credit card payments will be charged an extra 3%.

Your signature below indicates you have read and accept the advertising guidelines and payment policies published in the Allergy & Asthma Network 2020 Advertisers Media Kit and online at [www.allergyasthmanetwork.org](http://www.allergyasthmanetwork.org).

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_

## Billing Information

Company responsible for payment: \_\_\_\_\_

Contact name \_\_\_\_\_ Email \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Purchase Order#: \_\_\_\_\_

Please email invoice to: \_\_\_\_\_

Please mail invoice to:  address above  new address:

New address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please charge my credit card (Note: 3% processing fee will be added; maximum credit card charge \$10,000)

Visa  MasterCard  American Express  Discover

Credit card # \_\_\_\_\_ Sec. Code \_\_\_\_\_ Exp \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Company name \_\_\_\_\_

Signature \_\_\_\_\_