

OTO News is the official, signature weekly e-newsletter of the American Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS), which reaches an audience of approximately 12,000 otolaryngologists.

The enhanced capabilities and individualized components of OTO News further the specialized engagement AAO-HNS has with our Membership by streamlining all of AAO-HNS's relevant and timely content into one consistent and reliable news source, delivered every week to our members' inboxes.

OTO News is the only e-newsletter reaching all 12,000 Members of AAO-HNS.

## Material Specifications

**AD SIZE/** 600w x 90h pixels

**FILE FORMAT/** .JPG or .GIF

*No limits on animation; maximum of four (4) frames is recommended.*

**FILE SIZE/** 50K max

**Provided click through URL link**

*Payment must be received by the materials due date for ad to be published. If payment is not received by materials due date it will be rescheduled based on availability.*

## Rates

	1x*	13x	July-October
<b>Leaderboard Ad</b>	\$437	\$380	\$458
<b>Leading OTO News Ad</b>	\$345	\$300	\$362
<b>Your OTO Articles Ad</b>	\$339	\$295	\$356
<b>OTO News Links Ad</b>	\$328	\$285	\$344
<b>Dashboard Ad</b>	\$357	\$310	\$375

\* maximum purchase of 6 ads per year

Sample Publication with Advertising Placement is attached.

## Deadlines

**Payment Information:** Payment must be received by the materials due date for ad to be published. If payment is not received by materials due date it will be rescheduled based on availability.

Issue	Ad Reservation	Materials Due
1/4/18	12/18/17	12/25/17
1/11/18	12/25/17	1/1/18
1/18/18	1/1/18	1/8/18
1/25/18	1/8/18	1/15/18
2/1/18	1/15/18	1/22/18
2/8/18	1/22/18	1/29/18
2/15/18	1/29/18	2/5/18
2/22/18	2/5/18	2/12/18
3/1/18	2/12/18	2/19/18
3/8/18	2/19/18	2/26/18
3/15/18	2/26/18	3/5/18
3/22/18	3/5/18	3/12/18
3/29/18	3/12/18	3/19/18
4/5/18	3/19/18	3/26/18
4/12/18	3/26/18	4/2/18
4/19/18	4/2/18	4/9/18
4/26/18	4/9/18	4/16/18
5/3/18	4/16/18	4/23/18
5/10/18	4/23/18	4/30/18
5/17/18	4/30/18	5/7/18
5/24/18	5/7/18	5/14/18
5/31/18	5/14/18	5/21/18
6/7/18	5/21/18	5/28/18
6/14/18	5/28/18	6/4/18
6/21/18	6/4/18	6/11/18
6/28/18	6/11/18	6/18/18

Issue	Ad Reservation	Materials Due
7/5/18	6/18/18	6/25/18
7/12/18	6/25/18	7/2/18
7/19/18	7/2/18	7/9/18
7/26/18	7/9/18	7/16/18
8/2/18	7/16/18	7/23/18
8/9/18	7/23/18	7/30/18
8/16/18	7/30/18	8/6/18
8/23/18	8/6/18	8/13/18
8/30/18	8/13/18	8/20/18
9/6/18	8/20/18	8/27/18
9/13/18	8/27/18	9/3/18
9/20/18	9/3/18	9/10/18
9/27/18	9/10/18	9/17/18
10/4/18	9/17/18	9/24/18
10/11/18	9/24/18	10/1/18
10/18/18	10/1/18	10/8/18
10/25/18	10/8/18	10/15/18
11/1/18	10/15/18	10/22/18
11/8/18	10/22/18	10/29/18
11/15/18	10/29/18	11/5/18
11/22/18	11/5/18	11/12/18
11/29/18	11/12/18	11/19/18
12/6/18	11/19/18	11/26/18
12/13/18	11/26/18	12/3/18
12/20/18	12/3/18	12/10/18
12/27/18	12/10/18	12/17/18

## Advertising Terms & Conditions

This agreement is between the American Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS), herein after referred to as “Publisher” and the below-named advertising company and/or advertising agency, herein after referred to as the “Advertiser”.

### Acceptance of Advertising

All advertisements are subject to review and approval by the Publisher and may, at its discretion, require edits or reject any advertisement submitted by the Advertiser. Advertorials are prohibited.

Products or services with no direct relation to the otolaryngology industry may be eligible for advertising if approved by the Publisher.

Advertisements that conflict or have the appearance of conflicting with the Publisher’s policy are prohibited.

Any reference to the Publisher or its affiliate’s products, services or standards in advertisements, promotional material, or merchandising by the advertiser or the agency is prohibited.

Promotion of products, services, or meetings that compete directly with those offered by Publisher or its affiliates are generally prohibited.

The Publisher reserves the right to decline advertising for any educational course, meeting, or related event if the advertised event falls 90 days before or after an event held by the Publisher or its affiliates.

Membership solicitation by organizations other than the Publisher or its affiliates is prohibited. Fundraising by organizations or individuals other than the Publisher is strictly prohibited.

Advertising copy must be factual, in good taste, and all claims must be fully supportable.

Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group or other organization must be accompanied by written consent for use from the quoted individual or entity.

The use of the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS), or any other affiliate’s name and/or logo, is prohibited without prior written approval.

All advertisements are accepted and published by Publisher on the warranty of the advertiser and agency that both are authorized to publish the entire contents and subject matter of the advertisement.

The inclusion of an advertisement in the Publisher’s publications is not to be construed or publicized as an endorsement or approval by the Publisher, or its affiliates, nor may the advertiser promote that its advertising claims are approved or endorsed by the Publisher or its affiliates.

Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. The Publisher reserves the right to insert the word “Advertisement” above or below any copy to avoid confusion.

Advertising is separate from content. Advertisers have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. Advertisers do not influence any of our editorial decisions or advertising policies.

Advertiser links to other websites cannot prevent a user from easily returning to Publisher’s website.

### General Guidelines

Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the Publisher will run a house advertisement and advertiser will be responsible for the cost of its original insertion order.

The Publisher reserves the right to change its advertising terms and conditions at any time.

### Limitations of Liability

The Publisher will endeavor to publish advertisements promptly and accurately. The Advertiser shall notify the Publisher of any errors immediately. Upon notification, errors will be corrected in the next available comparable placement of the advertisement, as determined by the Publisher. This shall constitute the

sole remedy for any errors.

Publisher shall not be liable for failure to publish any advertisement accepted by Publisher.

The advertiser agrees to indemnify and hold harmless the Publisher for all damages, costs, expenses of any nature including court costs and legal fees, for which the Publisher may become liable by reason of its publication of the advertiser’s advertisement.

The Publisher shall not be held liable to the advertiser or agency for any loss that results from the incorrect publication of an advertisement.

The Publisher is not responsible for incorrect ad materials run when ad materials or instructions are not received by the ad material deadline.

The Publisher assumes no responsibility to verify statements contained in an advertisement.

The Publisher does not make corrections to ad artwork. All ad artwork must be submitted in final format. The Publisher will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Publisher or outside organizations publication.

The Publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

The Publisher is not responsible for clerical errors, typographical errors, or incorrect insertions.

The Publisher is not responsible for ad placements near competing products unless an agreement has been made in writing between the Publisher and advertiser prior.

The Publisher will not be bound by any condition appearing on insertion orders/ contracts or copy instructions submitted by or on behalf of the advertiser, when such condition conflicts with any provision in this rate card or with the Publisher’s advertising terms and conditions.

### Interpretation and Application of the Advertising Policy

All matters and questions not specifically covered are subject to the final decision of the Publisher.

### Terms

Net amounts are due by the ad reservation dates listed below. Advertisements will not be published if payment is not received by the materials due date listed below. The suspension of advertising does not relieve the Advertiser of its contractual obligations under this contract.

A completed and duly signed Agreement guarantees advertising rates for the period identified on the Advertising Insertion Order Form. If the number of insertions contracted for are not used within the 2018 volume year, the advertiser will be expected to pay the difference between the rate they paid and the rate based on the actual frequency utilized. Complimentary ads do not count toward frequency discounts.

### Cancellation

The Publisher, at its sole discretion, reserves the right to reject requests for advertisements, cancel or not renew previously approved advertisements, at any time for any reason or no reason at all.

The Advertiser may cancel or change an insertion within this Agreement by providing notice in writing to the Publisher on or prior to the ad space closing deadline. Any insertions cancelled after the ad space closing deadline will incur the full cost of the insertion. In instances of cancellation after the ad space closing deadline, the Publisher reserves the right to resell the ad space. The Advertiser is not relieved of any obligations made in the Agreement should the Publisher resell the ad space.

# OTO NEWS INSERTION ORDER



AMERICAN ACADEMY OF  
OTOLARYNGOLOGY—  
HEAD AND NECK SURGERY

INVOICE TO/	Item Description	QTY	Unit Price	Total
	Leaderboard Ad			
	Leading OTO News Ad			
	Your OTO Articles Ad			
	OTO News Links Ad			
	Dashboard Ad			

**Grand Total**

## Payment Methods We Accept:

### CREDIT CARD/

Visa, Mastercard, American Express

### CHECK/

Payable to AAO-HNS

Checks must be in U.S. dollars drawn on a U.S. bank

### ACH/

Account Number: 435003059788

Routing Number: 05100017

The Federal Tax ID for AAO-HNS is: 52-1219436

### WIRE TRANSFER/

Account Number: 435003059788.

Bank of America ABA #026009593 Swift #BOFAUS3N

730 15th Street NW, Second Floor, Washington, DC 20005-1012

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Paul Bascomb, CEM  
pbascomb@entnet.org

1650 Diagonal Road  
Alexandria, VA 22314

Phone: 1-703-535-3778  
Fax: 1-703-519-1546

# THANK YOU FOR YOUR BUSINESS

Empowering otolaryngologist—head and neck surgeons to deliver the best patient care

## Company Information

Advertiser:

Contact:

Address:

City:

State: Zip Code:

Phone:

Fax:

Email:

## Agency Information (if applicable)

Ad Agency:

Contact:

Address:

City:

State: Zip Code:

Phone:

Fax:

Email:

### AGREED

I, the undersigned, hereby wish to secure advertising in *OTO News*. I am an authorized representative of the organization with the full power and authority to sign and deliver the Insertion Order (IO). The organization listed above agrees to comply with all applicable policies; rules and regulations set forth therein all policies, rules and regulations adopted by AAO-HNS hereinafter.

#### Company Representative:

Title:

Signature:

Date:

#### AAO-HNS Representative:

Title:

Signature:

Date:

Contact your account manager to reserve your preferred placement:

Paul Bascomb, CEM, Senior Manager, Industry Relations  
1-703-535-3778  
pbascomb@entnet.org

#### Submit Insertion Order to:

Paul Bascomb, CEM, Senior Manager, Industry Relations  
American Academy of Otolaryngology—  
Head and Neck Surgery  
1650 Diagonal Road, Alexandria, VA 22314

### For AAO-HNS USE ONLY

Date IO Received:

Amount Due:

Approved by:

Date:

Date IO Cancelled:

Cancellation Fee: