The Bulletin is the official magazine of the American Academy of Otolaryngology—Head and Neck Surgery. This is the publication members rely on to learn about and understand regulatory issues; to access the latest research; for practice management advice; and to keep up with professional thought leaders. This is THEIR magazine.
Because nearly 12,000 otolaryngologists, head and neck surgeons, facial and plastic surgeons and other related practitioners will see your brand and learn your story.

Who are they?

**AAO-HNS MEMBERS**

**Occupational Settings**
- 20% Academic Faculty
- 17% Group Single Specialty
- 14% Academic Resident/Fellow
- 13% Solo
- 7% Group Multi-Specialty

**Bulletin readers purchase or recommend products and services used in their practices**

**89%**

**AAO-HNS MEMBERS**

**Specialty Snapshot**
- 49% General Otolaryngology
- 11% Head and Neck Surgery
- 10% Facial Plastic Surgery

**Other subspecialties include**
- 8% Pediatric Otolaryngology
- 5% Neurotology
- 5% Otology
- 4% Rhinology
- 4% Laryngology
- 2% Allergy
- 1% Sleep Medicine

**Bulletin**
- Distributed to nearly **12,000** AAO-HNS members
- Published **11 times** per year

**Data based on a profile of AAO-HNSF Annual Meeting & OTO EXPO attendees and AAO-HNS member surveys.**

15% of members are certified in three or more subspecialties

74% browse or read every Bulletin issue cover to cover

91% prefer to read their Bulletin in print
Special Meeting Bundles
Make the most of your AAO-HNSF Annual Meeting & OTO ExpoSM booth with these bundles designed to maximize your message across multiple platforms.

**SILVER BUNDLE**
- Three ads in the Bulletin
- Junior page ad for four days in the AAO-HNSF Annual Meeting show daily*  
- Full banner ad in AAO-HNSF Annual Meeting website landing page for six months  
- Free product showcase ad in AAO-HNSF Annual Meeting show daily*

$12,000

**GOLD BUNDLE**
- Six ads in the Bulletin
- Full page ad for four days in the AAO-HNSF Annual Meeting show daily*  
- Leaderboard ad on the AAO-HNSF Annual Meeting website landing page for six months  
- Free product showcase ad in AAO-HNSF Annual Meeting show daily*

$19,000

**PLATINUM BUNDLE**
- 10 ads in the Bulletin
- Full page ad for four days in the AAO-HNSF Annual Meeting show daily*  
- Rectangle ad in all four issues of the AAO-HNSF Annual Meeting show eDaily* sent to approximately 12,000 members  
- Free product showcase ad in AAO-HNSF Annual Meeting show daily*

$29,000

*Must be an AAO-HNSF Annual Meeting exhibitor to advertise. All rates are net. Cancellations are nonrefundable.
Bulletin.ENTNET.org
As the premier member magazine website in the otolaryngologist–head and neck surgery specialty, your ad will receive maximum exposure.

**Leaderboard – $720 per month**
**Tower Ad – $575 per month**
Limited to three advertisers each.

1,412 average monthly page views
3.5 minutes average time per visit


**Email Banner Ad**
Be the first message readers see when they open their Bulletin emails with this all-new email banner ad opportunity.

$850 per month

Distributed to nearly 12,000
30.99% open rate compared to the average health care industry of 12.2%*

Emailed every month


**Contact your account manager to reserve your preferred placement:**

Katie Bollegar  
Companies A–L  
913-344-1322  
Fax: 913-945-1942  
kbollegar@ascendmedia.com

Suzee Dittberner  
Companies M–Z  
913-344-1420  
Fax: 913-945-1942  
sdittberner@ascendmedia.com
## 2017 Editorial Calendar

### DEC/JAN
- **Focus**
  - Annual Report 2016
  - Kids ENT Health Month
  - World Voice Day Issue
  - All Specialties Focus
- **Annual Meeting Preview**
  - AAO-HNSF 2017 Annual Meeting Preview issue.
- **Health Policy Issue**
  - Health Policy Issue
  - Proposed Budget –
  - Practice profile series
  - Patient Focused section

