The *Bulletin* is the official magazine of the American Academy of Otolaryngology—Head and Neck Surgery. Showcase your brand in the publication AAO-HNS members rely on for:

- Education on regulatory issues
- Access to the latest research
- Practice management advice
- Thought leaders on current issues

15% off for all first-time advertisers!
Your brand reaches **NEARLY 12K** Otolaryngologists, head and neck surgeons, facial and plastic surgeons, and other related practitioners.

**AAO-HNS MEMBERS**

**OCCUPATIONAL SETTINGS**

- **37%** Group Multi Specialty
- **28%** Group Single Specialty
- **17%** Academic Faculty
- **14%** Solo
- **13%** Academic Resident/Fellow

**AAO-HNS MEMBERS**

**SUBSPECIALTY SNAPSHOT**

Main subspecialties:

- **30%** General Otolaryngology
- **7%** Head and Neck Surgery
- **8%** Facial Plastic Surgery

Other subspecialties include:

- Pediatric Otolaryngology
- Neurotology
- Otology
- Rhinology
- Laryngology
- Allergy
- Sleep Medicine

15% of members are certified in three or more sub specialties.

Data based on a profile of AAO-HNSF Annual Meeting & OTO Experience attendees and AAO-HNS member surveys.
DEC/JAN
Annual Report 2017
• The Physician Wellness Initiative
• Leadership Forum & BOG Spring Preview
• Various committees share timely clinical topics
• Patient focus section
Ad Sales Close: Oct. 30, 2017
Materials Due: Nov. 14, 2017

RELATED PRODUCTS & SERVICES
• Corporate supporters that want to be in the Annual Report issue

FEBRUARY
Kids ENT Health Month
• Leadership Forum & BOG Spring Meeting March 9-12, 2018
• Practice profile series
• Patient focus section
Ad Sales Close: Dec. 26, 2017
Materials Due: Jan. 11, 2018

RELATED PRODUCTS & SERVICES
• OTO scopes
• Hearing services
• Patient information
• Electronic health record systems

MARCH
World Voice Day Issue
• Reg-ent™—clinical data registry
• World Voice Day (April 16) edition
• Health Policy Top 2017 100 Services
• Patient focus section
Ad Sales Close: Jan. 17, 2018
Materials Due: Feb. 1, 2018

RELATED PRODUCTS & SERVICES
• Surgical equipment for voice
• Electronic health record systems
• Coding systems and consultants

APRIL
All Specialties Focus
• AAO-HNS/F voting season begins: Candidates Statements featured.
• Better Hearing and Speech Month: Preparation for May observation
• Patient focus section
Ad Sales Close: Feb. 22, 2018
Materials Due: March 12, 2018

RELATED PRODUCTS & SERVICES
• Surgical equipment for voice
• Electronic health record systems
• Coding systems and consultants

MAY
Annual Meeting Preview
• AAO-HNSF 2018 Annual Meeting & OTO Experience Preview issue
• Committee meetings to be held at AM
• Patient focus section
Ad Sales Close: March 22, 2018
Materials Due: April 9, 2018

RELATED PRODUCTS & SERVICES
• Big supporters
• Annual Meeting exhibitors

JUNE
Health Policy Issue
• Proposed budget
• Practice profile series
• Patient focus section
Ad Sales Close: April 25, 2018
Materials Due: May 10, 2018

RELATED PRODUCTS & SERVICES
• Insurance companies
• Electronic health record systems

JULY
Research, Quality, Patient Safety Issue
• Report from Residents and Fellows-in-Training
• Patient focus section
Ad Sales Close: May 15, 2018
Materials Due: May 31, 2018

RELATED PRODUCTS & SERVICES
• Electronic health record systems
• Coding companies

AUGUST
Technology Issue
• The Annual Meeting & OTO Experience and technology issue
• Board of Governors (BOG) candidates for leadership
• BOG awards
• Patient focus section
Ad Sales Close: June 19, 2018
Materials Due: July 5, 2018

RELATED PRODUCTS & SERVICES
• Tech products
• Spotlight on Annual Meeting Showcases and their products

SEPTEMBER
Annual Meeting Issue
• The AAO-HNSF 2018 Annual Meeting & OTO Experience feature issue
• Patient focus section
Ad Sales Close: July 18, 2018
Materials Due: Aug. 2, 2018

