



# 2021 Advertiser's MEDIA KIT

Your direct link to people with allergies, asthma and related conditions



We are excited to announce the first Global Food Allergy Virtual Summit! This is a FREE 3-day event where you will learn from food allergy experts. Save the dates, August 13-15, 2021, because you will not want to miss this event! [Register now!](#)

## Advancing Nationwide Efforts to Engage, Educate & Empower

At Allergy & Asthma Network, we are here to serve and support you. We work with national and local partners to train healthcare professionals and host events and screenings that reach people directly in their communities. We raise awareness and educate millions each year with easy-to-understand, medically reviewed resources in English and Spanish. We advocate at the federal and state levels to improve access to care and affordable medications. We work to ensure the patient voice is included in research and drug development. Your health and well-being are at the heart of our work. Our goal is to improve quality of life and achieve equitable and optimal health outcomes for adults and children living with these chronic conditions, especially those in underserved communities.

## Allergy & Asthma In the News



**School Plans for Students with Food Allergies**  
News, Food Allergy, School  
Learn about the 4 types of school plans for students with food allergies and what parents need to do to get the right plans in place for their children.  
[read more](#)



**News, Asthma, COVID-19**  
Learn possible reasons why hospitals and emergency departments reported fewer asthma attacks during the COVID-19 pandemic.  
[read more](#)



**Ask the Allergist: Can Diet During Pregnancy Cause Allergies in My Baby?**  
News, Allergies, Ask the Allergist  
Are there foods pregnant women should eat or avoid to an to prevent allergic disease in their children? We spoke with Allergist Megan, MD.  
[read more](#)



**Ensuring the Patient Voice is Heard**  
News, Patient Voice  
Learn how the patient voice is being heard in the development of new medications.  
[read more](#)



**Global Food Allergy Summit: Watch FREE for Limited Time**  
Last week we hosted food allergy patients and caregivers from 33 countries around the world! If you missed the Summit, you're welcome to register and view all recordings FREE through Sept. 19! You'll hear from leading food allergy experts on managing food allergies, oral immunotherapy, gut health, and more!  
[Read more](#)



**Get Your Asthma and Allergy Weather Forecast!**

**COVID-19 Vaccine Booster Shots: What You Need to Know**

COVID-19 booster shots for people who received the Pfizer/BioNTech or Moderna mRNA vaccines will be available starting Sept. 20. Booster shots are already recommended for people who have medical conditions that make them immunocompromised.  
[Read more](#)  
[Learn about monoclonal antibodies as an alternative treatment for COVID-19](#)

**Ask the Allergist: COVID-19 Vaccine Q&A**

Is the COVID-19 vaccine recommended for people with a history of severe allergic reactions? Should you get the vaccine if you have previously tested positive for COVID-19? Hear from board-certified allergist Puri Parikh, MD, FAAAAI.

[Watch now!](#) | [Ask the Allergist Archives](#)

**The September Asthma Peak is Coming...**

Every year, 1 out of every 4 childhood asthma hospitalizations occur in the month of September. Here are 10 ways to keep children with asthma healthy during the September Asthma Peak -- and all year round. Plus, check out our September Asthma Peak infographic.

[Read more](#)  
[Aug. 26 Webinar: "The September Asthma Peak"](#)

**Allergic to Ragweed Pollen?**

Here are some helpful tips:

- Pre-medicate with an antihistamine and/or corticosteroid nasal spray
- Limit time outside when pollen levels are high
- Wear a mask when raking and doing outdoor activities
- Change clothes/take a shower after being outside
- Keep windows and doors shut at home
- Dry laundry indoors
- Consider immunotherapy

[www.allergyasthmanetwork.org](#)

[Learn more about ragweed allergy and ragweed cross reactive foods](#)



Our Work

Hot Links



## Allergy & Asthma Network

- *AllergyAsthmaNetwork.org*
- Network E-news
- Social Media Platforms

### **TARGETED READERSHIP • PROVEN CREDIBILITY • QUALITY CONTENT**

Endorsed by healthcare professionals, Allergy & Asthma Network's website, monthly e-Newsletter and social media help patients and families better understand, identify and prevent asthma and allergy symptoms and step confidently on the path to healthy living.

**Website: 150,000+ unique visitors per month**

**E-newsletter: Delivers to 50,000+ members and subscribers per month**

**Social Media: Platforms reach 25,000+ followers**

- Patients and families
- 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

# Digital Ad Opportunities

Media packages for multiple platforms are available – contact us for details.

## Web Ads

Allergy & Asthma Network's website, available at AllergyAsthmaNetwork.org, is a destination for patients, families and healthcare professionals to stay engaged and informed on asthma, allergies and eczema, our advocacy efforts, and the latest research.

People can also interact with each other in our online community forums. The website attracts **150,000 users** per month. Ads can run on the 5 most relevant pages to the ad. Ads cannot be placed on the home page.