### FEBRUARY
- **Editorial Coverage**
  - Leadership Forum & BOG Spring Meeting March 10-13, 2017
  - Various Committees share timely clinical topics
  - Annual Meeting Album
  - Patient Focused section

### MARCH
- **Focus**
  - Leadership Forum & BOG Spring Meeting
  - Kids ENT Health Month
  - Practice profile series
  - Patient Focused section
- **All Specialties Focus**
  - Regent –clinical data registry
  - World Voice Day (April 16) edition
  - HP Top 2016 100 Services
  - Patient Focused section
- **Annual Meeting Preview**
  - AAO-HNSF Voting season begins with Candidates for AAO-HNSF Statements are featured.
  - Better Hearing and Speech Month Preparation for May's Observation
  - Patient Focused section

### APRIL
- **Focus**
  - Annual Meeting
  - Preview
  - Health Policy Issue
- **All Specialties Focus**
  - Prep for May's Better Hearing and Speech Month (check for COSM Bonus distribution).
  - AAO-HNSF 2017 Annual Meeting & OTO EXPOSM Preview issue.
  - Committee meetings to be held at AM
  - Patient Focused section

### MAY
- **Focus**
  - Annual Meeting
  - Preview
  - Health Policy Issue
- **All Specialties Focus**
  - AAO-HNSF 2017 Annual Meeting & OTO EXPOSM Preview issue.
  - Committee meetings to be held at AM
  - Patient Focused section

### JUNE
- **Focus**
  - Annual Meeting
  - Preview
  - Health Policy Issue
- **All Specialties Focus**
  - AAO-HNSF 2017 Annual Meeting & OTO EXPOSM Preview issue.
  - Committee meetings to be held at AM
  - Patient Focused section

### JULY
- **Focus**
  - Technology Issue
  - Annual Meeting Issue

### AUGUST
- **Focus**
  - Technology Issue
  - Annual Meeting Issue

### SEPTEMBER
- **Focus**
  - Technology Issue
  - Annual Meeting Issue

### OCTOBER
- **Focus**
  - Technology Issue
  - Annual Meeting Issue

### NOVEMBER
- **Focus**
  - Technology Issue
  - Annual Meeting Issue

### Related Products & Services
- **Ad Sales Close**
  - Nov. 10, 2016
  - Dec. 27, 2016
  - Jan. 18, 2017
  - Feb. 23, 2017
  - March 23, 2017
  - April 26, 2017
- **Materials Due**
  - Nov. 14, 2016
  - Jan. 12, 2017
  - Feb. 2, 2017
  - March 13, 2017
  - April 10, 2017
  - May 11, 2017

### RELATED PRODUCTS & SERVICES
- **OTO Scopes**
- **Hearing Services**
- **Patient Information**
- **Electronic Health Record Systems**
- **Surgical Equipment**
- **Coding Systems and Consultants**

### Smoke-Out Observation

### BONUS DISTRIBUTION:
- **AAO-HNSF Annual Meeting and OTO EXPOSM Sept. 10-13, 2017**

### Ad Sales Close
- May 16, 2017
- June 20, 2017
- July 19, 2017
- Aug. 16, 2017
- Sept. 20, 2017

### Materials Due
- June 1, 2017
- July 6, 2017
- Aug. 3, 2017
- Aug. 31, 2017
- Oct. 5, 2017

### RELATED PRODUCTS & SERVICES
- **Electronic Health Record Systems**
- **Coding Companies**
- **Tech products**
- **Spotlight on Showcases at Annual Meeting and their products**
- **Companies that reserved special Annual Meeting products bundle**
- **Surgical Equipment**
- **Electronic Health Record Systems**
- **Coding Systems and Consultants**
- **Smoking Cessation**
- **Surgical Instruments for Head and Neck Cancer**
Content from the printed *Bulletin* will be displayed online on the main *Bulletin* website for the month in which it is current. Each issue is archived at bulletin.ENTNET.org.

**DISPLAY ADS**

Display ads will also be posted online with that issue’s *Bulletin*.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-Color</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,225</td>
<td>$3,130</td>
<td>$3,085</td>
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<tr>
<td>Inside Front Cover</td>
<td>$2,900</td>
<td>$2,815</td>
<td>$2,775</td>
<td>$2,680</td>
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<tr>
<td>Inside Back Cover</td>
<td>$2,795</td>
<td>$2,710</td>
<td>$2,675</td>
<td>$2,580</td>
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<tr>
<td>Opposite Table of Contents</td>
<td>$2,685</td>
<td>$2,610</td>
<td>$2,570</td>
<td>$2,480</td>
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<tr>
<td>Opposite President's page</td>
<td>$2,685</td>
<td>$2,610</td>
<td>$2,570</td>
<td>$2,480</td>
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<tr>
<td>Full Page</td>
<td>$2,150</td>
<td>$2,085</td>
<td>$2,055</td>
<td>$1,985</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>$1,780</td>
<td>$1,760</td>
<td>$1,730</td>
<td>$1,690</td>
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<tr>
<td>1/3 Page</td>
<td>$1,710</td>
<td>$1,675</td>
<td>$1,640</td>
<td>$1,595</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,035</td>
<td>$1,005</td>
<td>$980</td>
<td>$955</td>
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<tr>
<td>1/6 Page</td>
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<td>$425</td>
<td>$390</td>
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**Publication dates**

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<thead>
<tr>
<th></th>
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<th>Materials due</th>
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<tbody>
<tr>
<td>February</td>
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<td>Jan. 12</td>
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<tr>
<td>March</td>
<td>Jan. 18</td>
<td>Feb. 2</td>
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<td>April</td>
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<td>May 11</td>
</tr>
<tr>
<td>July</td>
<td>May 16</td>
<td>June 1</td>
</tr>
<tr>
<td>August</td>
<td>June 20</td>
<td>July 6</td>
</tr>
<tr>
<td>September</td>
<td>July 19</td>
<td>Aug. 3</td>
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<tr>
<td>October</td>
<td>Aug. 16</td>
<td>Aug. 31</td>
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<tr>
<td>November</td>
<td>Sept. 20</td>
<td>Oct. 5</td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>Oct. 30</td>
<td>Nov. 14</td>
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**RECRUITMENT ADS**

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<tr>
<th>Ad Unit</th>
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<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and White (Classified only)</td>
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<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,405</td>
<td>$1,345</td>
<td>$1,320</td>
<td>$1,245</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>$1,050</td>
<td>$1,030</td>
<td>$1,000</td>
<td>$960</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>$1,050</td>
<td>$1,030</td>
<td>$1,000</td>
<td>$960</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$900</td>
<td>$860</td>
<td>$790</td>
<td>$740</td>
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Four-color available — $400 charge

**Publication dates**

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<td>March</td>
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<td>July</td>
<td>May 31</td>
<td>June 2</td>
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<tr>
<td>August</td>
<td>July 5</td>
<td>July 7</td>
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<tr>
<td>September</td>
<td>July 28</td>
<td>Aug. 1</td>
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<tr>
<td>November</td>
<td>Oct. 4</td>
<td>Oct. 6</td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>Nov. 8</td>
<td>Nov. 10</td>
</tr>
</tbody>
</table>

*Space extensions may be available for recruitment ads upon request. Issues mail the first week of each month.

Contact your account manager to reserve your preferred placement:

**Katie Bollegar** *(companies A–L)*

913-344-1322
Fax: 913-945-1942
kbollegar@ascendmedia.com

**Suzee Dittberner** *(companies M–Z)*

913-344-1420
Fax: 913-945-1942
sdittberner@ascendmedia.com
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 (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as a single page.)
- URL for linking online version of display ad.

Document setup
- Use 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 JGP and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and 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 or 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 recommended 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.

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.
- Animated GIF files are accepted, but not all platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only 1 URL is accepted per animated GIF—we do not allow separate URLs embedded in individual frames.

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.

Contact your account manager to reserve your preferred placement:
Katie Bollegar (companies A–L)
913-344-1324
Fax: 913-945-1942
kbollegar@ascendmedia.com
Suzee Dittberner (companies M–Z)
913-344-1420
Fax: 913-945-1942
sdittberner@ascendmedia.com

All rates are net. Cancellations are non-refundable.