

2018 MEDIA KIT



15% off FOR ALL
FIRST-TIME
ADVERTISERS!

bulletin

The *Bulletin* is the official magazine of the American Academy of Otolaryngology—Head and Neck Surgery.

Showcase your brand in the publication AAO-HNS members rely on for:

- Education on regulatory issues
- Access to the latest research
- Practice management advice
- Thought leaders on current issues



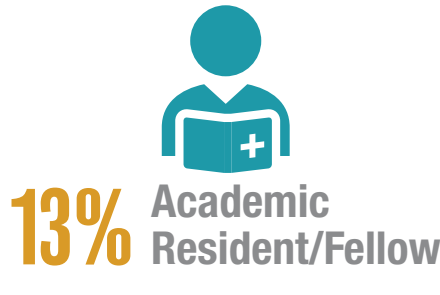
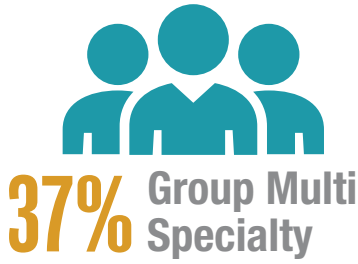
**AMERICAN ACADEMY OF
OTOLARYNGOLOGY—
HEAD AND NECK SURGERY**

Your brand reaches **NEARLY 12K** Otolaryngologists, head and neck surgeons, facial and plastic surgeons, and other related practitioners.

11 PUBLISHED **TIMES** PER YEAR

AAO-HNS MEMBERS

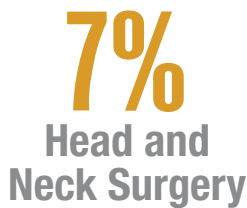
OCCUPATIONAL SETTINGS



AAO-HNS MEMBERS

SUBSPECIALTY SNAPSHOT

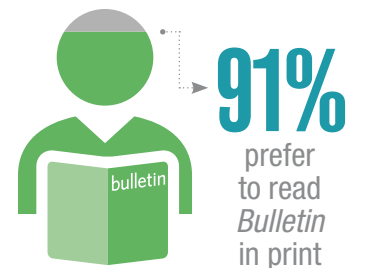
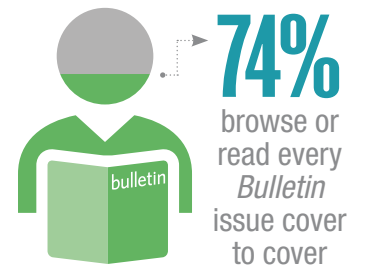
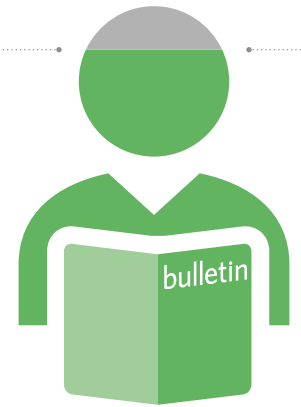
Main subspecialties:



Other subspecialties include:

- Pediatric Otolaryngology
- Neurotology
- Otology
- Rhinology
- Laryngology
- Allergy
- Sleep Medicine

15% of members are certified in three or more sub specialties



Data based on a profile of AAO-HNSF Annual Meeting & OTO Experience attendees and AAO-HNS member surveys.

DEC/JAN**Annual Report 2017**

- The Physician Wellness Initiative
- Leadership Forum & BOG Spring Preview
Various committees share timely clinical topics
- Patient focus section

Ad Sales Close: **Oct. 30, 2017**

Materials Due: **Nov. 14, 2017**

RELATED PRODUCTS & SERVICES

- Corporate supporters that want to be in the Annual Report issue

FEBRUARY**Kids ENT Health Month**

- Leadership Forum & BOG Spring Meeting March 9-12, 2018
- Practice profile series
- Patient focus section

Ad Sales Close: **Dec. 26, 2017**

Materials Due: **Jan. 11, 2018**

RELATED PRODUCTS & SERVICES

- OTO scopes
- Hearing services
- Patient information
- Electronic health record systems

MARCH**World Voice Day Issue**

- Reg-entSM—clinical data registry
- World Voice Day (April 16) edition
- Health Policy Top 2017 100 Services
- Patient focus section

