

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

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Publishing & Editorial Office

Wiley

111 River Street, Hoboken, NJ 07030

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Steve Jezzard, Ad Manager-Healthcare

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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

**Ask about digital advertising opportunities in
*International Forum of Allergy***

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 & 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.

2021 Advertising Rate Card

Volume 10

International Forum of Allergy & Rhinology

Issuance & Closing Dates

Frequency: 12x per year

2021 Closing Dates:

ISS	Cover Date	Space Reservation	Material Due	Inserts Due
10:1	January	12/11/20	12/18/20	12/25/20
10:2	February	1/10/21	1/17/20	1/24/21
10:3	March	2/7/21	2/14/20	2/21/21
10:4	April	3/6/21	3/13/20	3/20/21
10:5	May	4/6/21	4/13/20	4/20/21
10:6	June	5/8/21	5/15/20	5/22/21
10:7	July	6/10/21	6/17/20	6/24/21
10:8	August	7/9/21	7/16/20	7/23/21
10:9	September	8/10/21	8/17/20	8/24/21
10:10	October	9/10/21	9/17/20	9/24/21
10:11	November	10/9/21	10/16/20	10/23/21
10:12	December	11/9/21	11/16/20	11/23/21

2021 Bonus Distribution

Issue	Conference
April	COSM Spring Meeting
August	AAOA
September	AAO-HNS and ARS

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.25"	10"
1/2 page horizontal	7"	5"
1/4 page	3.25"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
Two page spread	17"	11.125"
Bellybands	18.25"	4.5"
Cover tips	7"	5"

Submission of 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 Al Liburd at PrintAdTraffic@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 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