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.

Leading ON News Last Chry-ce to Comment on CPG Sudden Hearing Loss The purpose of the comment period is to ensure all sistenceders have an opportunity to review the dust puddent's recommendations, action sistement profiles, and supporting but price to publication. The guideline is available for comment until Chicary S. Clinical Practice Guideline or Clinical Consensus Statement Topics due October 31 The next Guideline Task Force (GFF) meeting is December 3. A primary function of the GTF is to raw, pricest, and vet suppose, submitted for guideline and consensus statement meeting to be compared to the comment of the comment of

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
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 - OTO News Links Ad
 - Dashboard Ad

Frequency discounts available, contact your rep for details.

Contact Details

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