



The American Academy
of Otolaryngic Allergy

International Forum of Allergy & Rhinology

AAOA/ARS' *International Forum of Allergy & Rhinology* is a peer-reviewed scientific journal, and the Official Journal of the American Rhinologic Society and the American Academy of Otolaryngic Allergy, published by Wiley. AAOA/ARS' *International Forum of Allergy & Rhinology* provides a forum for clinical researchers, basic scientists, clinicians, and others to publish original research and explore controversies in the medical and surgical treatment of patients with otolaryngic allergy, rhinologic, and skull base conditions. The application of current research to the management of otolaryngic allergy, rhinologic, and skull base diseases and the need for further investigation will be highlighted. Unsolicited manuscripts must meet pre-submission requirements.

Advertising & Sales Office

Cunningham Associates, Inc.

180 Old Tappan Road, Old Tappan, NJ 07675

Jim Cunningham, Advertising Sales Executive

P: 201-767-4170 ~ F: 201-767-8065 ~ E: jcunningham@cunnasso.com

Katie Tuzzolino, Classified Advertising

P: 201-767-4170 ~ F: 201-767-8065 ~ E: ktuzzolino@cunnasso.com

Publishing & Editorial Office

Wiley

111 River Street, Hoboken, NJ 07030

Publisher: Jennifer English

Steve Jezzard, Ad Manager—Healthcare

P: 781-388-8531 ~ E: sjezzard@wiley.com

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P: 781-388-8487 ~ E: bmaynard@wiley.com

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P: 781-388-8560 ~ E: kpolesky@wiley.com

Circulation

Total Print Circulation: 3,000

Coverage: United States and International

Markets Served: Otolaryngologists, rhinologists, allergists, head and neck surgeons, institutions, residents and other research and clinical professionals with an interest in this field.

Editorial Information

Edited by: David W. Kennedy, MD

Origin of Editorial: 100% submitted

2016 Impact Factor: 2.135

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year. Space purchased by a parent company and subsidiaries are combined accounting for earned rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Advertising precedes and follows editorial section. Contact your sales rep about premium position information.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,250	\$877	\$729
3x	\$1,219	\$852	\$704
6x	\$1,158	\$801	\$678
12x	\$1,127	\$775	\$648
18x	\$1,102	\$755	\$627
24x	\$1,076	\$734	\$602

Color Rates (in addition to earned B&W rate):

4-color process:	\$1,336
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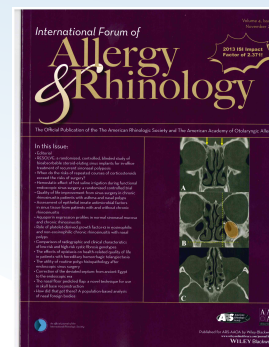
Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover	35%
3rd Cover	15%
4th Cover	50%
Table of Contents	20%
First Spread	20%
Page Facing First Page of Text	20%
Spread Between TOC and First Editorial	20%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages, plus 10%. Please check with your sales rep for print run quantity before sending inserts.

Other services: Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), sponsored subscriptions, and supplements. Contact your sales rep about any other opportunities. All services are subject to editorial approval.



International Forum of Allergy & Rhinology

Issuance & Closing Dates

Frequency: 12x per year.

Mailing Class: 1st class, polybagged.

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January 2017	11/28/17	12/14/17	12/22/17
February 2017	12/28/17	1/17/18	1/25/18
March 2017	1/26/18	2/13/18	2/22/18
April 2017	3/1/18	3/19/18	3/27/18
May 2017	3/30/18	4/17/18	4/25/18
June 2017	4/30/18	5/16/18	5/24/18
July 2017	5/30/18	6/15/18	6/25/18
August 2017	6/28/18	7/17/18	7/25/18
September 2017	7/31/18	8/16/18	8/24/18
October 2017	8/30/18	9/18/18	9/26/18
November 2017	10/1/18	10/17/18	10/25/18
December 2017	10/29/18	11/14/18	11/26/18

Bonus Distribution:

Issue	Conference
March	COSM Spring Meeting
August	AAO-HNS, AAOA & ARS Meetings

Mechanical Requirements

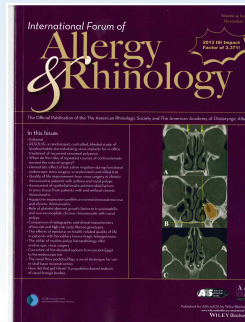
Trim Size: 8 1/4" x 10 7/8"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3 1/2"	10"
1/2 page horizontal	7"	5"
1/4 page	3 1/2"	5"

Page Sizes, Bleed	Width	Depth
Full page	8 1/2"	11 1/8"
1/2 page vertical	4 5/16"	11 1/8"
1/2 page horizontal	8 1/2"	5 9/16"
Bellybands	18 1/4"	4 1/2"
Cover tips	7"	5"

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Joe Troiano at jtroiano@wiley.com prior to submitting a file via FTP.
- Media requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts & graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.



- Convert all RGB to CMYK.
- Laser proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (three samples).
- Sizes: 2-page inserts: 8 1/2" x 11 1/8", 4-page inserts: 8 1/2" x 11 1/8".
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine. Keep live matter 1/2" from trim.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Rates are determined using the b&w earned rate per number of insert pages plus 10%.
- Check with your sales rep for quantity before sending inserts.

Paper Stock:

- Inside pages: 60 lb. coated.
- Covers: 8 pt. C2S.

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Send all advertising material as well as two insert examples to:

Wiley

Attn: Al Liburd, Ad Traffic Coordinator
International Forum of Allergy & Rhinology, Vol ____, Month ____
111 River Street, Hoboken, NJ 07030
E: PrintAdTraffic@wiley.com

Contracts & Insertion Orders:

Cunningham Associates

Attn: Katie Tuzzolino
International Forum of Allergy & Rhinology, Vol ____, Month ____ 180
Old Tappan Road, Old Tappan, NJ 07675
P: 201-767-4170 ~ F: 201-767-8065 ~ E: ktuzzolino@cunnasso.com

Ship inserts to:

Cadmus Professional Communications

Attn: Joe Bankowski
International Forum of Allergy & Rhinology, Vol ____, Month ____
3575 Hempland Road, Lancaster, PA 17601
P: 610-250-7264

ALR2016-10-02