

2024

AMERICAN THORACIC SOCIETY: ATS

Print and Digital Media Kit



PUBLISHED BY:

American Thoracic Society

25 Broadway | New York, NY 10004

Tel: 212.315.6441

www.atsjournals.org

Diane Gern | Chief, Journals

Fernando J. Martinez | Editor, *AJRCCM*

Colin Cooke, MD | Editor, *AnnalsATS*

Paul Schumacker, PhD | Editor, *AJRCMB*

Nitin Seam, MD | Editor, *ATS Scholar*

ADVERTISING REPRESENTATIVES

Cunningham Associates

180 Old Tappan Road

Old Tappan, NJ 07675

Tel: 201.767.4170 | Fax: 201.767.8065

www.cunninghamassociates.com

Kevin Dunn

National Accounts Manager

kdunn@cunnasso.com

Jim Cunningham

National Accounts Manager

jcunningham@cunnasso.com

Cynthia Kucera

Recruitment Advertising Manager

ckucera@cunnasso.com

Katie Tuzzolino

Print & Digital Production Manager

ktuzzolino@cunnasso.com

CONTENTS

Page 2: *AJRCCM* Print Advertising

Page 4: Digital Advertising Opportunities

American Journal of Respiratory and Critical Care Medicine: AJRCCM

An official journal of the American Thoracic Society/Advancing Pulmonary, Critical Care and Sleep Medicine



AJRCCM is the world's leading respiratory journal focused on the treatment of diseases that affect the respiratory system and critically ill patients. Authors are the thought leaders in the fields of pulmonology, critical care, and sleep medicine. Readers learn the latest advances in the treatment of Asthma, COPD, Pulmonary Infections, PAH, Lung Cancer, IPF, Critical Care Medicine, Cystic Fibrosis, Pediatric Lung Disease, and Sleep Medicine.

GENERAL INFORMATION

Frequency: Twice monthly, mails the 1st and 15th of each month
Circulation: 9,420
Coverage: National (Print and Digital) and International (Digital)
Market Served: Physicians with a primary professional interest in respiratory diseases, critical care, and sleep medicine
Established: 1917
Impact Factor: 30.52
Editorial: Original manuscripts, case reports, and state of the art articles
Advertising Placement: Preceding and following editorial section
Editorial/Advertising Ratio: 85% editorial/15% advertising
Requirements for Acceptance of Advertising: Advertising is subject to editorial approval

BLACK AND WHITE RATES: (Effective January 1, 2024)

Frequency	1 Page	1/2 Page	1/4 Page
1x	\$3,315	\$2,340	\$1,670
3x	\$3,180	\$2,155	\$1,575
6x	\$2,980	\$2,005	\$1,475
12x	\$2,825	\$1,935	\$1,420
24x	\$2,710	\$1,710	\$1,395
36x	\$2,685	\$1,665	\$1,300
48x	\$2,650	\$1,620	\$1,265
60x	\$2,615	\$1,580	—
72x	\$2,555	\$1,545	—
96x	\$2,505	\$1,515	—
120x	\$2,470	\$1,485	—

COLOR RATES (In addition to earned BW rates)

Standard Color: \$865 • **Matched Color:** \$1,290
Four Color: \$2,350
Cover Tips: \$17,500 Gross (\$14,875 Net) per issue supplied
Outserts: \$17,500 Gross (\$14,875 Net) per issue supplied

NEW: CUSTOM COVER WRAPS

Pricing and specs available by request – contact advertising reps for additional information.

Kevin Dunn – kdunn@cunnasso.com
 Jim Cunningham – jcunningham@cunnasso.com

INSERT RATES

2-Page Insert: 2 times earned BW rate

4-Page Insert: 4 times earned BW rate

8-Page Insert: 8 times earned BW rate

Earned Rates: Based on the number of insertions placed within one calendar year, regardless of size.

Continuity Program: Advertise the same product in 5 issues and receive your 6th insertion of equal or smaller size free. Must be earned and used within the 2024 calendar year, and the free insertion must be a run-of-book ad only (no premium positions). Free pages do not count toward the earned frequency.

