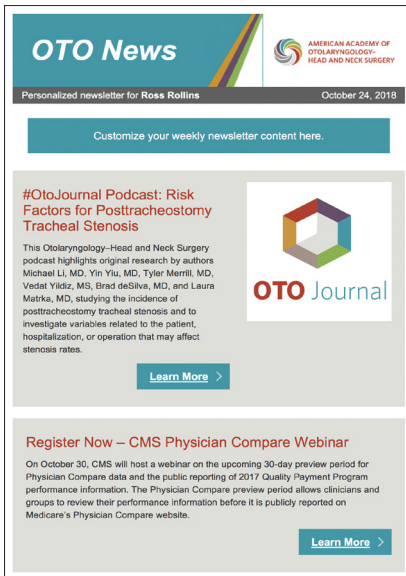


OTO News Advertising Rates and Specifications - 2019



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 Members of AAO-HNS.

Published: Weekly

Circulation: 12,000- all members of AAO-HNS.

Material Specifications

Ad Size: 600w x 90h pixels

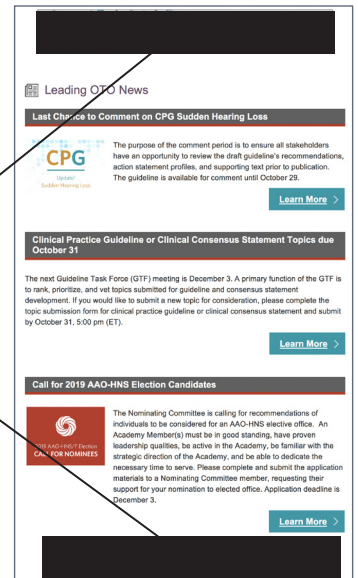
File Format: .JPG or .GIF

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

File Size: 50K max

Provided click through URL link.

600x90



Deadlines

- **OTO News issue date:** distributed weekly on Thursdays
- **Space reservation:** 3 weeks prior to issue date
- **Ad reservation:** 2 weeks prior to issue date

Rates

- \$400 per banner per weekly issue
- OTO e-Newsletter Monthly Sponsorship: \$3,000
- OTO e-Newsletter Weekly Sponsorship: \$1,000
- Monthly & Weekly Sponsorships - Includes 3 of 5 positions (advertiser's choice):
 - Leaderboard Ad
 - Leading OTO News Ad
 - Your OTO Articles Ad
 - OTO News Links Ad
 - Dashboard Ad

Frequency discounts available, contact your rep for details.

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