Journal of Food Allergy

General Advertising Information 2022

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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

Circulation

- Circulated via Open Access to all 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
- EDITORIAL CONTENT: Features peer reviewed original studies, clinical trials and review articles

Print and Online Advertising Sales

Contact: James T Brady, Inc.
12 Huntington Road,
Garden City, NY, 11530
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Digital Artwork

Allergy and Asthma Proceedings
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Pre-Printed Artwork

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(Pre-printed inserts and tip-ons)

www.JFoodAllergy.com
7/2021
JFA General Advertising Information 2022

Current B&W Rates

Effective January 2022:

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1 Times</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1730</td>
<td>$1695</td>
<td>$1650</td>
<td>$1535</td>
</tr>
<tr>
<td>½ page</td>
<td>$1130</td>
<td>$1105</td>
<td>$1075</td>
<td>$995</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Reservations</th>
<th>Ad Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2022</td>
<td>1/29</td>
<td>2/5</td>
</tr>
<tr>
<td>August 2022</td>
<td>6/24</td>
<td>7/1</td>
</tr>
<tr>
<td>November 2022</td>
<td>10/15</td>
<td>10/24</td>
</tr>
</tbody>
</table>

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

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 1st issue month: (Mar, Aug, 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

**Outserts: consult publishing representative for costs
**Tip-ons: consult publishing representative for costs

Minimum Size: 4" x 5"
Maximum Size: 7" x 7"
Stock: 80lb. Maximum

**Approval needed prior to printing

Insert Requirements:

2-Page insert: 8 ½" x 11 ¼ "
4-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

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

<table>
<thead>
<tr>
<th>Cover 2</th>
<th>Cover 3</th>
<th>Cover 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2: First Edit</td>
<td>Cover 3: earned B&amp;W rate plus 10%</td>
<td>Cover 4: earned B&amp;W rate plus 10%</td>
</tr>
</tbody>
</table>

Mechanical Requirements

<table>
<thead>
<tr>
<th>Unit Sizes</th>
<th>Safety/live material Width</th>
<th>Safety/live material Height</th>
<th>Bleed Width</th>
<th>Bleed Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 5/8&quot;</td>
<td>10 3/8&quot;</td>
<td>8 3/8&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>½ Page vertical</td>
<td>3 ½&quot;</td>
<td>10&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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