



Journal of Food Allergy

General Advertising Information 2021

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

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
- EDITORIAL CONTENT: Features peer reviewed original studies, clinical trials and review articles

Print and Online Advertising Sales

Contact: James T Brady, Inc.
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Journal of Food Allergy

www.JFoodAllergy.com

Digital Artwork

Allergy and Asthma Proceedings
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Pre-Printed Artwork

Allergy and Asthma Proceedings
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(Pre-printed inserts and tip-ons)



www.JFoodAllergy.com

12/2020

JFA General Advertising Information 2021

Current B&W Rates

Effective January 2021:

	<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>
September 2020*	7/28	8/4
March 2021	1/29	2/5
July 2021	5/24	6/1

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, 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

**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:

<u>2-Page insert</u>	<u>4-Page insert</u>
8 ½ " x 11 ¼ "	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

	<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