Earned Rates/Earned Frequency Discounts: Based on the number of insertions placed within one year regardless of size. Ads placed in AJRCCM, as well as cover tips can be combined toward your earned frequency rate. Cover tips are counted as two pages of advertising.

ADDITIONAL DISCOUNTS

Cover Tips Discount: Advertise the same product in both issues in a given month and receive a 10% discount on the gross cost of a cover tip in the same month.

Agency Commission: 15% – Placements accepted from ad agencies on condition that advertiser will accept dual responsibility for payment if agency does not remit within 90 days.

COVER/PREFERRED POSITION RATES*

2nd Cover: 25% BW premium

3rd Cover: 25% BW premium

4th Cover: 50% BW premium

Facing TOC: 10% BW premium

Other: Requested placements 10%

*Non-cancellable

BONUS DISTRIBUTION

May 1st Issue: ATS International Conference, May 17-22, 2024, San Diego, CA

October 1st Issue: Chest, October 6-9, 2024, Boston, MA

AJRCCM

AD PAGE SIZES (Printed by offset)

Size	Width	Height
One Page:	7.0625"	9.875"
Half Page Vertical:	3.375"	9.875"
Half Page Horizontal:	7.0625"	4.75"
Quarter Page:	3.375"	4.75"

BLEED SIZES

Full Page:	8.375" x 11.125"
Trim Size:	8.125" x 10.875"

INSERT REQUIREMENTS

Sizes	
2-Page Insert:	8.375" x 11.125"
4-Page Insert:	16.75" x 11.125"
6-Page Insert:	25.125" x 11.125"

Live Matter Specifications:

Keep all live matter 0.5" away from trim edges.
Trim 0.125" off all sides of insert.

Bleed Inserts:

Image Size:	8.375" x 11.125"
Trim Size:	8.125" x 10.875"

Stock 80 lb. book weight for flat inserts; 70 lb. stock for gatefold inserts.

Note: Inserts of weight, size, and physical composition other than specified in this folder may be acceptable. Samples and specifications should be submitted to Publisher's business office.

Quantity: 11,000

Shipping Address:

All cartons should be labeled with issue and quantity.
Dartmouth Printing Co., Attn: AJRCCM
69 Lyme Rd., Hanover, NH 03755

COVER TIPS

Dimensions: 4.875" H X 6.875" W Minimum
4.875" H X 7.875" W Maximum

Quantity: 11,000

PAPER STOCK

Inside Pages: 45 lb. Advocate

Covers: 8 pt Sterling Ultra

TYPE OF BINDING

Perfect Bound

HALFTONE SCREEN

Covers:	133 screen
Inside:	133 screen
4-Color Process:	150 screen

REPRODUCTION REQUIREMENTS

Electronic Submission of Advertising Materials:

PDF Files only.

PDF Files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Advertising files must be submitted to the ATS (AJRCCM) ad portal at <https://ats.sendmyad.com/>

Insertion orders entailing "new materials" will automatically generate an invitation to upload materials. All multi-page ad units other than a single spread will have to be uploaded and approved as single pages.

For ad portal details contact:

Kevin Dunn or Katie Tuzzolino
Cunningham Associates | Tel: 201.767.4170
E-mail: kdunn@cunnasso.com | ktuzzolino@cunnasso.com

DISPOSITION OF MATERIAL

Digital material is held for one year then deleted.

ADDRESSES

Contracts, Insertion Orders:

Cunningham Associates | Katie Tuzzolino
180 Old Tappan Road | Old Tappan, NJ 07675
Tel: 201.767.4170 | Fax: 201.767.8065
E-mail: ktuzzolino@cunnasso.com

Inserts:

Dartmouth Printing Company | Attn: AJRCCM
69 Lyme Road | Hanover, NH 03755

AJRCCM 2024 CLOSING DATES

Issue Date	Published Space Deadline	Published Materials Deadline	Inserts Due Date
1/1	12/1/23	12/6/23	12/12/23
1/15	12/14/23	12/19/23	12/27/23
2/1	1/8	1/11	1/17
2/15	1/22	1/25	1/31
3/1	2/6	2/9	2/15
3/15	2/20	2/23	2/1
4/1	3/6	3/11	3/17
4/15	3/20	3/25	3/31
*5/1	4/5	4/10	4/16
5/15	4/19	4/24	4/30
6/1	5/7	5/10	5/16
6/15	5/21	5/24	6/2
7/1	6/4	6/7	6/13
7/15	6/17	6/21	6/27
8/1	7/8	7/11	7/17
8/15	7/22	7/25	7/31
9/1	8/7	8/12	8/18
9/15	8/20	8/23	8/29
**10/1	9/5	9/10	9/16
10/15	9/19	9/24	9/30
11/1	10/8	10/11	10/17
11/15	10/22	10/25	10/31
12/1	11/4	11/7	11/13
12/15	11/18	11/21	12/1

*Issue will have Bonus Distribution at the ATS International Conference

**Issue will have Bonus Distribution at Chest 2024

American Thoracic Society Journal Websites

The American Thoracic Society offers online advertising on the websites of its four scientific publications.

- **American Journal of Respiratory and Critical Care Medicine**
(www.atsjournals.org/journal/ajrccm)
- **Annals of the American Thoracic Society (Online only)**
(www.atsjournals.org/journal/AnnalsATS)
- **American Journal of Respiratory Cell and Molecular Biology (Online only)**
(www.atsjournals.org/journal/ajrcmb)
- **ATS Scholar (Online only/Open-access)**
(www.atsjournals.org/journal/ats-scholar)

The American Thoracic Society has over 15,000 members and is a leading medical society dedicated to advancing pulmonary, critical care, and sleep medicine. The ATS publications, with 18 million impressions per year, are the most respected in the field.

ATS members are the thought leaders in the field of Pulmonology and Critical Care Medicine and read the ATS journals to learn the latest advances in the treatment of Asthma, COPD, Pulmonary Infections, PAH, Lung Cancer, IPF, Critical Care Medicine, Cystic Fibrosis, Pediatric Lung Disease, and Sleep Medicine.

ONLINE ADVERTISING

Fixed or rotating leaderboard (728 x 90) and large rectangle (300 x 250) ads can be placed on all pages throughout the journals' website, including:

- Journal Homepages
- Abstract Pages
- Umbrella Page
- Full-Text Pages

ADVERTISING RATES

Leaderboard (728 x 90) and large rectangle (300 x 250) advertising rates are based on a cost per 1,000 impressions and can be run by duration, exposure, or both.

JOURNAL WEBSITES: BANNER ADVERTISING

Position	Dimensions	Rate
Leaderboard	728 x 90	\$110 US/\$105 Global
Large Rectangle	300 x 250	\$110 US/\$105 Global

AVERAGE MONTHLY IMPRESSIONS

	AJRCCM	AnnalsATS	AJRCMB	ATS Scholar
US	393,180	117,014	36,986	23,668
Non-US	679,084	130,770	72,286	7,750

AVERAGE MONTHLY PAGE VIEWS

AJRCCM	AnnalsATS	AJRCMB	ATS Scholar
536,132	123,892	54,637	9,793

AVERAGE MONTHLY UNIQUE PAGE VIEWS

AJRCCM	AnnalsATS	AJRCMB	ATS Scholar
450,877	107,359	46,193	8,355



American Thoracic Society Journal Alerts and E-newsletters

ETOC E-MAIL ALERTS AND PUBLISH AHEAD OF PRINT ALERTS

Exclusive leaderboard ads are available on each of the following e-mail alerts

E-mail Alert	Frequency	Opt-ins	Open Rate	Cost
AJRCCM eTOC	Twice monthly	31,000+	42.5%	\$4,000/month
AnnalsATS eTOC	Monthly	30,500+	39.4%	\$2,000/month
AJRCMB eTOC	Monthly	29,600+	35.6%	\$1,500/month
ATS Scholar eTOC	Quarterly	18,000+	42.1%	\$1,500/alert
AJRCCM PAP	Weekly	28,900+	45.3%	\$2,300/month
AnnalsATS PAP	Weekly	28,000+	35.9%	\$2,300/month
AJRCMB PAP	Weekly	27,300+	33.3%	\$2,300/month
ATS Scholar PAP	Weekly	16,700+	22.9%	\$2,300/month

SPECIFICATIONS

Leaderboard Ads: 728 pixels wide x 90 pixels high

File Size: Maximum 40kb

Formats: GIF, JPEG and PNG only – no rich media available

**American Journal of
RESPIRATORY AND
CRITICAL CARE MEDICINE®**

Editorials

Gene-Environment Interactions Associated with the Severity of Acute Asthma Exacerbation in Children
David B. Karlov, Wanda Phipatanakul, and Joel N. Hirschhorn

Household Air Pollution and Chronic Obstructive Pulmonary Disease. "A Riddle, Wrapped in a Mystery, Inside an Enigma"
John R. Balmes and Ellen A. Eisen

The Lung Microbiome and ARDS. It is Time to Broaden the Model
Robert P. Dickson

MicroRNA-145, Cystic Fibrosis Transmembrane Conductance Regulator, and Transforming Growth Factor-β. An (Un)tangled Regulatory Web
Elizabeth L. Kramer and John P. Clancy

The Fine Line between Success and Failure in Scleroderma Lung Fibrosis Trials
Christopher J. Ryerson and Christopher P. Denton

Obstructive Sleep Apnea and Cardiovascular Disease. REM Sleep Matters!
Babak Mokhtari and Andrew W. Varga

American Thoracic Society Documents

Preschool Multiple-Breath Washout Testing. An Official American Thoracic Society Technical Statement
Paul D. Robinson, Philip Latzin, Kathryn A. Ramsey, Sanja Stanojevic, Paul Aarons, Stephanie D. Davis, Monica Gagne, Graham L. Hall, Alex Horsley, Renee Jensen, Sooky Lum, Carlos Miller, Kim G. Nielsen, Jessica E. Pittman, Margaret Rosenfield, Florian Singer, Padmaja Subbarao, Per M. Gustafsson, and Felix Ratjen

Pulmonary Perspectives

Early Origins of Asthma. Role of Microbial Dysbiosis and Metabolic Dysfunction
Fernando D. Martinez and Stefano Guerra

Pregnancy Complications and Wheezing and Asthma in Childhood
Franca Rusconi and Luigi Gagliardi

E-NEWSLETTER

The American Thoracic Society offers large rectangle (300 x 600 or 300 x 250) advertising in its weekly eNewsletter, the *ATS Stat*. With 7,500+ opt-in subscribers each week and an impressive average open rate of over 43%, the *ATS Stat* keeps members up to date on important news, upcoming events, and messages from the ATS President. This exclusive, sole sponsorship opportunity is available on a monthly basis, with pricing and specs detailed below:

ADVERTISING RATE

Duration	Rate
1 month of <i>ATS Stat</i> (4-5 issues)	\$4,000

SPECIFICATIONS

Size: 300 pixels wide x 600 pixels high **OR**
300 pixels wide x 250 pixels high

Formats: GIF, JPEG, or PNG files only

ATSStat

Sept. 8, 2021 [Support the ATS](#)

ATS Upcoming Events

Industry Innovations, "Exploring the Role of OFEV8 (nintedanib) Capsules"

Join us for a review of the background information followed by an overview of the OFEV pivotal safety and efficacy data.

When: 6:30 p.m. ET, Sept. 22, 2021
[Register now!](#)

Sponsored by Boehringer Ingelheim Pharmaceutical Company, Inc.

Upcoming Twitter Chat

Join Mary B. Rice, MD, MPH, (@MaryRice_LungDr), Chris Carsten, MD (@PollutionLa), Anna Nolan, MS, MD, ATSF (@anolan_md), and Daniel L. Costa, ScD (@dlcosta06) on Twitter to discuss, "Respiratory Impacts of Wildland Fire Smoke: Future Challenges and Policy Opportunities. An Official American Thoracic Society Workshop Report."

When: 12 p.m. ET, Sept. 13, 2021
Where: [Twitter](#), using #ATSSchat

American Thoracic Society Journal Podcasts

OUT OF THE BLUE

Drs. John Fleetman, Maor Sauler, and Michael Lanspa
AJRCCM

Frequency: two podcasts per month

Brought to you by the American Journal of Respiratory and Critical Care Medicine, the Out of the Blue podcast takes you out of the pages of the Blue Journal and into the minds of the most brilliant researchers in the fields of respiratory, critical care, and sleep medicine.



