GENERAL INFORMATION

FREQUENCY: Monthly plus one annual conference program abstracts book

PUBLISHER:
SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320, Phone: (805) 499-0721, Fax: (805) 499-8096

SOCIETY AFFILIATION:
The American Academy of Otolaryngology - Head and Neck Surgery

EDITOR-IN-CHIEF: Richard Rosenfeld, MD, MPH

ABOUT THE ACADEMY
The American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) 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.

ABOUT THE JOURNAL
Otolaryngology—Head and Neck Surgery is the official peer-reviewed publication of the American Academy of Otolaryngology-Head and Neck Surgery Foundation. The mission of Otolaryngology—Head and Neck Surgery 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.

READERSHIP
Board certified 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.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:
All advertising is subject to the publisher’s and the Academy’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.
### BONUS DISTRIBUTION - 2011

<table>
<thead>
<tr>
<th>Issue</th>
<th>Conference Distribution</th>
<th>2011 Dates and Locations</th>
<th>VALUE-ADDED INCENTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Combined Otolaryngology Spring Meeting (COSM)</td>
<td>April 27 - May 2 Chicago, IL</td>
<td>Free Counter Cards to advertisers - 1/2 pg and larger</td>
</tr>
<tr>
<td>April</td>
<td>American Society of Aesthetic Plastic Surgery (ASAPS)</td>
<td>May 11-16 Boston, MA</td>
<td>Free Ad Perception Reader Survey for all Full page and larger advertisers</td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
<td>Free Counter Cards to advertisers - 1/2 pg and larger</td>
</tr>
<tr>
<td>August</td>
<td>American Academy of Otolaryngology-Head and Neck Surgery Foundation (AAO-HNSF)</td>
<td>September 11-14 San Francisco, CA</td>
<td>Free Counter Cards to advertisers - 1/2 pg and larger</td>
</tr>
<tr>
<td>September</td>
<td>American Society of Plastic Surgeons (ASPS)</td>
<td>September 23-28 Denver, CO</td>
<td>Free Counter Cards to advertisers - 1/2 pg and larger</td>
</tr>
</tbody>
</table>

### ADVERTISING RATES – 2011

**DISPLAY AND CLASSIFIED:**

- **B&W**
  - 1x  
  - 3x  
  - 6x  
  - 12x  
  - 24x  
  - 36x  
  - 48x  

<table>
<thead>
<tr>
<th>Quantity</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>Rate</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- 1 page: $1,490  
- ½ page: $1,115  
- ¼ page: $830  
- ¾ page: $580  

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:**
  - Standard color: $875  
  - Pantone color: $1,095  
  - 4 Color: $1,460  

- **AGENCY COMMISSION:** 15%

- **COVER AND PREFERRED POSITION RATES (non-cancelable):**
  - Inside Front Cover: Earned B&W rate + 35%
  - Inside Back Cover: Earned B&W rate + 25%
  - Back Cover: Earned B&W rate + 50%
  - Facing Table of Contents: Earned B&W rate + 30%
  - Facing First Text Page: Earned B&W rate + 25%
  - Other specified positions: Earned B&W rate + 15%

- **INSERTS (BOUND):**
  2 page insert – 3 times the earned B&W rate
  4 page insert – 5 times the earned B&W rate
  6 page insert – 6 times the earned B&W rate
  8 page insert – 8 times the earned B&W rate
  Business reply cards – earned B&W rate

- **Incentive for Classified advertisers:**
  All classified advertisers may receive a 15% discount off of their online classified ad placed through the AAO-HNS site. Please visit: [http://assoc.healthcareers.com/aaohns/for-employers/](http://assoc.healthcareers.com/aaohns/for-employers/)

- **_OUTSERTS, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval. Please call for rates.**

- **INSERT QUANTITY:** Please call prior to each issue because the quantity fluctuates.

