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.

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>15-Nov-19</td>
<td>22-Nov-19</td>
<td>03-Dec-19</td>
</tr>
<tr>
<td>February</td>
<td>17-Dec-19</td>
<td>24-Dec-19</td>
<td>02-Jan-20</td>
</tr>
<tr>
<td>March</td>
<td>14-Jan-20</td>
<td>21-Jan-20</td>
<td>30-Jan-20</td>
</tr>
<tr>
<td>April/May</td>
<td>16-Mar-20</td>
<td>23-Mar-20</td>
<td>01-Apr-20</td>
</tr>
<tr>
<td>June</td>
<td>14-Apr-20</td>
<td>21-Apr-20</td>
<td>30-Apr-20</td>
</tr>
<tr>
<td>July</td>
<td>14-May-20</td>
<td>21-May-20</td>
<td>01-Jun-20</td>
</tr>
<tr>
<td>August</td>
<td>15-Jun-20</td>
<td>22-Jun-20</td>
<td>01-Jul-20</td>
</tr>
<tr>
<td>September</td>
<td>14-Jul-20</td>
<td>21-Jul-20</td>
<td>30-Jul-20</td>
</tr>
<tr>
<td>October/November</td>
<td>15-Sep-20</td>
<td>22-Sep-20</td>
<td>01-Oct-20</td>
</tr>
</tbody>
</table>

Print advertising rates

<table>
<thead>
<tr>
<th>Black and white rates</th>
<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></td>
<td>$3,170</td>
<td>$2,855</td>
<td>$2,485</td>
<td>$2,360</td>
<td>$2,125</td>
<td>$2,080</td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
<td>$2,110</td>
<td>$2,070</td>
<td>$1,800</td>
<td>$1,710</td>
<td>$1,540</td>
<td>$1,510</td>
</tr>
<tr>
<td>1/4 page</td>
<td></td>
<td>$1,265</td>
<td>$1,240</td>
<td>$1,080</td>
<td>$1,025</td>
<td>$925</td>
<td>$835</td>
</tr>
</tbody>
</table>

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) $900

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)

<table>
<thead>
<tr>
<th>Inside Front Cover ..........</th>
<th>Earned B&amp;W rate + 35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover ..........</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Facing Table of Contents ....</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page ......</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover .................</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Other Specified Positions ...</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>
**Other Promotional Opportunities**

- Belly band
- Cover tip
- Custom eBlasts
- Custom publications
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- White Papers

**Weekly eBlast**

Sent to: 10,000

**Deadlines:** Ad materials are due **3 weeks prior** to the week you want your eBlast to deploy based on availability.

**Specifications:**

- Advertiser name, to be included in the “from” line. From line will read: Ear, Nose & Throat Journal on behalf of [advertiser name]
- Subject line text
- Teaser line text (preview text that appears after subject line as a header)
- Advertiser logo
- All copy for the email including headline, body text, text & link for call to action button
- Image (if any) – 600 pixels wide, max (image can be longer). If the image should be linked, provide URL
- Additional email addresses you would like to receive your eBlast
- Contact name & email address of person(s) to receive eBlast ad proof from SAGE to provide approval

**Creative Process:** Once we receive your ad materials your eBlast will be created by SAGE Publishing’s Marcom team using our “house style.” A proof will be sent to the contact(s) you provided for edits and approval.

**Approval Process:** Approval must be received no later than **3 days** before your send date.

**Pricing**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,900</td>
<td>$3,700</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

**Digital Advertising**

- **Website Banner Advertising:**
  - Interact with your audience online with a banner ad placed on a journal’s website.
  - **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

- **High Impact Banner Solutions:**
  - Enhance your digital advertising with these rich media options
  - Video, Scrolling, and Expandable Options
  - Interstitial Banner Ad
  - Sticky Banner

- **Other Digital Solutions:**
  - **Email Marketing:** eTocs and OnlineFirst Alert Sponsorships
  - **Webinars:** a custom digital event package that includes promotion and event hosting
  - **Microsites:** 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


**IMPORTANT NOTE:** In the event the advertiser is unable to provide the required ad materials, or approve the eBlast ad proof, prior to the publisher’s deadline, the advertiser’s deployment date may be rescheduled, based on available schedule dates. eBlasts are non-cancellable and invoices are sent upon original deployment date.
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></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5 x 10.125</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>2.25 x 8</td>
<td></td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7.75 x 5</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>3.625 x 5</td>
<td></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.

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.

Contact Details

For Display and Classified Advertising
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