THE LUNG SCIENCE PODCAST

Variety of Hosts

AJRCMB

Frequency: once per month

The American Journal of Respiratory Cell and Molecular Biology (*AJRCMB*) is proud to present the Lung Science Podcast series! Featuring engaging interviews and commentaries with luminaries in pulmonary and critical care basic investigation.



CLINICIAN TO CLINICIAN

Dr. Gregory Tino

AnnalsATS

Frequency: once per month

Join Dr. Gregory Tino as he sits down with contributing authors to the Annals of the American Thoracic Society to discuss the latest advancements and conversations in the fields of respiratory, critical care, and sleep medicine.

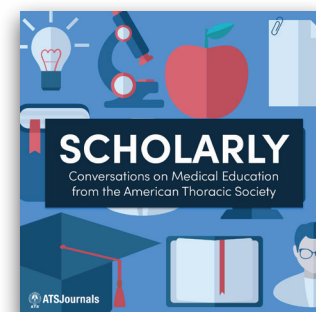


SCHOLARLY

Drs. Avraham Cooper, Juliana Ferreira, Stephanie Maximous, and Deepak Pradhan • **ATS Scholar**

Frequency: varies (contact rep)

Brought to you by *ATS Scholar* and the ATS Section on Medical Education, the Scholarly podcast features conversations on medical education, discussions with authors published in *ATS Scholar*, and priceless insight from some of the brightest minds in the field.



SOLE-SPONSORSHIP OPPORTUNITY

Includes 30-second audio talk-up before each podcast (new releases and archived).

COST

- \$1,500 per month for Out of the Blue (*AJRCCM*)
- \$2,000 per month for all four titles

American Thoracic Society Digital Policies

ONLINE ADVERTISING POLICY

The American Thoracic Society accepts online advertising on select pages of its publications (*AJRCCM*, *AnnalsATS*, *AJRCMB*, and *ATS Scholar*) and in its eTOC E-mail Alerts and Publish Ahead of Print Alerts. All advertisements are subject to approval by the ATS, which reserves the right to reject or cancel any advertisement at any time.

TYPES OF ADVERTISING

Generally acceptable for consideration:

Pharmaceutical products; medical-equipment products and services; medical software; practice-management products and services (including office equipment and supplies, medical billing systems, and medical software products); and medical websites, as well as research-related products. Additionally, calls for patients to participate in clinical trials, or clinical-trial matching services if the trial is registered and conducted by a recognized company, academic institution, or reputable CRO. All types of advertising not described above will be reviewed on a case-by-case basis.

AVAILABILITY AND MATERIALS

To obtain up-to-date impression statistics and e-mail alert/e-newsletter availability, please contact Kevin Dunn (kdunn@cunnasso.com), Katie Tuzzolino (ktuzzolino@cunnasso.com) or Jim Cunningham (jcunningham@cunnasso.com).

Materials can be e-mailed to Katie Tuzzolino (ktuzzolino@cunnasso.com)

DIGITAL TRAFFICKING REQUIREMENTS

Trafficking turnaround times are 3 business days for standard campaigns.

ATS ONLINE CANCELATION POLICY

Advertiser may cancel contracted advertising impressions as follows:

- With 31 days or more prior written notice, no penalty.
- With 30 days or less prior written notice, Advertiser is responsible for the first 30 days of impressions reserved.
- All attempts will be made to sell the canceled impressions and if successful the Advertiser will only be invoiced for any unsold impressions.

ATS ONLINE BILLING POLICY

- Only charged for actual impressions delivered up to contracted amount.
- Daily reporting breakdown of impressions and clicks will be included with each invoice.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT

Kevin Dunn (kdunn@cunnasso.com) or
Katie Tuzzolino (ktuzzolino@cunnasso.com)

Cunningham Associates

180 Old Tappan Road
Old Tappan, NJ 07675
Tel: 201.767.4170
Fax: 201.767.8065