JOURNAL OF ASTHMA AND ALLERGY EDUCATORS

Sponsored by the Association of Asthma Educators

MEDIA KIT

Effective January 2011

- Print Advertising
- Online Advertising
- Supplements & Other Marketing Opportunities
GENERAL INFORMATION

FREQUENCY: 6 times/year

PUBLISHER:
SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320 USA,
Phone: (805) 499-0721, Fax: (805) 499-8096

EDITOR-IN-CHIEF:
Tina Tolomeo, DNP, APRN, FNP-BC, AE-C
Nurse Practitioner, Director of Program Development
Yale School Of Medicine, Section of Pediatric Respiratory Medicine
333 Cedar Street, New Haven, CT 06520-8064

ADVERTISING REPRESENTATIVE:
Bob Vrooman
SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: (805) 410-7594, Fax: (805) 499-8096
E-mail: robert.vrooman@sagepub.com

JAAE MISSION STATEMENT:
Journal of Asthma and Allergy Educators is a new peer-reviewed journal intended to serve as a reference source for asthma and allergy management and patient education. JAAE will publish original articles that relate to aspects of patient care and education, clinical practice and/or research, and the multidisciplinary profession of asthma and allergy education.

ASSOCIATION OF ASTHMA EDUCATORS MISSION STATEMENT:
AAE is the primary inter-professional organization striving for excellence by raising the competencies of diverse individuals who educate patients and families living with asthma.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:
All advertising is subject to the publisher’s and society’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

READERSHIP PROFILE

A focused audience of practitioners providing asthma and allergy care for patients, including all members of AAE and all certified asthma educators. The following disciplines will be represented:

- Nurses (APN and Registered)
- Nurse Practitioners
- Pharmacists
- Primary Care Physicians
- Physicians Assistants
- Pulmonary Physicians
- Respiratory Therapists

READERSHIP BREAKDOWN BY DISCIPLINE

<table>
<thead>
<tr>
<th>Discipline</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respiratory Therapists</td>
<td>25%</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>15%</td>
</tr>
<tr>
<td>Nurses</td>
<td>40%</td>
</tr>
<tr>
<td>Primary Care Physicians</td>
<td>15%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>5%</td>
</tr>
<tr>
<td>Physicians Assistants</td>
<td></td>
</tr>
<tr>
<td>Pulmonary Physicians</td>
<td></td>
</tr>
<tr>
<td>Respiratory Therapists</td>
<td></td>
</tr>
</tbody>
</table>

AAE MEMBERSHIP BY DISCIPLINE

<table>
<thead>
<tr>
<th>Discipline</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy</td>
<td>17%</td>
</tr>
<tr>
<td>Family Practice</td>
<td>17%</td>
</tr>
<tr>
<td>Others</td>
<td>23%</td>
</tr>
<tr>
<td>Pediatric</td>
<td>26%</td>
</tr>
<tr>
<td>Pulmonary</td>
<td>17%</td>
</tr>
<tr>
<td>Adherence</td>
<td></td>
</tr>
</tbody>
</table>
CLOSING DATES – 2011

February Issue
Space Reservations ................................................................. 12/06/2010
Materials Closing ................................................................. 12/10/2010
Inserts Due ........................................................................... 12/17/2010

April Issue
Space Reservations ................................................................. 02/16/2011
Materials Closing ................................................................. 02/22/2011
Inserts Due ........................................................................... 03/01/2011

June Issue
Space Reservations ................................................................. 04/14/2011
Materials Closing ................................................................. 04/19/2011
Inserts Due ........................................................................... 04/26/2011

August Issue
Space Reservations ................................................................. 06/10/2011
Materials Closing ................................................................. 06/15/2011
Inserts Due ........................................................................... 06/22/2011

October Issue
Space Reservations ................................................................. 08/12/2011
Materials Closing ................................................................. 08/17/2011
Inserts Due ........................................................................... 08/24/2011

December Issue
Space Reservations ................................................................. 10/13/2011
Materials Closing ................................................................. 10/18/2011
Inserts Due ........................................................................... 10/25/2011

Cancellations are not accepted after closing dates for reservations and must be submitted in writing.

Cancellations for reservations with premium positions (including but not limited to all covers and TOC positions) are not permitted during the term of the agreement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

ADVERTISING RATES – 2011

B&W

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,450</td>
<td>$1,390</td>
<td>$1,325</td>
<td>$1,255</td>
<td>$1,190</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,085</td>
<td>$1,040</td>
<td>$990</td>
<td>$940</td>
<td>$890</td>
</tr>
<tr>
<td>¼ page</td>
<td>$695</td>
<td>$665</td>
<td>$635</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Post-publication rate changes will not be accepted. Changes in frequency rates must be applied to future insertions only.

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

COLOR RATES:
- Standard color: ................................................................. $780
- Pantone color: ................................................................. $975
- 4 Color: ........................................................................... $1,300

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES
- Inside Front Cover: Earned B&W rate +35%
- Inside Back Cover: Earned B&W rate +25%
- Back Cover: Earned B&W rate +50%
- Facing Table of Contents: Earned B&W rate +30%
- Facing First Text Page: Earned B&W rate +15%
- Other specified positions: Earned B&W rate +15%

INSERTS (BOUND):

RATES FOR FURNISHED INSERTS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2 page</th>
<th>4 page</th>
<th>6 page</th>
<th>8 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x 3x 6x 12x 24x</td>
<td>3 times the earned B&amp;W rate</td>
<td>5 times the earned B&amp;W rate</td>
<td>6 times the earned B&amp;W rate</td>
<td>8 times the earned B&amp;W rate</td>
</tr>
</tbody>
</table>

PAYMENT TERMS:
Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

OTHER MARKETING OPPORTUNITIES

Please call for rates on any of the opportunities below.

Belly Bands/Cover Tips: An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by the readers.

Outserts (Product Samples, Brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity — only one advertising outsert permitted per issue!

Supplements: Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company’s mission.

Reprints: Reprints of articles can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.
Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.

Exclusive visibility may be available in any of the locations. Please contact your representative.

Please note that some locations may not be available for all sites.

BANNER AD SPECIFICATIONS:
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement
E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

<table>
<thead>
<tr>
<th>e-TOCs</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>Text ad</td>
<td>Up to 40 words plus logo</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

BANNER AD SPECIFICATIONS FOR E-TOC:
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement
ARTWORK SPECIFICATIONS

Trim Size: 8 1/8” w x 10 7/8” h  
Binding: Perfect

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” w x 10” h</td>
<td>8 3/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>1/2 page horizontal:</td>
<td>7” w x 4 3/8” h</td>
<td>1/2 page vertical:</td>
</tr>
<tr>
<td>1/4 page vertical:</td>
<td>3 3/8” w x 4 3/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼” from trim  
Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

Image Size/Crop:
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

Proof Instructions:
- **Color Ads**: An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads**: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to http://dx.sheridan.com/. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: http://dx.sheridan.com/connect/main.html.

File Submission Instructions:
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8” from gutter.

All live copy should be no closer than 1/4” from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:
Final size of all BRCs must be 5”x7”  
Minimum paper weight is 7 pt.  
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

ADDRESSES & NUMBERS

FOR DISPLAY AND CLASSIFIED ADVERTISING:
Bob Vrooman  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7594  
Fax: (805) 499-8096  
E-mail: robert.vrooman@sagepub.com

FOR ARTWORK DELIVERY:
Kirsten Beaulieu  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7160  
Fax: (805) 499-8096  
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:  
(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Please contact SAGE for address.

FOR REPRINT AND SUPPLEMENT SALES:
Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 499-8096  
E-mail: reprint@sagepub.com