

# Advertising Rates and Specifications - 2019



**Society Affiliation:** American Academy of Otolaryngology - Head and Neck Surgery Foundation (AAO-HNSF)

**Readership profile:** *Otolaryngology-Head and Neck Surgery (OTO)* is read by otolaryngologists, audiologists, allergists, immunologists, plastic surgeons, general surgeons, speech pathologists, scientists and other related specialists. The readership includes all members of the American Academy of Otolaryngology—Head and Neck Surgery Foundation.

**Editor:** John H. Krouse, MD, PhD, MBA

*Otolaryngology-Head and Neck Surgery (OTO)* is the official peer-reviewed publication of the American Academy of Otolaryngology—Head and Neck Surgery Foundation (AAO-HNSF). *OTO*'s mission is to publish contemporary, ethical, clinically relevant information in otolaryngology, head and neck surgery (ear, nose, throat, head, and neck disorders) that can be used by otolaryngologists, clinicians, scientists, and specialists to improve patient care and public health.

AAO-HNSF is the world's largest organization representing specialists who treat the ear, nose, throat, and related structures of the head and neck. The Academy represents more than 12,000 otolaryngologist-head and neck surgeons who diagnose and treat disorders of those areas. The medical disorders treated by our physicians are among the most common that afflict all Americans, young and old. They include chronic ear infection, sinusitis, snoring and sleep apnea, hearing loss, allergies and hay fever, swallowing disorders, nosebleeds, hoarseness, dizziness, and head and neck cancer.

## Journal Information

### Print

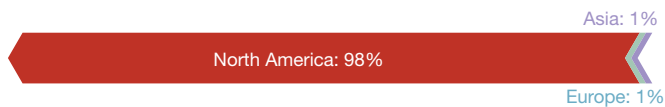
Circulation: 8,800

Frequency: Monthly

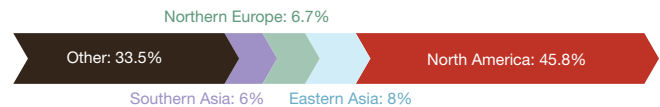
### Online

[journals.sagepub.com/home/oto](http://journals.sagepub.com/home/oto)

### Print distribution



### Digital usage



## Advertising Rates and Information

### Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	19-Nov-18	28-Nov-18	07-Dec-18
February	26-Dec-18	04-Jan-19	16-Jan-19
March	28-Jan-19	04-Feb-19	14-Feb-19
April	27-Feb-19	06-Mar-19	15-Mar-19
May	27-Mar-19	03-Apr-19	12-Apr-19
June	29-Apr-19	06-May-19	15-May-19
July	29-May-19	05-Jun-19	14-Jun-19
August	28-Jun-19	08-Jul-19	17-Jul-19
September	31-Jul-19	07-Aug-19	16-Aug-19
October	27-Aug-19	04-Sep-19	13-Sep-19
November	30-Sep-19	07-Oct-19	16-Oct-19
December	28-Oct-19	04-Nov-19	13-Nov-19

### Print advertising rates

#### Black and white rates

Frequency	1x	3x	6x	12x	24x	36x	48x
1 page	\$2,620	\$2,570	\$2,235	\$2,125	\$1,910	\$1,875	\$1,685
1/2 page	\$2,095	\$2,055	\$1,790	\$1,700	\$1,530	\$1,500	\$1,350
1/4 page	\$1,260	\$1,235	\$1,075	\$1,020	\$920	\$900	\$810

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** Full page 4-Color charge (in addition to B&W rate above) ..... \$1,505

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

## Other Promotional Opportunities

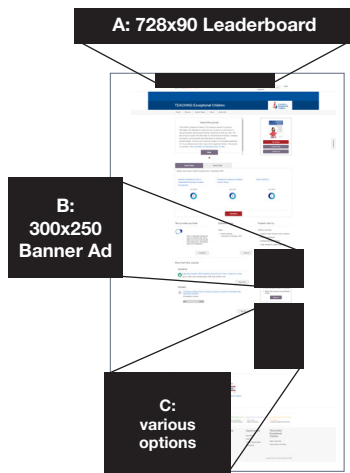
- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- Custom publications

### Event opportunities:

Combined Otolaryngology Section Meeting (COSM), May 1-5, 2019  
AAO-HNSF 2019 Annual Meeting & OTO Experience, September 15-18



## 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: 8.125 x 10.875

Binding: Perfect Bind

All advertising is subject to AAO-HNSF approval.

Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from trim.

	Non-Bleed	Bleed
Full page:	7.625 x 10.375	8.375 x 11.125
½ page vertical:	3.5 x 10.375	
½ page horizontal:	7.5 x 5	
¼ page vertical:	3.5 x 5	

### 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.

#### OTO 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 1/4" 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.

## Contact Details

#### FOR DISPLAY AND CLASSIFIED ADVERTISING

Kristi Kenning  
SAGE Publications  
Phone: (805) 410-7639  
Fax: (805) 375-5282  
E-mail:  
kristi.kenning@sagepub.com

#### FOR ARTWORK DELIVERY

Wendy Worman  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7635  
Fax: (805) 410-7009  
E-mail: advertising@sagepub.com

#### PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Tina Pringle / Pam Hays  
Dartmouth Printing  
69 Lyme Road  
Hanover, NH 03755 USA  
Phone: (603) 643-2220

#### FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
E-mail: reprint@sagepub.com