

bulletin

American Academy of Otolaryngology—Head and Neck Surgery

2010 Rates & Data



AMERICAN ACADEMY OF OTOLARYNGOLOGY—HEAD AND NECK SURGERY

Advertising & Sales Office:

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Sarah Intemann; 212-904-0374;
sintemann@pminy.com

Publisher's Office:

American Academy of Otolaryngology—
Head and Neck Surgery
1650 Diagonal Road
Alexandria, VA, 22314-3357
Phone 703-535.3753
Fax 703-519-1587
Editor: David R. Nielsen, MD

GENERAL INFORMATION

Acceptance of Advertising: All advertisements are subject to review and approval by the Editor.

Ad Format and Placement policy: Interspersed

EDITORIAL

The *Bulletin*, the monthly socioeconomic magazine of the AAO-HNS/F, features timely articles written by member otolaryngologists and Academy staff, as well as regular segments on political advocacy, the grassroots member network, practice management, and the latest specialty news and information. Among its best-read features are:

- Specialty-specific coding and reimbursement tips
- Important, up-to-the-minute legislative information
- Clinical committee updates
- Announcements of new CME offerings
- Employment classified ads

CIRCULATION

TOTAL CIRCULATION: 10,500

CIRCULATION VERIFICATION: Sworn statement

COVERAGE & MARKET

COVERAGE: U.S. and International

Market Served: Otolaryngologists – head and neck surgeons and allied professionals. AAO-HNS members receive the *Bulletin* as a benefit of dues.

Subscription Rates: U.S. Individual (Academy members): \$27 yr; nonmembers: \$55. International: Individual (Academy members) \$52; nonmembers: \$65, Allied Health Personnel: \$25.

RATES

EARNED RATES: Rates are based on the total number of insertions (full or fractional pages) used within a one-year period.

AGENCY COMMISSION: 15%

MEMBER DISCOUNT: 20%

DUAL RESPONSIBILITY: Advertisers agree to accept “dual responsibility” for payment to the publisher if the advertiser’s agency does not remit payment within 90 days of the invoice date.

Frequency	Full Page	1/2 Page	1/3 Page Square	1/4 Page (classified only)
1X	\$1,325	\$990	\$920	\$850
3X	\$1,265	\$970	\$890	\$810
6X	\$1,240	\$940	\$860	\$740
12X	\$1,175	\$900	\$820	\$700
24X	\$1,150	\$885	\$790	\$690
36X	\$1,130	\$870	\$730	\$680
48X	\$1,110	\$840	\$710	\$660

COLOR RATES: (in addition to earned B/W rate):

Standard Color:..... \$640
 Matched Color: \$970
 3/Color & 4/Color:\$1,340
 5/Color:..... \$2,300

INSERTS: Furnished inserts charged at the earned B/W space rate, plus a \$500 production charge. Unusual inserts or inserts that cause bindery slow-downs will be assessed an additional production charge; consult Production Manager.

PREFERRED POSITIONS:

2nd Cover: 35% Premium

4th Cover: 50% Premium

Table of Contents: 25% Premium

Facing President's Page: 25% Premium

Online Advertising: Available. See "Bulletin Online 2010 Rates & Data Card" for information.

Additional Marketing Opportunities: Cover tips, bellybands, and outserts are all accepted. Consult sales representative for details.

VALUE-ADDED PROGRAMS:

Press Releases: for New Products

Incentive Program: Advertise in 12 consecutive issues and earn 3 free repeats; Advertise in 6 consecutive issues and earn 1 free repeat. (Note: To qualify for free repeat, ad must be one half page or larger.)

ISSUANCE & CLOSING

FREQUENCY: Monthly

MAILING DATE AND CLASS: 1st week of the month; periodical class

Issue	Closing Date	R.O.B. Materials	Inserts
January	December 1	December 7	December 15
February	January 4	January 11	January 19
March	February 1	February 5	February 12
April	March 1	March 5	March 15
May	April 1	April 8	April 15
June	May 3	May 10	May 14
July	June 1	June 7	June 14
August	July 1	July 7	July 14
September	August 2	August 6	August 13
October	September 1	September 6	September 13
November	October 1	October 6	October 13
December	November 1	November 5	November 12

MECHANICAL SPECIFICATIONS

Trim Size: 8-1/2" x 11"

Ad Sizes:

	Non-Bleed Width x Height	Bleed Width x Height
Spread	15.9" x 9.5"	17.25" x 11.25"
Full Page	7.3" x 9.5"	8.625" x 11.25"
1/2 Page Horizontal	7.3" x 4.625"	8.625" x 4.625"
1/2 Page Vertical	3.5" x 9.5"	4.2" x 11.25"
1/3 Page Square	4.875" x 4.875"	
1/4 Page (classified only)	3.5" x 4.625"	

Paper Stock: Inside: 70# Silk Text, Outside: 100# Silk Cover

Type of Binding: Perfect

Halftone Screen: 150-line screen preferred, 133-line screen accepted

DIGITAL AD SPECIFICATIONS:

Media: CD-ROM

Preferred Format: PDF/X1a files. Only digital files with embedded images and fonts will be accepted.

CHECKLIST BEFORE SUBMISSION:

- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Embedded images must be CMYK or Grayscale TIFF or EPS no less than 300 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files.
- Fonts used must be Type 1 fonts. No true type or font substitutions
- A color proof is required.
- Live area in all ads with bleeds must include 5/8" safety from top and bottom. For spreads, a 5/8" safety from top, bottom, and side edges must be included, as well as 1/8" total gutter safety (1/16" each side).

INSERT REQUIREMENTS:

- All inserts must be furnished printed, folded, and untrimmed. Sample must be submitted to the Production Manager for approval of stock, design, and mechanical specifications.
- 2-page Insert: 8.625" x 11.25"
- 4-page Insert: 17.25" x 11.25" (before folding)
- All inserts must be delivered to the printer in cartons with publication name, issue, and quantity clearly marked.
- Quantity required per issue: 11,000

DISPOSITION OF MATERIAL:

Material will be held for one year from last date of issue used and then destroyed, unless otherwise indicated.

ADDRESSES**A. INSERTION ORDERS AND AD MATERIALS TO:**

Sarah Intemann
Pharmaceutical Media Inc.
30 East 33rd Street
New York, NY 10016
Fax: 212-685-6126
Email: sintemann@pminy.com

B. INSERTS:

ColorCraft
c/o Loading Dock
22645 Sally Ride Drive
Sterling, VA 20164
Contact: Nils Daily
703-709-2270