Ad Sales Close: **Jan. 17, 2018**

Materials Due: **Feb. 1, 2018**

RELATED PRODUCTS & SERVICES

- Surgical equipment for voice
- Electronic health record systems
- Coding systems and consultants

APRIL**All Specialties Focus**

- AAO-HNS/F voting season begins:
Candidates Statements featured.
- Better Hearing and Speech Month:
Preparation for May observation
- Patient focus section

Ad Sales Close: **Feb. 22, 2018**

Materials Due: **March 12, 2018**

RELATED PRODUCTS & SERVICES

- Surgical equipment for voice
- Electronic health record systems
- Coding systems and consultants

MAY**Annual Meeting Preview**

- AAO-HNSF 2018 Annual Meeting & OTO Experience Preview issue
- Committee meetings to be held at AM
- Patient focus section

Ad Sales Close: **March 22, 2018**

Materials Due: **April 9, 2018**

RELATED PRODUCTS & SERVICES

- Big supporters
- Annual Meeting exhibitors

JUNE**Health Policy Issue**

- Proposed budget
- Practice profile series
- Patient focus section

Ad Sales Close: **April 25, 2018**

Materials Due: **May 10, 2018**

RELATED PRODUCTS & SERVICES

- Insurance companies
- Electronic health record systems

JULY**Research, Quality, Patient Safety Issue**

- Report from Residents and Fellows-in-Training
- Patient focus section

Ad Sales Close: **May 15, 2018**

Materials Due: **May 31, 2018**

RELATED PRODUCTS & SERVICES

- Electronic health record systems
- Coding companies

AUGUST**Technology Issue**

- The Annual Meeting & OTO Experience and technology issue
- Board of Governors (BOG) candidates for leadership
- BOG awards
- Patient focus section

Ad Sales Close: **June 19, 2018**

Materials Due: **July 5, 2018**

RELATED PRODUCTS & SERVICES

- Tech products
- Spotlight on Annual Meeting Showcases and their products

SEPTEMBER**Annual Meeting Issue**

- The AAO-HNSF 2018 Annual Meeting & OTO Experience feature issue
- Patient focus section

Ad Sales Close: **July 18, 2018**

Materials Due: **Aug. 2, 2018**

BONUS DISTRIBUTION: AAO-HNSF Annual Meeting and OTO Experience Oct. 7-10, 2018

OCTOBER**Membership Issue**

- New President's first column
- Patient information section
- Patient focus section

Ad Sales Close: **Aug. 15, 2018**

Materials Due: **Aug. 30, 2018**

RELATED PRODUCTS & SERVICES

- Surgical equipment
- Electronic health record systems
- Coding systems and consultants

NOVEMBER**Measures Issue**

- 2018/19 AAO-HNS/F committee rosters
- Clinical topic
- MPFS updates for OTOs
- Annual Meeting photos
- Patient focus section

Ad Sales Close: **Sept. 19, 2018**

Materials Due: **Oct. 4, 2018**

RELATED PRODUCTS & SERVICES

- Smoking cessation
- Surgical instruments for head
- EHR companies
- Coding experts and services and neck cancer

Make the most of your AAO-HNSF Annual Meeting & OTO Experience booth with these bundles designed to maximize your message across multiple platforms.

SAVE MORE THAN **25%**

Silver Bundle

\$12,500

- Three Full Page ads in the *Bulletin*
- Junior Page ad for four days in the AAO-HNSF Annual Meeting Show Daily*
- Full Banner ad on the Meeting Daily365 website landing page for six months*
- Product Showcase ad in AAO-HNSF Annual Meeting Show Daily*

Gold Bundle

\$19,500

- Six Full Page ads in the *Bulletin*
- Full Page ad for four days in the AAO-HNSF Annual Meeting Show Daily*
- Leaderboard ad on the Meeting Daily365 website landing page for six months*
- Product Showcase ad in AAO-HNS Annual Meeting Show Daily*

Platinum Bundle

\$29,500

- 10 Full Page ads in the *Bulletin*
- Full Page ad for four days in the AAO-HNSF Annual Meeting Show Daily*
- Rectangle ad in all four issues of the AAO-HNS Annual Meeting Show eDaily sent to an average of 20,380 attendees*
- Product Showcase ad in AAO-HNS Annual Meeting Show Daily*

*Must be an AAO-HNSF Annual Meeting exhibitor to advertise.



