Engage with 12,000 otolaryngologist-head and neck surgeons and allied health professionals

Exciting NEW LOOK premiers in the FEBRUARY issue!
89% purchase or recommend products and services used in their practice

83% are practicing physicians (post residency)

17% work in group single-specialties

13% are solo practitioners

14% are academic residents/fellows

And how do they feel about the AAO Bulletin?

74% browse or read every issue of their Bulletin cover-to-cover

91% prefer to read their Bulletin in print

Top three reasons AAO members read the Bulletin

• Keep up with AAO-HNS/F thought leaders
• Learn and understand about regulatory issues
• Access the latest information regarding quality and research topics

THESE ARE THE READERS YOU WANT TO ENGAGE!

Contact your account manager to reserve your preferred placement.

Tim McCormack (companies A–L)
913-344-1367
Fax: 913-945-1942
tmccormack@ascendintegratedmedia.com

Suzee Dittberner (companies M–Z)
913-344-1420
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MAKE YOUR BUDGET GO FURTHER!

Annual Meeting Bundle
• Build on the excitement of the AAO Annual Meeting and OTO EXPOSM, and receive a whole bunch of extras!
• A three-issue package with 15% discounts, bonus ads and email blasts!

Bonus Distribution
• Get your story out to more readers – absolutely free!
• We distribute the Bulletin with these events each year: AAO Annual Meeting and OTO EXPOSM | COSM | AOA Membership Drive

Get Advertising Points for Exhibiting!
• Confirmed Annual Meeting and OTO EXPOSM exhibitors get points to use toward advertising discounts on 3X contracts.

2015 EDITORIAL CALENDAR

**December/January:** Annual Report; Committee 2014 Work Reports; Meet the New Executive Vice President.

**February:** Leadership Forum March 11-13. Opportunities for women, residents, and young physicians; Board of Directors and Board of Governors review legislative and regulatory issues.

**March:** AAO-HNS is on the world’s stage with our World Voice Day (April 16) edition.

**April:** Otolaryngology Specialties Focus Issue (with COSM bonus distribution).

**May:** Annual Meeting and OTO EXPOSM Preview issue. (Contact Paul Bascomb, Pbascomb@entnet.org, or David Buckner, Dbuckner@entnet.org, for other Annual Meeting product promotion opportunities.)

**June:** Heath Policy Issue -- the issue members await each year for its coverage of the issues impacting their practice.

**July:** Research, Quality, Patient Safety, and report on Residents and Fellows-in-Training.

**August:** The Technology Issue (with bonus distribution at Annual Meeting and OTO EXPOSM)

**September:** AAO-HNS Education Issue and Annual Meeting Wrap-Up

**October:** Patient Information Compendium from our Quality & Safety Programs (including newest guidelines and consensus statements). Allergic Rhinitis | Adult Sinusitis Update | Septoplasty | Tinnitus

**November:** 2015/16 AAO-HNS/F Committee Rosters

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OUR READERSHIP IN REVIEW

**Bulletin readers buy products!**

- Audiometric Equipment
- Business Services
- Computers
- Ear Molds
- Ear Surgery
- Education
- Hearing Devices
- Imaging Equipment
- Instrumentation
- Leisure
- Medical Disposable Equipment
- Microscopes
- Nasal Surgery Products
- Office Equipment
- And more...
- Pharmaceuticals
- Practice Management
- Recruitment
- Refurbished Equipment
- Scientific Publications/Publishers
- Sleep/Snoring Products
- Surgical Accessories
- Tinnitus Treatment
- Tubes: General
- Tubes: Tracheostomy
- Video/Photography
- Voice Restoration Prostheses
- AND MORE...

**Deliver your message to a targeted audience**

- General: 23%
- Rhinology: 11%
- Head and Neck Surgery: 10%
- Otology: 9%
- Allergy: 8%
- Laryngology: 8%
- ORL: 8%
- Facial Plastic and Reconstructive Surgery: 7%
- Sleep Medicine: 6%
- Audiology: 4%
- Neurotology: 4%
- Broncho-Esophagology: 2%

**60%** of readers either approve or recommend purchases

**Reach motivated readers in a range of occupational settings**

- Academic Faculty: 20%
- Group Single-Specialty: 17%
- Academic Resident/Fellow: 14%
- Solo: 13%
- Group Multi-Specialty: 7%
- Partnership: 4%
- Government: 3%
- Industry: 3%
- Full-Time Research: 2%
- HMO: 2%
- Military: 2%

*Based on a profile of AAO-HNSF Annual Meeting & OTO EXPO attendees and AAO-HNSF members.*
The AAO-HNS/F is the premier organization representing nearly 12,000 otolaryngologist—head and neck surgeons worldwide. Its website, www.entnet.org, is the most visited webpage in the specialty.

» Unique visits (monthly): **560,000 average**
» Average monthly page views: **715,000**

In the past 12 months, readers spent an average of 2.97 minutes per visit with the online Bulletin.
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 the association.
- 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.

Submitting digital files
Contact your Ascend Integrated Media account manager for your upload instructions and unique login and password.

Important notes
- All advertising is subject to AAO-HNS approval.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline.
- All signed agreements are firm. Cancellations are nonrefundable.
- No cash discounts accepted.
- Members receive a 20% discount on advertising.

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

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
- 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 (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)
- URL for linking online version of display ad.

Document setup
- Use QuarkXPress or 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 JPEG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (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 and Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

Proofs
Contract proofs are required 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.

DISPLAY AD SIZES AND DIMENSIONS
(width x height)

Publication size: 8-3/8” x 10-7/8” (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8” past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4” from trim)

Full-Page Spread ads should be submitted as single-page files.

Additional marketing opportunities: cover tips, belly bands and inserts are accepted. Call a sales representative for details.

ONLINE AD SIZES AND DIMENSIONS
(width x height)

Leaderboard 728 x 90 pixels

Tower 160 x 600 pixels

AAO-HNS Member Discount: 20%

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