- **PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

### CLOSING DATES – 2011

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIALS CLOSING</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/03/2010</td>
<td>12/09/2010</td>
<td>12/16/2010</td>
</tr>
<tr>
<td>February</td>
<td>12/22/2010</td>
<td>12/27/2010</td>
<td>01/03/2011</td>
</tr>
<tr>
<td>March</td>
<td>02/02/2011</td>
<td>02/07/2011</td>
<td>02/14/2011</td>
</tr>
<tr>
<td>April</td>
<td>02/24/2011</td>
<td>03/01/2011</td>
<td>03/08/2011</td>
</tr>
<tr>
<td>May</td>
<td>03/25/2011</td>
<td>03/30/2011</td>
<td>04/06/2011</td>
</tr>
<tr>
<td>June</td>
<td>04/28/2011</td>
<td>05/03/2011</td>
<td>05/10/2011</td>
</tr>
<tr>
<td>July</td>
<td>05/27/2011</td>
<td>05/31/2011</td>
<td>06/07/2011</td>
</tr>
<tr>
<td>August</td>
<td>06/24/2011</td>
<td>06/29/2011</td>
<td>07/06/2011</td>
</tr>
<tr>
<td>September</td>
<td>07/27/2011</td>
<td>08/01/2011</td>
<td>08/08/2011</td>
</tr>
<tr>
<td>Conference Program</td>
<td>07/27/2011</td>
<td>08/01/2011</td>
<td>08/08/2011</td>
</tr>
<tr>
<td>October</td>
<td>08/26/2011</td>
<td>08/31/2011</td>
<td>09/07/2011</td>
</tr>
<tr>
<td>November</td>
<td>09/28/2011</td>
<td>10/03/2011</td>
<td>10/10/2011</td>
</tr>
</tbody>
</table>

Insertions made after the printed space reservation deadline are non-cancelable.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.
ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Exclusive or Rotating</th>
<th>Location</th>
<th>Size</th>
<th>3 Month Rate</th>
<th>6 Month Rate</th>
<th>12 Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1: Leaderboard</td>
<td>Rotate with no more than 2 other banners</td>
<td>Top of home page and top of interior pages</td>
<td>728 x 90</td>
<td>$1,900</td>
<td>$3,800</td>
<td>$6,000</td>
</tr>
<tr>
<td>Banner 2: Skyscraper</td>
<td>Rotate with no more than 2 other banners</td>
<td>Right of home page and interior pages</td>
<td>160x600</td>
<td>$1,375</td>
<td>$2,750</td>
<td>$4,400</td>
</tr>
</tbody>
</table>

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.

BANNER AD SPECIFICATIONS

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement
E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Academy approval.

BANNER AD SPECIFICATIONS FOR E-TOC
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

<table>
<thead>
<tr>
<th>E-TOC’s</th>
<th>Specs</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>Text Ad</td>
<td>Up to 40 words plus logo</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

OTHER MARKETING OPPORTUNITIES
- **Belly bands / Cover tips** – An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by the readers.
- **Journal supplement** – Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company’s mission.
- **Article reprints** – Reprints of articles pertinent to your company’s mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.
- **Outserts (Product Samples, Brochures)** – Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity - only one advertising outsert permitted per issue!

Please contact the publisher for more information about any of these opportunities.
ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

<table>
<thead>
<tr>
<th>Format</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7&quot; w x 10&quot; h</td>
<td>8 3/8&quot; w x 11 1/8&quot; h</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7&quot; w x 4 7/8&quot; h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3 3/8&quot; w x 10&quot; h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>3 3/8&quot; w x 4 7/8&quot; h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼" from trim

Linescreen: 133-150

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. If other colors are present in the file, then we will charge accordingly.

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.

For detailed instructions on file preparation, please log on to http://dx.sheridan.com/. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: http://dx.sheridan.com/connect/main.html.

File Submission Instructions:
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND 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 ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:
Final size of all BRCs must be 4 ¼" h x 6" w.
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.