



# Journal of Food Allergy

## General Advertising Information 2020

### Editor-in-Chief

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### Publisher

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### Key Features

- First and only journal dedicated solely to food allergy
- Targeted to allergists in clinical practice
- Rapid publication of timely content
- Peer reviewed articles
- [www.ingentaconnect.com/content/ocean/jfa](http://www.ingentaconnect.com/content/ocean/jfa)

### Circulation

- Circulated to over 5,000 practicing clinical allergists and institutions
- Electronic table of contents delivered by email to almost every allergist in North America
- JFA exhibits at the AAAAI meeting & ACAAI Annual Meeting
- ISSUANCE: Frequency: 3 times a year starting July 2020
- EDITORIAL CONTENT: Features peer reviewed original studies, clinical trials and review articles

### Print and Online Advertising Sales

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12 Huntington Road,  
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(516) 742-7960 phone  
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## Journal of Food Allergy

[www.JFoodAllergy.com](http://www.JFoodAllergy.com)

### Digital Artwork

#### Allergy and Asthma Proceedings

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<ftp://eft.cenveo.com>

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password: ocean01

### Pre-Printed Artwork

#### Allergy and Asthma Proceedings

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**(Pre-printed inserts and tip-ons)**



[www.JFoodAllergy.com](http://www.JFoodAllergy.com)

# JFA General Advertising Information 2020

## Current B&W Rates

Effective January 2020:

	<u>1 Times</u>	<u>3 Times</u>	<u>6 Times</u>	<u>12 Times</u>
1 page	\$1730	\$1695	\$1650	\$1535
½ page	\$1130	\$1105	\$1075	\$995

Earned Rates: Based upon accumulated space during 12 month period. Upon request, parent company and subsidiaries are combined for accounting of earned rate.

## Closing Dates for Space

<u>Month</u>	<u>Space Reservations</u>	<u>Ad Material</u>
July 2020	5/28	6/4
November 2020	9/24	10/1
March 2021	1/29	2/5

Cancellations cannot be accepted later than one week after space reservation date. Publication set copy, one week before closing date.

AGENCY COMMISSION: 15%. Color changes and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extras are non-commissionable.

## Inserts, Outserts and Tip-ons

2-page insert: 2 times earned B&W page rate  
4-page insert: 4 times earned B&W page rate

Inserts due 30 days prior to the 1<sup>st</sup> issue month:  
(Mar, Jul, Nov)

Back-up rates per page: one-half earned B&W page rate.  
Larger units, gate-folds, die cuts: rates upon request.  
Special handling charges, etc. for unusual insert handling,  
rates available upon request

Business reply cards: earned B&W rate plus 10%

\*Outserts: \$1.15consult publishing representative for costs

\*Tip-ons: consult publishing representative for costs

Minimum Size: 4" x 5"

Maximum Size: 8" x 8"

Stock: 80lb. Maximum

### Insert Requirements:

2-Page insert

8 ½ " x 11 ¼ "

Stock: 80 lb. Maximum,

Inserts to be supplied folded.

Trimming: 3/16 " off top, 1/8 " off bottom, gutter and outside edge. Quantity: 5,300

4-Page insert

8 ½ " x 11 ¼ "

## Color Rates

Standard color (AAAA red, blue, green, yellow, orange) rate per page	\$540
Matched color rate per page	\$625
3-4 color rate per page	\$1545
5 color rate per page	\$2165



## Cover and Preferred Positions

	<u>Cover 2</u>	<u>Cover 3</u>	<u>Cover 4</u>
Earned B&W Rate plus	35%	15%	50%
First Edit: earned B&W rate plus 10%			
Opposite TOC: earned B&W rate plus 10%.			

## Mechanical Requirements

<u>Unit Sizes</u>	<u>Safety/live material</u>		<u>Bleed</u>	
	<u>Width</u>	<u>Height</u>	<u>Width</u>	<u>Height</u>
Full Page	7 5/8"	10 3/8"	8 3/8"	11 1/8"
½ Page vertical	3 ½"	10"		

Trim Sizes: Final trim size of publication: 8 1/8" x 10 7/8"

Halftone Screen: Covers, inside, 4-color process: 133 line screen.

Reproduction Requirements: Digital ads required

Paper Stock: 60 lb. Coated enamel

Type of Binding: Perfect

Disposition of Offset Material: Destroyed after 1 year

Copy Clearance: All inserts subject to approval by Editors. Supply copy to Ad Production Department prior to printing inserts. Approx. 3 weeks for approval