BULLETIN

FULL PAGE AD



JUNIOR PAGE AD



MEETING SHOW DAILY



PRODUCT SHOWCASE AD

LEADERBOARD AD



FULL BANNER AD



RECTANGLE AD

All rates are net. Cancellations are nonrefundable.

Bulletin.ENTNET.org

Receive maximum exposure on the premier AAO-HNS member magazine website in the otolaryngologist-head and neck surgery specialty.

Leaderboard – \$740 per month
Tower Ad – \$530 per month

Limited to three advertisers each.



2,897

average monthly page views

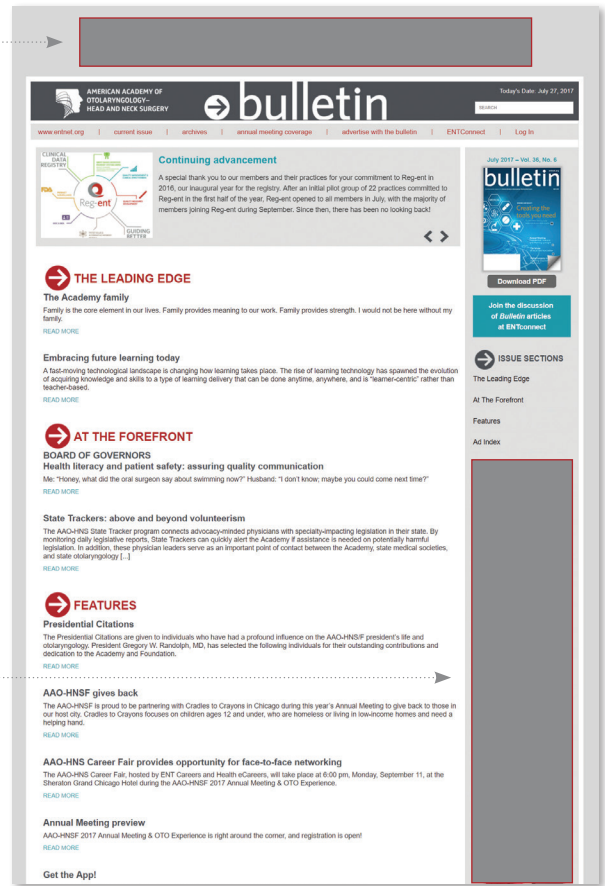


1.5 MINUTES

average time per visit

Source: Bulletin online YTD Traffic Summary, Sept. 2016-Aug. 2017

LEADERBOARD AD
TOWER AD



Email Banner Ad

Be the first message readers see when they open their *Bulletin* emails!

\$875 per month

LINKS TO THE BULLETIN ONLINE!

NEARLY 12K distribution



emailed monthly

31.4% **open rate** compared to the average healthcare industry of 15.9%*

*Campaigner Email Marketing Metrics Report, 2016.

All rates are net. Cancellations are nonrefundable.

Content from the printed *Bulletin* will be displayed online on the main *Bulletin* website for the month in which it is current. Each issue is archived at bulletin.ENTNET.org.

BUY 6 ADS GET 1 FREE

DISPLAY ADS Display ads are posted online with that issue's *Bulletin*.

Standard placement rates

Ad Unit Four-Color	1x	3x	6x	11x
Full Page	\$2,215	\$2,150	\$2,115	\$2,045
1/2 Page Horizontal	\$1,835	\$1,815	\$1,780	\$1,740
1/3 Page	\$1,760	\$1,725	\$1,690	\$1,645
1/4 Page	\$1,065	\$1,035	\$1,010	\$985
1/6 Page	\$465	\$440	\$400	\$375

Publication dates	Space close	Materials due
Dec/Jan	Oct. 30	Nov. 14
February	Dec. 26	Jan. 11
March	Jan. 17	Feb. 1
April	Feb. 22	March 12
May	March 22	April 9
June	April 25	May 10
July	May 15	May 31
August	June 19	July 5
September	July 18	Aug. 2
October	Aug. 15	Aug. 30
November	Sept. 19	Oct. 4

