

Advertising & Sales Office

Cunningham Associates, Inc.
180 Old Tappan Road
Old Tappan, NJ 07675

RICH DEVANNA, DISPLAY ADVERTISING
P: 201-767-4170 ~ E: RDEVANNA@CUNNASSO.COM

JIM CUNNINGHAM, DISPLAY ADVERTISING
P: 201-767-4170 ~ E: JCUNNINGHAM@CUNNASSO.COM

VALERIE MARVIN, CLASSIFIED ADVERTISING
P: 201-767-4170 ~ E: VMARVIN@CUNNASSO.COM

Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030

Publisher: Lisa Dionne
Managing Editor: Stephanie Cajigal

BROOKE MAYNARD, REPRINT SALES REPRESENTATIVE
P: 781-388-8487 ~ E: BMAYNARD@WILEY.COM

KURT POLESKY, BUSINESS DEVELOPMENT MANAGER
P: 781-388-8560 ~ E: KPOLESKY@WILEY.COM

Circulation

TOTAL PRINT CIRCULATION: 14,429

Otolaryngologists: 9,972
Triological Society Members: 1,200
AMA Physicians: 7,559
Residents: 1,213

AMA Other Physicians (Hospital Staff, Office-Based): 4,457
Allergy: 572

Allergy and Immunology: 3,034
Head and Neck Surgery: 191
Otology/Neurotology: 138
Pediatric Allergy: 119
Plastic Surgery: 403

COVERAGE AND MARKET:

Coverage: United States

Editorial Information

Editor-in-Chief: Robert H. Miller, MD

ENT Today, an official publication of the Triological Society, reports on breaking news, issues, and trends in the field of otolaryngology. The publication delivers credible, up-to-the-minute, balanced reporting of technological advances, cutting-edge research, and practice issues in the field, as well as expert perspectives on key areas of concern and controversy.

Advertising Information

EARNED RATES: Earned page rate is determined by the number of insertions per year. Space purchased by a parent company and its subsidiaries are combined for accounting for earned rate. Space purchased in *ENT Today* can be combined with space purchased in *The Laryngoscope* for frequency discounts.

AGENCY COMMISSION: 15%

CONTINUITY DISCOUNT: Advertisers in *ENT Today* will receive a \$200 per page discount on the same ad (in the same month) placed in *The Laryngoscope*.

INCREASED EXPOSURE DISCOUNT:

(For placements in a single publication, NOT combined)

- Advertise in three issues and receive one free ad.
- Advertise in six issues and receive two free ads.
- Advertise in twelve issues and receive two ads in each issue for the price of one insertion, and also receive the highest earned frequency rate.

KING PLUS FOUR PROGRAM (ENT TODAY ONLY): Any four page or larger A size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages for the A-size cost.

POLICY ON AD PLACEMENT: Ads will be placed run of book between, and within articles, and regulated as necessary to meet editorial adjacency requirements. Please contact your sales representative for information on premium positions.

REQUIREMENTS ON ACCEPTANCE OF ADVERTISING: All advertising is subject to the approval of the editors and publisher.

DISPLAY ADVERTISING PAGE RATES

Frequency	King Page	3/4 Page	1/2 Page-Island	1/4 Page
1x	\$2,185	\$2,015	\$1,660	\$1,300
3x	\$2,160	\$1,950	\$1,620	\$1,160
6x	\$2,065	\$1,775	\$1,540	\$1,120
12x	\$2,015	\$1,720	\$1,480	\$1,095
18x	\$1,985	\$1,685	\$1,455	\$1,065
24x	\$1,890	\$1,660	\$1,430	\$1,035
36x	\$1,860	\$1,620	\$1,390	\$1,015
48x	\$1,840	\$1,590	\$1,365	\$995
60x	\$1,805	\$1,570	\$1,330	\$975

CLASSIFIED ADVERTISING PAGE RATES

Frequency	King Page	3/4 Page	1/2 Page	1/4 Page
1x	\$2,090	\$1,915	\$1,580	\$1,000
3x	\$2,015	\$1,860	\$1,530	\$970

CLASSIFIED ADVERTISING INCENTIVE: Place an ad in the same month in both *ENT Today* and *The Laryngoscope* and receive a 20% discount off the cost of both ads.

COLOR RATES:

In addition to earned B&W Rate:

Standard: \$650
Matched: \$820
4-Color Process: \$1,425

COVER & PREFERRED POSITIONS:

In addition to earned B&W Rate (Non-Cancellable):
2nd Cover: 35%
3rd Cover: 25%
4th Cover: 50%
Other Positions: 10%

INSERTS: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.



DIGITAL ADVERTISING

Please contact your sales representative for rates for online banner ads, e-newsletter, and eTOC ads.

OTHER SERVICES AVAILABLE:

Reprints, sponsored subscriptions, webcasts, podcasts and microsites. Please contact your sales rep about any other specific opportunities of interest. All services are subject to editorial approval.