BONUS DISTRIBUTION: AAO-HNSF Annual Meeting and OTO Experience Oct. 7-10, 2018

OCTOBER
Membership Issue
• New President's first column
• Patient information section
• Patient focus section
Ad Sales Close: Aug. 15, 2018
Materials Due: Aug. 30, 2018

RELATED PRODUCTS & SERVICES
• Surgical equipment
• Electronic health record systems
• Coding systems and consultants

NOVEMBER
Measures Issue
• 2018/19 AAO-HNS/F committee rosters
• Clinical topic
• MPFS updates for OTOs
• Annual Meeting photos
• Patient focus section
Ad Sales Close: Sept. 19, 2018
Materials Due: Oct. 4, 2018

RELATED PRODUCTS & SERVICES
• Smoking cessation
• Surgical instruments for head
• EHR companies
• Coding experts and services and neck cancer
Make the most of your AAO-HNSF Annual Meeting & OTO Experience booth with these bundles designed to maximize your message across multiple platforms.

**Silver Bundle**
$12,500
- Three Full Page ads in the *Bulletin*
- Junior Page ad for four days in the AAO-HNSF Annual Meeting Show Daily*
- Full Banner ad on the Meeting Daily365 website landing page for six months*
- Product Showcase ad in AAO-HNSF Annual Meeting Show Daily*

**Gold Bundle**
$19,500
- Six Full Page ads in the *Bulletin*
- Full Page ad for four days in the AAO-HNSF Annual Meeting Show Daily*
- Leaderboard ad on the Meeting Daily365 website landing page for six months*
- Product Showcase ad in AAO-HNSF Annual Meeting Show Daily*

**Platinum Bundle**
$29,500
- 10 Full Page 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-HNS Annual Meeting Show eDaily sent to an average of 20,380 attendees*
- Product Showcase ad in AAO-HNS Annual Meeting Show Daily*

*Must be an AAO-HNSF Annual Meeting exhibitor to advertise.

All rates are net. Cancellations are nonrefundable.

bulletin.entnet.org
Bulletin.ENTNET.org

Receive maximum exposure on the premier AAO-HNS member magazine website in the otolaryngologist-head and neck surgery specialty.

**Leaderboard – $740 per month**
**Tower Ad – $530 per month**

*Limited to three advertisers each.*

**2,897**
average monthly page views

**1.5**
average time per visit

*Source: Bulletin online YTD Traffic Summary, Sept. 2016-Aug. 2017*

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**Email Banner Ad**

Be the first message readers see when they open their *Bulletin* emails!

**$875 per month**

**NEARLY 12K**
distribution

**31.4%**
open rate compared to the average healthcare industry of 15.9%*

*Campaigner Email Marketing Metrics Report, 2016.*

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All rates are net. Cancellations are nonrefundable.
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 are posted online with that issue’s *Bulletin*.

### Standard placement rates

<table>
<thead>
<tr>
<th>Ad Unit Four-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,215</td>
<td>$2,150</td>
<td>$2,115</td>
<td>$2,045</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,835</td>
<td>$1,815</td>
<td>$1,780</td>
<td>$1,740</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,760</td>
<td>$1,725</td>
<td>$1,690</td>
<td>$1,645</td>
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<tr>
<td>1/4 Page</td>
<td>$1,065</td>
<td>$1,035</td>
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<td>$985</td>
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<tr>
<td>1/6 Page</td>
<td>$465</td>
<td>$440</td>
<td>$400</td>
<td>$375</td>
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</table>

### Premium placement rates

<table>
<thead>
<tr>
<th>Ad Unit Four-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,320</td>
<td>$3,225</td>
<td>$3,180</td>
<td>$3,065</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,985</td>
<td>$2,900</td>
<td>$2,860</td>
<td>$2,760</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,880</td>
<td>$2,790</td>
<td>$2,755</td>
<td>$2,655</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$2,765</td>
<td>$2,680</td>
<td>$2,645</td>
<td>$2,555</td>
</tr>
<tr>
<td>Opposite President’s Page</td>
<td>$2,765</td>
<td>$2,690</td>
<td>$2,645</td>
<td>$2,555</td>
</tr>
<tr>
<td>Cover Tip</td>
<td>$5,020</td>
<td>$4,830</td>
<td>$4,735</td>
<td>$4,555</td>
</tr>
<tr>
<td>Insert – 2-page</td>
<td>$3,980</td>
<td>$3,830</td>
<td>$3,755</td>
<td>$3,610</td>
</tr>
<tr>
<td>Insert – 4-page</td>
<td>$7,005</td>
<td>$6,735</td>
<td>$6,605</td>
<td>$6,359</td>
</tr>
</tbody>
</table>

