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

15% off for all first-time advertisers!
Your brand reaches NEARLY 12K Bulletin readers purchase or recommend products & services used in their practices.

AAO-HNS MEMBERS

<table>
<thead>
<tr>
<th>Occupational Settings</th>
<th>Group Multi Specialty</th>
<th>Group Single Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Faculty</td>
<td>37%</td>
<td>17%</td>
</tr>
<tr>
<td>Solo</td>
<td>14%</td>
<td>13% Academic Resident/Fellow</td>
</tr>
</tbody>
</table>

AAO-HNS MEMBERS

<table>
<thead>
<tr>
<th>Subspecialty Snapshot</th>
<th>Main subspecialties:</th>
<th>Other subspecialties include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Otolaryngology</td>
<td>30%</td>
<td>Pediatric Otolaryngology</td>
</tr>
<tr>
<td>Head and Neck Surgery</td>
<td>7%</td>
<td>Neurotology</td>
</tr>
<tr>
<td>Facial Plastic Surgery</td>
<td>8%</td>
<td>Otology</td>
</tr>
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<td></td>
<td></td>
<td>Rhinology</td>
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<td></td>
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<td>Laryngology</td>
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<tr>
<td></td>
<td></td>
<td>Allergy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sleep Medicine</td>
</tr>
</tbody>
</table>

89% Bulletin readers purchase or recommend products & services used in their practices.

11 PUBLISHED TIMES PER YEAR

74% browse or read every Bulletin issue cover to cover.

91% prefer to read Bulletin in print.

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-ent™—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

**SEPTMBER**

**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**

**RELATED PRODUCTS & SERVICES**
- Surgery products
- Spotlight on Annual Meeting Showcases and their products

**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

**BONUS DISTRIBUTION: AAO-HNSF Annual Meeting and OTO Experience Oct. 7-10, 2018**
Make the most of your AAO-HNSF Annual Meeting & OTO Experience booth with these bundles designed to maximize your message across multiple platforms.

Special Meeting Bundles

**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-HNSF 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.

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


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**

**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.

bulletin.ENTNET.org
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.

**DISPLAY ADS**

Display ads are posted online with that issue’s Bulletin.

**Standard placement rates**

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

**Premium placement rates**

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

**CLASSIFIED ADS**

**Classified Ad Frequency and Rates**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and White (Classified only)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,445</td>
<td>$1,385</td>
<td>$1,360</td>
<td>$1,280</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,080</td>
<td>$1,060</td>
<td>$1,030</td>
<td>$990</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$1,080</td>
<td>$1,060</td>
<td>$1,030</td>
<td>$990</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$925</td>
<td>$885</td>
<td>$815</td>
<td>$760</td>
</tr>
</tbody>
</table>

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

**Contact your account manager to reserve your preferred placement:**

Suzee Dittberner
913-344-1420
sdittberner@ascendmedia.com

All rates are net. Cancellations are nonrefundable.
AAO-HNS Bulletin Display Ads

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: __________________________________________
Agency (if applicable): __________________________________________
Billing Information: □ Agency □ Advertiser
Contact Name: __________________________________________
Billing Address: __________________________________________
City: __________________________________________ State: ______________________ Zip: __________
Phone: __________________ Fax: __________________ E-mail: __________________
AAO-HNS Bulletin 2018 Display Ads

<table>
<thead>
<tr>
<th>Ad Unit (Four-Color)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
</table>
| Standard placement rates
| Full Page            | $2,115 |
| 1/2 Page Horizontal  | $1,815 |
| 1/2 Page Vertical    | $1,815 |
| 1/3 Page Vertical    | $1,725 |
| 1/4 Page             | $1,010 |
| 1/6 Page             | $440   |

<table>
<thead>
<tr>
<th>Premium placement rates</th>
<th>2-page</th>
<th>4-page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,320</td>
<td></td>
</tr>
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<td></td>
</tr>
<tr>
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<td>$2,880</td>
<td></td>
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<tr>
<td>Opp Table of Contents</td>
<td>$2,765</td>
<td></td>
</tr>
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<td>$2,765</td>
<td></td>
</tr>
<tr>
<td>Cover Tip</td>
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<td></td>
</tr>
<tr>
<td>Inserts</td>
<td>$3,890</td>
<td></td>
</tr>
</tbody>
</table>

AAO-HNS Bundles 2018

| Silver | $12,500 |
| Gold   | $19,500 |
| Platinum | $29,500 |

Account manager
Suze Dittberner
913-344-1420
sdittberner@ascendmedia.com

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum $500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title __________________________ Date __________ PO# (if necessary) __________
ASCEND MEDIA ADVERTISING AGREEMENT
Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AAO-HNS approval.

AAO-HNS Bulletin Classified Ads

Please fill out this form to place an order and TO BE INVOICED according to the Terms below.

Advertiser:

Agency (if applicable):

Billing Information: □ Agency □ Advertiser

Contact Name:__________________________________________________________

Billing Address:________________________________________________________

City:________________________________________ State:______________________ Zip:____________

Phone:_____________________ Fax:_____________________ E-mail:______________________

AAO-HNS Bulletin 2018 Classified Ads

<table>
<thead>
<tr>
<th>Ad Unit (Black-and-white)</th>
<th>1x</th>
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<td>1/4 Page</td>
<td>$925</td>
<td>$885</td>
<td>$815</td>
<td>$760</td>
</tr>
</tbody>
</table>

Please write your initials next to selected ad sizes & color.

Four-color $425

Total Amount: $ ___________________ AAO Member No. ____________

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I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title Date PO# (if necessary)

Account manager
Suze Dittberner
913-344-1420
sdittberner@ascendmedia.com

American Academy of Otolaryngology-Head and Neck Surgery

Bulletin 2018
Classified Ad Deadlines

Please check box next to month to secure space

Space: Nov. 8, 2017
Materials: Nov. 10, 2017

□ February
Space: Jan. 10, 2018
Materials: Jan. 12, 2018

□ March
Space: Jan. 31, 2018
Materials: Feb. 2, 2018

□ April
Space: March 9, 2018
Materials: March 13, 2018

□ May
Space: April 6, 2018
Materials: April 10, 2018

□ June
Space: May 9, 2018
Materials: May 11, 2018

□ July
Space: May 30, 2018
Materials: June 1, 2018

□ August
Space: July 5, 2018
Materials: July 6, 2018

□ September
Space: July 27, 2018
Materials: July 31, 2018

□ October
Space: Aug. 29, 2018
Materials: Aug. 31, 2018

□ November
Space: Oct. 3, 2018
Materials: Oct. 5, 2018

Space: Nov. 7, 2018
Materials: Nov. 9, 2018

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187

Ascend Integrated Media LLC • 7171 West 95th Street, Suite 300 • Overland Park, KS 66212
ASCEND MEDIA ADVERTISING AGREEMENT
Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AAO-HNS approval.

AAO-HNS Bulletin Online and Email Advertising
Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser:

Agency (if applicable):

Billing Information: □ Agency □ Advertiser

Contact Name:

Billing Address:

City:________________________ State:________________________ Zip:________________________

Phone:________________________ Fax:________________________ E-mail:________________________

AAO-HNS Bulletin Online 2018

Leaderboard

<table>
<thead>
<tr>
<th>Month</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$740 per month</td>
</tr>
<tr>
<td>Feb.</td>
<td>$530 per month</td>
</tr>
<tr>
<td>Mar.</td>
<td>$740 per month</td>
</tr>
<tr>
<td>Apr.</td>
<td>$530 per month</td>
</tr>
<tr>
<td>May</td>
<td>$740 per month</td>
</tr>
<tr>
<td>June</td>
<td>$530 per month</td>
</tr>
<tr>
<td>July</td>
<td>$740 per month</td>
</tr>
<tr>
<td>Aug.</td>
<td>$530 per month</td>
</tr>
<tr>
<td>Sept.</td>
<td>$740 per month</td>
</tr>
<tr>
<td>Oct.</td>
<td>$530 per month</td>
</tr>
<tr>
<td>Nov.</td>
<td>$740 per month</td>
</tr>
<tr>
<td>Dec.</td>
<td>$530 per month</td>
</tr>
</tbody>
</table>

Banner Ad

<table>
<thead>
<tr>
<th>Month</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$875 per month</td>
</tr>
<tr>
<td>Feb.</td>
<td>$530 per month</td>
</tr>
<tr>
<td>Mar.</td>
<td>$875 per month</td>
</tr>
<tr>
<td>Apr.</td>
<td>$530 per month</td>
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AAO-HNS Bulletin Email

Account Manager
Suzee Dittberner
913-344-1420
sdittberner@ascendmedia.com

Please write your initials next to selected ad sizes & color.

Total Amount: $____________________ AAO Member No.____________________

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail.
Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title Date PO# (if necessary)

AAO-HNS Bulletin Online and Email 2018 deadlines
Please check box next to month to secure space

  - Space: Nov. 10, 2017
  - Materials: Nov. 17, 2017

- January (Online only)
  - Space: Dec. 11, 2017
  - Materials: Dec. 18, 2017

- February
  - Space: Jan. 11, 2018
  - Materials: Jan. 18, 2018

- March
  - Space: Feb. 12, 2018
  - Materials: Feb. 19, 2018

- April
  - Space: March 12, 2018
  - Materials: March 19, 2018

- May
  - Space: April 11, 2018
  - Materials: April 18, 2018

- June
  - Space: May 11, 2018
  - Materials: May 18, 2018

- July
  - Space: June 12, 2018
  - Materials: June 19, 2018

- August
  - Space: July 11, 2018
  - Materials: July 18, 2018

- September
  - Space: Aug. 10, 2018
  - Materials: Aug. 17, 2018

- October
  - Space: Sept. 11, 2018
  - Materials: Sept. 18, 2018

- November
  - Space: Oct. 11, 2018
  - Materials: Oct. 18, 2018

- December
  - Space: Nov. 12, 2018
  - Materials: Nov. 19, 2018

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187
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/acrpdfx.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 account manager for details.

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 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.
• Members receive a 20% discount on advertising.
• 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.

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/acrpdfx.html.
• Fonts must be outlined or embedded.
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