Advertising Schedule

Frequency: 12x per year

Mailing Date: Approximately the 1st of every month

Closing Dates:

Month	Ad Close	Material Due	Insert Due
January	12/10/10	12/15/10	12/28/10
February	1/10/11	1/13/11	1/25/11
March	2/10/11	2/16/11	2/25/11
April	3/10/11	3/15/11	3/25/11
May	4/11/11	4/15/11	4/26/11
June	5/10/11	5/16/11	5/25/11
July	6/09/11	6/15/11	6/24/11
August	7/11/11	7/15/11	7/25/11
September	8/09/11	8/15/11	8/26/11
October	9/09/11	9/15/11	9/26/11
November	10/10/11	10/14/11	10/25/11
December	11/11/11	11/17/11	11/23/11

Mechanical Requirements-Print

PRINT ADVERTISING:

Trim Size: 10-7/8" x 15"

Size	Bleed	Non-Bleed
King Page	11-1/8" x 15-1/4"	10-1/16" x 13-7/8"
King Spread	22-1/4" x 15-1/4"	20-1/8" x 13-7/8"
3/4 page Horizontal	11-1/8" x 11-1/4"	10-1/16" x 10"
3/4 page Vertical	8-1/8" x 15-1/4"	7" x 13-7/8"
Island Half	8-3/4" x 11-1/4"	7" x 10"
Island Half Spread	17-1/2" x 11-1/4"	16-1/2" x 10"
1/2 page Vertical	5-9/16" x 15-1/4"	4-3/4" x 13-1/8"
1/2 page Horizontal	11-1/8" x 7-3/4"	10-1/16" x 7"
1/2 page Horiz. Spread	22-1/4" x 7-3/4"	20-1/8" x 7"
1/4 Page Vertical	5-9/16" x 8-1/8"	4-3/4" x 7-1/4"
1/4 Page Horizontal	8-1/8" x 5-3/4"	7" x 4-3/4"

Submission of Display Ads

- Preferred format: PDF (preferably PDFx1A).
- Graphic files: QuarkXpress and Adobe Illustrator or Photoshop files with all support files including fonts. Save as EPS, TIFF, or PDF, CMYK format only. Images at 300 DPI; line art at 1200 DPI. PDF files: No OPI; No ICC profiles.
- Fonts: Use Type 1 Adobe Fonts; True Type fonts are not acceptable.
- Proofs: Color ads must be accompanied by a digital color proof such as a Kodak Approval or other SWOP certified proof; hard copy proof for B&W.
- Wiley-Blackwell assumes no responsibility for final printing of the ad in the event that a quality color proof is not provided.

Insert Requirements

- Insert supplied size: 8-3/8"x11-3/16", includes 3/16" trim from top. Jogs to top. Supply multiple leaf inserts folded; if back-up required, supply flat. 100 lb. textweight maximum for single leaf; 80 lb. textweight maximum for multiple leaf. Multiple leaf inserts over four pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.

- BRMs: 4-1/4"x6" minimum, allow 3/16" head and 3/8" from perforation to binding edge. Jogs to top. Reply part must meet United States Postal Service regulations. Minimum card stock: .007.
- Submit a sample of insert for approval.
- Quantity: 15,000
- Carton packing preferred-quantity, publication and issue must be marked on outside of carton.
- A service charge will be rendered for special printer services or unusual inserts which cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval. Consult your sales representative for rates and more information.

PAPER STOCK: 40 lb.

COVERS: 10pt.C/2/S

HALFTONE SCREEN: 133

TYPE OF BINDING: Saddle Stitched.

Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

Mechanical Requirements-Digital

ONLINE ADVERTISING:

Position	Size (IAB Standard)
Leader board	728 (w) x 90 (h) pixels
Skyscraper	160 (w) x 600 (h) or 120 (w) x 600 (h) pixels
Mini-skyscraper	160 (w) x 320 (h) pixels

Technical Specifications

- All creative for the ad (the file to be used or related artwork) must be provided when placing an ad.
- File types accepted: GIF, JPEG, PNG. SWF (Flash) files accepted for website ads only. Third Party ad tags are also accepted.
- Animated GIF files are poorly supported in email and we recommend static (no animation) for creative that will be distributed via email.
- Web address (target URL) must be provided when placing an ad.
- Size should be under 39k (30,000 bytes) and a resolution of 72 dpi.
- Electronic Transfer (preferred): Contact Online Advertising Traffic Coordinator at stefanie.diterlizzi@wiley.com.

SUBMISSION OF DIGITAL ADS:

- Ad positions will always appear below property branding.
- All web ad positions support rotation of multiple ads. Advertisers may be offered exclusive placement (no rotation) in a particular position for an additional charge. Email ad positions do not support rotation.
- If ad artwork substantially resembles the site or the brand so as to potentially appear as 'editorial' rather than 'advertising', the word 'ADVERTISEMENT' will be centered above the ad placement.
- Animation in ad materials will be limited to 'multi-page' or 'slide show' style animation and may not include motion (eg: no bouncing balls, moving characters, etc.)
- Advertisers will have the option of changing the Ad artwork, at no charge, one time for every 10k impressions purchased. Artwork changes in excess of this guideline will incur a nominal charge.
- WB reserves the right to prevent an ad from appearing on a specific page in any instance where the ad would appear to violate WB policies of Editorial Adjacency (eg: An ad for a particular drug may not appear on the same page as a blog post that discusses the same drug in any significant detail.)

Advertising Incentive Programs

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, combination print and online packages or additional special offers from Wiley-Blackwell.

Bonus Distribution

January: Triological Society Section Meetings
April: COSM-Combined Otolaryngology Spring Meeting
September: American Academy of Otolaryngology- Head and Neck Surgery (AAO-HNS)

Contacts

Send all Advertising Material as well as two Insert Examples to:

Wiley-Blackwell
Attn: Amanda Davis, Ad Traffic Coordinator
ENTT, Vol ____, Issue ____
111 River Street
Hoboken, NJ 07030
P: 201-748-6013
E: amadavis@wiley.com

Contracts and Insertion Orders:

Valerie Marvin
Cunningham Associates
ENTT, Vol ____, Issue ____
180 Old Tappan Road
Old Tappan, NJ 07675
P: 201-767-4170 ~ **F:** 201-767-8065
E: vmarvin@cunnasso.com

Ship Inserts to:

Cadmus Professional Communications
Attn: Joe Bankowski
ENTT, Volume ____, Issue ____
3575 Hempland Road
Lancaster, PA 17601

