2019 Marketing Solutions

Connecting you with ENT decision-making professionals
Scientific, clinical articles and case reports for practicing otolaryngologists

*Ear, Nose & Throat Journal* (ENT Journal) provides practical, peer-reviewed original clinical articles, highlighting scientific research relevant to clinical care, and case reports that describe unusual entities or innovative approaches to treatment and case management. ENT Journal utilizes multiple channels to deliver authoritative and timely content that informs, engages, and shapes the ENT field now and into the future.

**ENT Journal draws and engages a readership of well over 11,000 professionals**

ENT Journal stands as the premier resource for physicians, nurse practitioners, and administrators representing a wide range of organizations including hospitals, medical clinics, group practices, integrated delivery systems, managed care organizations, ambulatory care centers, government facilities, and more.

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**Journal Information**

**Print**

- Circulation: 11,000
- Frequency: 10 times a year published in Jan, Feb, Mar, Apr/May, Jun, Jul, Aug, Sep, Oct/Nov, Dec

**Online**

- [journals.sagepub.com/home/ear](journals.sagepub.com/home/ear)

**Advertising Rates and Information**

**Closing dates for print advertising**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>16-Nov-18</td>
<td>27-Nov-18</td>
<td>06-Dec-18</td>
</tr>
<tr>
<td>February</td>
<td>19-Dec-18</td>
<td>28-Jan-19</td>
<td>10-Jan-19</td>
</tr>
<tr>
<td>March</td>
<td>22-Jan-19</td>
<td>29-Jan-19</td>
<td>07-Feb-19</td>
</tr>
<tr>
<td>April/May</td>
<td>25-Mar-19</td>
<td>01-Apr-19</td>
<td>10-Apr-19</td>
</tr>
<tr>
<td>June</td>
<td>24-Apr-19</td>
<td>01-May-19</td>
<td>10-May-19</td>
</tr>
<tr>
<td>July</td>
<td>22-May-19</td>
<td>30-May-19</td>
<td>10-Jun-19</td>
</tr>
<tr>
<td>August</td>
<td>24-Jun-19</td>
<td>01-Jul-19</td>
<td>11-Jul-19</td>
</tr>
<tr>
<td>September</td>
<td>25-Jul-19</td>
<td>01-Aug-19</td>
<td>12-Aug-19</td>
</tr>
<tr>
<td>October/November</td>
<td>25-Sep-19</td>
<td>02-Oct-19</td>
<td>11-Oct-19</td>
</tr>
</tbody>
</table>

**Print advertising rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,437</td>
<td>$3,265</td>
<td>$3,100</td>
<td>$2,945</td>
<td>$2,797</td>
<td>$2,657</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,673</td>
<td>$2,539</td>
<td>$2,412</td>
<td>$2,291</td>
<td>$2,176</td>
<td>$2,067</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,192</td>
<td>$2,082</td>
<td>$1,977</td>
<td>$1,878</td>
<td>$1,763</td>
<td>$1,697</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>$5,941</td>
<td>$5,643</td>
<td>$5,360</td>
<td>$5,092</td>
<td>$4,837</td>
<td>$4,595</td>
</tr>
</tbody>
</table>

**B&W**: Take $900 off color rate

**AGENCY COMMISSION**: 15%

**PAYMENT TERMS**: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

- Inside Front Cover: Earned B&W rate + 35%
- Inside Back Cover: Earned B&W rate + 25%
- Facing Table of Contents: Earned B&W rate + 30%
- Facing First Text Page: Earned B&W rate + 25%
- Back Cover: Earned B&W rate + 50%
- Other Specified Positions: Earned B&W rate + 15%

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**Written by ENTs for ENTs**

**# of prescriptions written daily**

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>31%</td>
</tr>
<tr>
<td>11-20</td>
<td>28%</td>
</tr>
<tr>
<td>21-30</td>
<td>14%</td>
</tr>
<tr>
<td>31-40</td>
<td>7%</td>
</tr>
<tr>
<td>40+</td>
<td>8%</td>
</tr>
</tbody>
</table>

**# of patients daily**

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>9%</td>
</tr>
<tr>
<td>11-20</td>
<td>30%</td>
</tr>
<tr>
<td>21-30</td>
<td>33%</td>
</tr>
<tr>
<td>31-40</td>
<td>14%</td>
</tr>
<tr>
<td>41+</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Facility type**

- Hospital Based Practice: 36%
- Office Based Practice: 41%
- Academic Institution: 23%

**Decision Makers**

82% of our readers are part of the purchasing decision process

**Audience Practicing Subspecialty**

- ORL-HNS (no Subspecialty) or Otolaryngology: 44%
- Rhinology: 37%
- Otology: 32%
- Laryngology: 30%
- Head and Neck Surgery: 29%
- Pediatric Otolaryngology: 23%
- Plastic and Reconstructive Surgery: 15%
- Neurotology: 11%

**Audience by title**

- ENT Surgeons: 63%
- Physicians: 20%
- Other ENT Professionals: 12%
- Nurse Practitioners/Physician Assistants: 5%

*ENT Journal readers with direct patient contact*
Other Promotional Opportunities

- Display advertising
- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- Custom publications

Online Advertising

Digital advertising solutions:
- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper

Lower middle, right of page

Digital ad upgrades:
- Rich media: include active images or text
- Expandability: upgrade any ads to expand over or push down content
- Video: upgrade any ads with embedded video for greater engagement
- Form/lead capture: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- Webinars: a custom digital event package that includes promotion and event hosting
- eTOC alerts: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- Content gateways: custom package to host your content and SAGE content in one place
- Sponsored digital editions: options include single article, full issue, or custom article compilations

Policy and Guidelines

Trim size: 8.25 x 10.875
Binding: Perfect Bind
Ad dimensions are listed in inches.
All live copy should be no closer than 1/4” from trim.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7.5 x 10.125</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>2.25 x 8</td>
</tr>
<tr>
<td>¼ page horizontal:</td>
<td>7.75 x 5</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3.625 x 5</td>
</tr>
</tbody>
</table>

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. If e-mailing artwork, then send the proof in a separate package in the mail.

ENT INSERTS
Tipped-in 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 ¼” from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

Digital Advertising Disclaimer:
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. For any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

Online Advertising

A: 728x90 Leaderboard
B: 300x250 Banner Ad
C: various options

Contact Details

For Display and Classified Advertising
Mark Horn
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
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Fax: (805) 410-7009
E-mail: mark.horn@sagepub.com

For Artwork Delivery
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Fax: (805) 410-7009
E-mail: advertising@sagepub.com