Premium placement rates

Ad Unit Four-Color	1x	3x	6x	11x
Back Cover	\$3,320	\$3,225	\$3,180	\$3,065
Inside Front Cover	\$2,985	\$2,900	\$2,860	\$2,760
Inside Back Cover	\$2,880	\$2,790	\$2,755	\$2,655
Opposite Table of Contents	\$2,765	\$2,690	\$2,645	\$2,555
Opposite President's Page	\$2,765	\$2,690	\$2,645	\$2,555
Cover Tip	\$5,020	\$4,830	\$4,735	\$4,555
Insert – 2-page	\$3,980	\$3,830	\$3,755	\$3,610
Insert – 4-page	\$7,005	\$6,735	\$6,605	\$6,350

CLASSIFIED ADS

Classified Ad Frequency and Rates

Ad Unit	1x	3x	6x	11x
Black and White (Classified only)				
Full Page	\$1,445	\$1,385	\$1,360	\$1,280
1/2 Page Horizontal	\$1,080	\$1,060	\$1,030	\$990
1/2 Page Vertical	\$1,080	\$1,060	\$1,030	\$990
1/4 Page	\$925	\$885	\$815	\$760

Publication dates	Space close	Materials due
Dec/Jan	Nov. 8	Nov. 10
February	Jan. 10	Jan. 12
March	Jan. 31	Feb. 2
April	March 9	March 13
May	April 6	April 10
June	May 9	May 11
July	May 30	June 1
August	July 5	July 6
September	July 27	July 31
October	Aug. 29	Aug. 31
November	Oct. 3	Oct. 5

Four-color available — \$425 charge

*Space extensions may be available for classified ads upon request. Issues mail the first week of each month.



COVER TIP

Be the first brand readers see with a cover tip that captures their attention. **\$5,020 plus production**

INSERTS

Stand out in the *Bulletin* with an insert that showcases your brand and carries your message. **2-page, 1X — \$3,980 plus production**
4-page, 1X — \$7,005 plus production

15% OFF for all first-time advertisers

Contact your account manager to reserve your preferred placement:

Bridget Blaney, Companies A-L
773-259-2825
bblaney@ascendmedia.com

Suzee Dittberner, Companies M-Z
913-344-1420
sdittberner@ascendmedia.com

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as a single page.)
- URL for linking online version of display ad.

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

Proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at www.swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Specifications for landing and content pages

- Leaderboard and tower ads must be in GIF, JPG or SWF format at 72 dpi, RGB and submitted at actual size.
- For linked ads, URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAO-HNS.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor-supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- Animated GIF files are accepted, but not all platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only 1 URL is accepted per animated GIF—we do not allow separate URLs embedded in individual frames.

Important notes

- All advertising is subject to AAO-HNS approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment for ad space is due at space deadline.
- All signed agreements are firm. Cancellations are nonrefundable.
- No cash discounts accepted.
- Members receive a 20% discount on advertising.

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

PRINT AD SIZES AND DIMENSIONS

(width x height)

Publication size: 8-3/8" x 10-7/8" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

Full-Page Spread ads should be submitted as single-page files.

Additional marketing opportunities: cover tips, belly bands, and inserts are accepted. Contact your account manager for details.

All rates are net.

Cancellations are non refundable.

Covers and Full Page
Bleed 8-5/8" x 11-1/8"
Trim 8-3/8" x 10-7/8"
Safety/Live Area 7-7/8" x 10-3/8"
Non-Bleed 7" x 9-3/8"

1/2 Page Horizontal
7" x 4-1/2"

Full Page (Classified)
7" x 9-3/8"

Cover tip
7-1/2" X 5-1/2"

1/2 Page Vertical Non-Bleed
3-3/8" x 9-3/8"

1/4 Page Non-Bleed
3-3/8" x 4-1/2"

1/6 Page Non-Bleed
2-1/4" x 3-1/2"

1/3 Page Vertical Non-Bleed
2-1/4" x 9-3/8"

Leaderboard
728 x 90 pixels and 300 x 50 pixels (mobile)

Tower
160 x 600 pixels

Email Banner Ad
400 x 80 pixels

ONLINE AD SIZES AND DIMENSIONS

(width x height)

Contact your account manager to reserve your preferred placement:

Bridget Blaney, Companies A-L
773-259-2825
bblaney@ascendmedia.com

Suzee Dittberner, Companies M-Z
913-344-1420
sdittberner@ascendmedia.com