

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.

2016 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x	36x	48x
1 page	\$2,250	\$2,205	\$1,920	\$1,825	\$1,640	\$1,610	\$1,445
½ page	\$1,800	\$1,765	\$1,535	\$1,460	\$1,310	\$1,285	\$1,155
¼ page	\$1,080	\$1,060	\$920	\$875	\$785	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.

2016 DEADLINES

January

Space reservation due:	11/19/2015
Materials due:	11/25/2015
Inserts due:	12/3/2015

February

Space reservation due:	12/29/2015
Materials due:	1/5/2016
Inserts due:	1/12/2016

March

Space reservation due:	1/27/2016
Materials due:	2/3/2016
Inserts due:	2/10/2016

April

Space reservation due:	2/25/2016
Materials due:	3/3/2016
Inserts due:	3/10/2016

May

Space reservation due:	3/24/2016
Materials due:	3/31/2016
Inserts due:	4/7/2016

June

Space reservation due:	4/27/2016
Materials due:	5/4/2016
Inserts due:	5/11/2016

July

Space reservation due:	5/26/2016
Materials due:	6/2/2016
Inserts due:	6/9/2016

August

Space reservation due:	6/28/2016
Materials due:	7/5/2016
Inserts due:	7/12/2016

September

Space reservation due:	7/28/2016
Materials due:	8/4/2016
Inserts due:	8/11/2016

September Supplement

Space reservation due:	7/28/2016
Materials due:	8/4/2016
Inserts due:	8/11/2016

October

Space reservation due:	8/25/2016
Materials due:	9/1/2016
Inserts due:	9/8/2016

November

Space reservation due:	9/28/2016
Materials due:	10/5/2016
Inserts due:	10/12/2016

December

Space reservation due:	10/25/2016
Materials due:	11/1/2016
Inserts due:	11/8/2016

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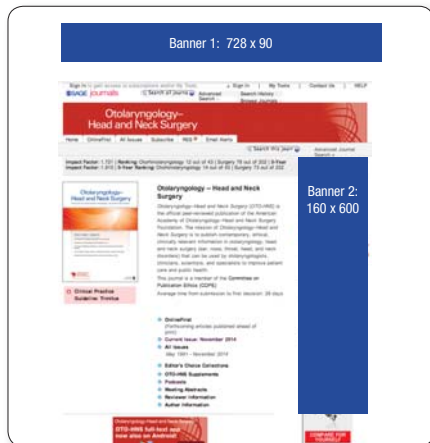
All Advertising subject to AAO-HNSF approval.



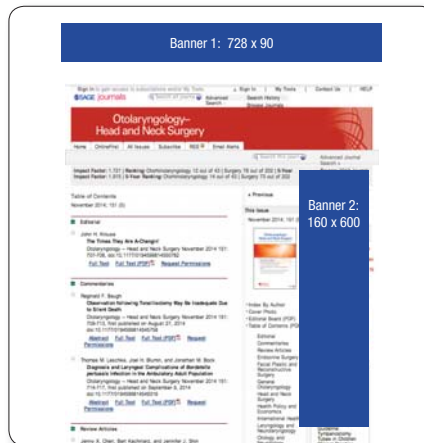
DIGITAL OFFERINGS

JOURNAL WEBSITE: <http://oto.sagepub.com>

HOME PAGE



INTERNAL PAGES



ONLINE ADVERTISING RATES

Leaderboard (728 x 90).....\$75 CPM

Skyscraper (160 x 600).....\$75 CPM

Minimum buy: 20,000 impressions per month per banner

BANNER AD SPECIFICATIONS

Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF

Maximum size on banners: 100K

All artwork is subject to review/acceptance by publisher prior to placement.

Third party ad tags accepted.

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 advertising may be available across multiple publications. Please contact your representative.

Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

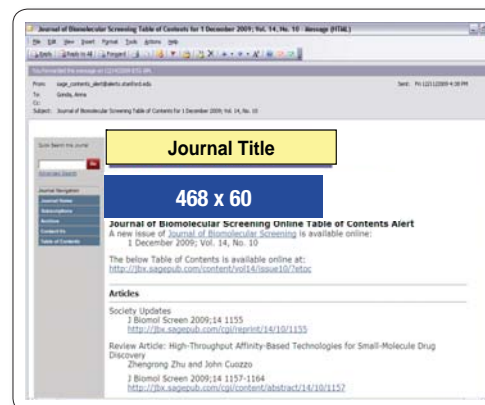
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	468 x 60	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



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GENERAL INFORMATION

FREQUENCY: Monthly plus one annual conference program abstracts book

PRINT CIRCULATION: 10,040 Paid

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: John H. Krouse, MD, PhD, MBA, Temple University School of Medicine, Philadelphia, PA

SOCIETY AFFILIATION: American Academy of Otolaryngology—Head and Neck Surgery

ABOUT THE ACADEMY

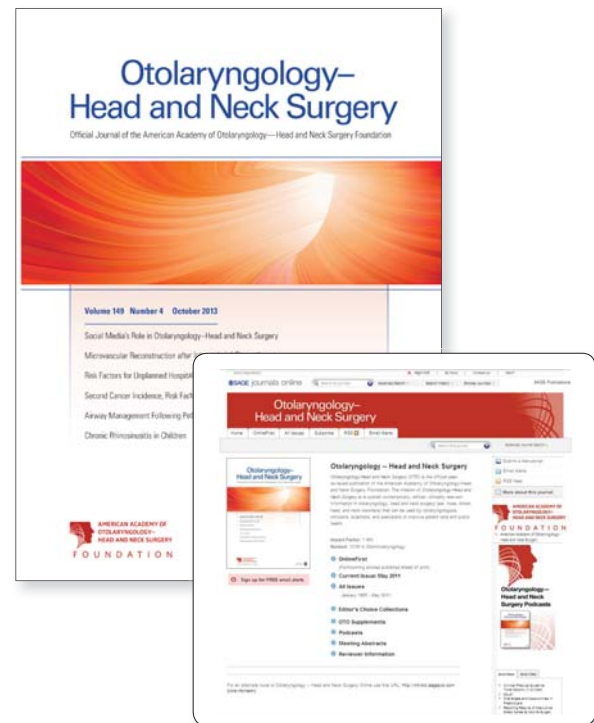
The American Academy of Otolaryngology—Head and Neck Surgery (AAO-HNS) is the world's largest organization representing specialists who treat the ear, nose, throat, and related structures of the head and neck. The Academy represents more than 12,000 otolaryngologist—head and neck surgeons who diagnose and treat disorders of those areas. The medical disorders treated by our physicians are among the most common that afflict all Americans, young and old. They include chronic ear infection, sinusitis, snoring and sleep apnea, hearing loss, allergies and hay fever, swallowing disorders, nosebleeds, hoarseness, dizziness, and head and neck cancer.

ABOUT THE JOURNAL

Otolaryngology—Head and Neck Surgery is the official peer-reviewed publication of the American Academy of Otolaryngology—Head and Neck Surgery Foundation. The mission of *Otolaryngology—Head and Neck Surgery* is to publish contemporary, ethical, clinically relevant information in otolaryngology, head and neck surgery (ear, nose, throat, head, and neck disorders) that can be used by otolaryngologists, clinicians, scientists, and specialists to improve patient care and public health.

READERSHIP

Otolaryngologists, audiologists, allergists, immunologists, plastic surgeons, general surgeons, speech pathologists, scientists and other related specialists. The readership includes all members of the American Academy of Otolaryngology—Head and Neck Surgery.



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2016 SPECIAL EVENTS AND OPPORTUNITIES

ISSUE	EVENT AND OPPORTUNITY	DETAILS
	Combined Otolaryngology Section Meeting (COSM), May 18-22, Chicago, IL	Contact SAGE Representative for details
July	AD PERCEPTION READER SURVEY	FREE AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger
	American Academy of Otolaryngology—Head and Neck Surgery Foundation (AAO-HNSF) September 18-21, San Diego, CA	Contact SAGE Representative for details

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" 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.

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.

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 is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 5" x 7".

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.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING

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FOR ARTWORK DELIVERY

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Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle/Pamela Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com