### Classified Ads

**Classified Ad Frequency and Rates**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and White (Classified only)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,445</td>
<td>$1,385</td>
<td>$1,360</td>
<td>$1,280</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,080</td>
<td>$1,060</td>
<td>$1,030</td>
<td>$990</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$1,080</td>
<td>$1,060</td>
<td>$1,030</td>
<td>$990</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$925</td>
<td>$885</td>
<td>$815</td>
<td>$760</td>
</tr>
</tbody>
</table>

Four-color available — $425 charge

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

**COVER TIP**

Be the first brand readers see with a cover tip that captures their attention. **$5,020 plus production**

**INSERTS**

Stand out in the *Bulletin* with an insert that showcases your brand and carries your message.

2-page, 1X — **$3,980 plus production**

4-page, 1X — **$7,005 plus production**

Contact your account manager to reserve your preferred placement:

Suzee Dittberner  
913-344-1420  
sdittberner@ascendmedia.com

All rates are net. Cancellations are nonrefundable.
AAO-HNS Bulletin Display Ads

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser:______________________________________________________________________________

Agency (if applicable):____________________________________________________________________

 Billing Information:  □ Agency  □ Advertiser

Contact Name:______________________________________________________________________________

Billing Address:______________________________________________________________________________

City:________________________________________  State:______________________  Zip:___________

Phone:_____________________  Fax:_____________________  E-mail:___________________________

AAO-HNS Bulletin 2018 Display Ads

<table>
<thead>
<tr>
<th>Ad Unit (Four-Color)</th>
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| Opp Table of Contents | $2,765 | $2,690 | $2,645 | $2,555 |
| Opp President’s page | $2,765 | $2,690 | $2,645 | $2,555 |
| Cover Tip           | $5,020 | $4,830 | $4,735 | $4,555 |

| Inserts             |        |       |       |       |
| 2-page              | $3,980 | $3,830 | $3,755 | $3,610 |
| 4-page              | $7,005 | $6,735 | $6,605 | $6,350 |

AAO-HNS Bundles 2018

Silver  $12,500

Gold   $19,500

Platinum $29,500

Account manager
Suze Dittberner
913-344-1420
sddittberner@ascendmedia.com

Terms

• Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
• Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
• All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum $500 late fee will be charged for materials received after the materials deadline.
• Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title  Date  PO# (if necessary)

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I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title  Date  PO# (if necessary)
ASCEND MEDIA ADVERTISING AGREEMENT
Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AAO-HNS approval.

AAO-HNS Bulletin Classified Ads

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser:

Agency (if applicable):

Billing Information: □ Agency □ Advertiser

Contact Name:

Billing Address:

City: __________________________ State: __________________ Zip: __________

Phone: __________________________ Fax: __________________________ E-mail: __________

Acct. Manager
Suze Dittberner
913-344-1420
sdittberner@ascendmedia.com

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TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title Date PO# (if necessary)

Ascend Integrated Media LLC • 7171 West 95th Street, Suite 300 • Overland Park, KS 66212
AAO-HNS Bulletin Online and Email Advertising

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser:

Agency (if applicable):

Billing Information: □ Agency □ Advertiser

Contact Name:

Billing Address:

City: ____________ State: ____________ Zip: ____________

Phone: ____________ Fax: ____________ E-mail: ____________

AAO-HNS Bulletin Online 2018

Leaderboard

Tower

□ $740 per month □ $530 per month


AAO-HNS Bulletin Email

Banner Ad

□ $475 per month


Account Manager

Suzee Dittberner
913-344-1420
sdittberner@ascendmedia.com

Please write your initials next to selected ad sizes & color.

Total Amount: $ ___________________ AAO Member No. ____________

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I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title Date PO# (if necessary)
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.

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 AAO-HNS.
- 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.
- Members receive a 20% discount on advertising.
- 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.

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 account manager.

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.

All rates are net.
Cancellations are non refundable.

Contact your account manager to reserve your preferred placement:
Suzee Dittberner
913-344-1420
sdittberner@ascendmedia.com