### Banner ad

Size: 520 x 420  
Format: GIF or JPG  
one hyperlink

	1x	3x
Per month	\$1,000	\$2,500

The screenshot displays the Allergy & Asthma Network website interface. At the top is a navigation bar with links for ESPAÑOL, TELEHEALTH, ASTHMA360 REGISTRY, LOGIN / JOIN, DONATE NOW, and ONLINE SHOP. Below this is the main header with the organization's logo and a search bar. The main content area features a large article titled "What is Asthma?". To the right of this article is a yellow box labeled "Banner Ad". Below the main article, there are several smaller sections: "How does asthma affect the lungs and airways?" which includes anatomical diagrams of the respiratory system; "Bronchospasm" which includes a video player; and a promotional banner for a free "Understanding Asthma" guide. The website uses a clean, professional layout with a color palette of blues, greens, and yellows.

# Digital Ad Opportunities

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## e-News

Allergy & Asthma Network's e-Newsletter is a monthly publication full of the latest allergy, asthma and eczema news, advocacy initiatives, research, feature stories, patient testimonies, Network events, and more.

It is sent by email to 50,000 people who have requested information from us. They include family and professional members, website visitors, healthcare professionals, industry partners and visitors to our booths at conferences and community healthcare events. The e-News has an average open rate of 20%.

### Banner ad

Size: 1200 x 630

Format: GIF or JPG

one hyperlink

	1X	3X
Per month	\$1,000	\$2,500

**JULY 2021**

**Allergy & Asthma Network eNews**

**Get Your Allergy & Asthma Forecast!**

**Why Has There Been a Decline in Asthma Attacks During the Pandemic?**  
Hospitals and ERs reported a sharp drop in patients with asthma attacks. And a recent study revealed total asthma flares declined by 40% during the COVID-19 pandemic. Medical experts cite several reasons why this is happening.  
[Read more](#)

**New Tool Helps People Make an Informed Decision on COVID-19 Vaccine**  
Some people are concerned or uncertain about getting the COVID-19 vaccine. Now there's a new Shared Decision Making tool to help. Use the tool to come together with your doctor to make an evidence-based decision on what's best for you and your family.  
[Read more](#)

**Sponsored Ad**

**Banner Ad**  
1200 x 630

**LeRoy Graham, Medical Director of Not One More Life, Announces Retirement**  
For 40+ years, pediatric pulmonologist LeRoy Graham, MD, has embodied the best of the medical profession. He served as Medical Director with Allergy & Asthma Network's Not One More Life program and was committed to expanding access to care in underserved communities.  
[Read more](#)

**The Future of Food Allergy Treatment, And More...**  
Join us at the first **Global Food Allergy Virtual Summit**, coming Aug. 13-15 to a computer, laptop or device near you! It's a weekend of learning from some leading food allergy specialists. Designed for patients and families. New speakers just added!  
[Learn more and register](#)

**Ask the Allergist: Maternal Diets and Allergies in Children**  
Are there foods that pregnant moms should eat or avoid to prevent allergic disease in their children? We spoke with board-certified allergist Angela Hogan, MD.  
[Watch now](#) | [Ask the Allergist Archives](#)

**Hot Links**

- Questions About Your Care? Patient Navigators Can Help
- Face Masks and Facial Eczema: Prevention Tips
- Get Involved with Research: Current Opportunities
- COVID-19 Vaccine and Asthma: What You Need to Know

Advocacy Win in Arizona! Step Therapy Bill Signed into Law

# Sponsorship Opportunities

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Media packages for multiple platforms are available – contact us for details.

## Sponsored Posts

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We can work with you to develop educational content about a topic related to your product or service. You will be acknowledged as a sponsor to that post. The post will be shared on the Network's social media accounts. In the acknowledgement we can provide a link to your website.

- Includes editorial review
- We do not accept posts that directly promote your product or service.
- Content needs to be written at a grade 8 reading level or lower.

	1x	3x
Per month	\$2,500	\$7,000

# Policies & Guidelines

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## 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.
- 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.
- 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.

# Publication Awards

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- 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”



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*

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



# 2022 INSERTION ORDER

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

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

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

Address \_\_\_\_\_

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

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

All website and e-newsletter advertisements must be approved by Allergy & Asthma Network before publication, in accordance with guidelines published in the 2021 Advertisers Media Kit.

Email materials to Creative Director Paul Tury; ptury@allergyasthmanetwork.org;  
 Allergy & Asthma Network, 8229 Boone Blvd., Suite 260, Vienna, VA 22182.

## Reserve Digital Ad Space:

[www.allergyasthmanetwork.org](http://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.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Banner												

Page: \_\_\_\_\_

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

## 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
Banner												

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

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.

Digital ads must be paid in advance of the placement.

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 \_\_\_\_\_