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

**Print distribution**

- North America: 98%
- Asia: 1%
- Europe: 1%
- Other: 33.5%
- Other: 33.5%
- Southern Asia: 6%
- Eastern Asia: 8%

**Online**

- Digital usage:
  - North America: 45.8%
  - Eastern Asia: 8%
  - Southern Asia: 6%
  - Northern Europe: 8.7%

**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>19-Nov-18</td>
<td>28-Nov-18</td>
<td>07-Dec-18</td>
</tr>
<tr>
<td>February</td>
<td>26-Dec-18</td>
<td>04-Jan-19</td>
<td>16-Jan-19</td>
</tr>
<tr>
<td>March</td>
<td>28-Jan-19</td>
<td>04-Feb-19</td>
<td>14-Feb-19</td>
</tr>
<tr>
<td>April</td>
<td>27-Feb-19</td>
<td>06-Mar-19</td>
<td>15-Mar-19</td>
</tr>
<tr>
<td>May</td>
<td>27-Mar-19</td>
<td>03-Apr-19</td>
<td>12-Apr-19</td>
</tr>
<tr>
<td>June</td>
<td>29-Apr-19</td>
<td>06-May-19</td>
<td>15-May-19</td>
</tr>
<tr>
<td>July</td>
<td>29-May-19</td>
<td>05-Jun-19</td>
<td>14-Jun-19</td>
</tr>
<tr>
<td>August</td>
<td>28-Jun-19</td>
<td>08-Jul-19</td>
<td>17-Jul-19</td>
</tr>
<tr>
<td>September</td>
<td>31-Jul-19</td>
<td>07-Aug-19</td>
<td>16-Aug-19</td>
</tr>
<tr>
<td>October</td>
<td>27-Aug-19</td>
<td>04-Sep-19</td>
<td>13-Sep-19</td>
</tr>
<tr>
<td>November</td>
<td>30-Sep-19</td>
<td>07-Oct-19</td>
<td>16-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>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,620</td>
<td>$2,570</td>
<td>$2,235</td>
<td>$2,125</td>
<td>$1,910</td>
<td>$1,875</td>
<td>$1,685</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,095</td>
<td>$2,055</td>
<td>$1,790</td>
<td>$1,700</td>
<td>$1,530</td>
<td>$1,500</td>
<td>$1,350</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,260</td>
<td>$1,235</td>
<td>$1,075</td>
<td>$1,020</td>
<td>$920</td>
<td>$900</td>
<td>$810</td>
</tr>
</tbody>
</table>

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)**

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

**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.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7.625 x 10.375</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3.5 x 10.375</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7.5 x 5</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3.5 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. 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.

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