

ADVERTISING OPPORTUNITIES WITH OTOLARYNGOLOGY-HEAD AND NECK SURGERY

Official Journal of the American Academy of Otolaryngology—Head and Neck Surgery Foundation

All Advertising subject to AAO-HNSF approval.



2017 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x	36x	48x
1 page	\$2,365	\$2,320	\$2,015	\$1,915	\$1,725	\$1,690	\$1,520
½ page	\$1,890	\$1,855	\$1,615	\$1,535	\$1,380	\$1,350	\$1,215
¼ page	\$1,135	\$1,115	\$970	\$920	\$830	n/a	n/a

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.

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

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above)..... \$1,505

AGENCY COMMISSION: 15%

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

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table Of Contents	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	Other Specified Positions.....	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

2017 DEADLINES

January

Space reservation due:	11/17/2016
Materials due:	11/28/2016
Inserts due:	12/7/2016

February

Space reservation due:	12/27/2016
Materials due:	1/4/2017
Inserts due:	1/13/2017

March

Space reservation due:	1/26/2017
Materials due:	2/2/2017
Inserts due:	2/13/2017

April

Space reservation due:	2/27/2017
Materials due:	3/6/2017
Inserts due:	3/15/2017

May

Space reservation due:	3/27/2017
Materials due:	4/3/2017
Inserts due:	4/12/2017

June

Space reservation due:	4/27/2017
Materials due:	5/4/2017
Inserts due:	5/15/2017

July

Space reservation due:	5/26/2017
Materials due:	6/5/2017
Inserts due:	6/14/2017

August

Space reservation due:	6/28/2017
Materials due:	7/6/2017
Inserts due:	7/17/2017

September

Space reservation due:	7/31/2017
Materials due:	8/7/2017
Inserts due:	8/16/2017

September Supplement

Space reservation due:	7/31/2017
Materials due:	9/1/2017
Inserts due:	8/16/2017

October

Space reservation due:	8/25/2017
Materials due:	9/1/2017
Inserts due:	9/13/2017

November

Space reservation due:	9/28/2017
Materials due:	10/5/2017
Inserts due:	10/16/2017

December

Space reservation due:	10/26/2017
Materials due:	11/2/2017
Inserts due:	11/13/2017