

ENTToday



ENTtoday 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 & Sales Office

Michael Perlowitz, National Account Manager
Pharmaceutical Media, Inc.
P: 212-904-0374 ~ F: 212-685-6126 ~ E: mperlowitz@pminy.com

Susan Tagliaferro, Production Manager
Pharmaceutical Media, Inc.
P: 212-904-0378 - F: 212-685-6126 - E: stagliaferro@pminy.com

Kurt Polesky, Senior Account Manager-Sponsored Supplements, Microsites and Custom Projects, Wiley
P: 781-388-8560 ~ E: kpolesky@wiley.com

Helene Silverman, Senior Reprint Sales Representative
P: 781.388.8507 ~ E: hsilverman@wiley.com

Publisher & Editorial Office

Editorial Office
Physician Editor: Alexander G. Chiu, MD

Wiley Publishing Office
Publisher: Lisa Dionne ~ E: ldionne@wiley.com

Staff Editor: Samara Kuehne ~ E: skuehne@wiley.com

Circulation

Total Circulation: 15,548
Circulation Verification: Sworn statement

The most comprehensive list available in Otolaryngology, comprised of members of the prestigious Triological Society, and supplemented by the AMA Otolaryngology list. We use the Triological Society member list to match against AMA physicians to capture the entire Otolaryngology physician universe. This includes AMA physicians in Allergy and Immunology, Allergy, Head and Neck Surgery, Otolaryngology/Neurotology Pediatric Allergy/and Facial Plastic Surgery.

Free Physician Print Circulation List

Triological Society Members	1,441
AMA Otolaryngology, including Residents	9,746
Allergy	421
Allergy & Immunology	3,489
Head & Neck Surgery	157
Otolaryngology / Neurotology	163
Pediatric Allergy	90
Plastic Surgery	311
Total Free Print Circulation	15,548

www.enttoday.org



Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year in **ENTtoday** and **The Laryngoscope** (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Interspersed.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Cover Tips and Outserts accepted. Contact your sales representative for information.

Advertisers' Incentive Programs

- Advertise in three issues and receive one free ad.
- Advertise in 12 issues and receive two ads in each issue for the price of one insertion, and also receive the highest earned frequency rate.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,450	\$1,890	\$1,300
3x	\$2,400	\$1,835	\$1,275
6x	\$2,345	\$1,785	\$1,250
12x	\$2,295	\$1,735	\$1,225
18x	\$2,245	\$1,685	\$1,200
24x	\$2,195	\$1,635	\$1,175
36x	\$2,140	\$1,580	\$1,150
48x	\$2,090	\$1,560	\$1,125
60x	\$2,040	\$1,530	\$1,095

Classified Advertising Page Rates

Frequency	King Page	1/2 Page	1/4 Page
1x	\$2,220	\$1,685	\$1,100
3x	\$2,170	\$1,660	\$1,075
6x	\$2,115	\$1,630	\$1,050
12x	\$2,090	\$1,605	\$1,025

Color Rates (in addition to earned B&W rate):

3 or 4-color process:	\$1,600
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Premium Positions (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover	25%
4th Cover	50%

Inserts: Charged at the earned black and white page rate.

WILEY

ENTToday



Issuance & Closing Dates

Frequency: Monthly

Cover Date	Reservation	Material Due	Inserts Due
January	12/4/17	12/8/17	12/15/17
February	1/3/18	1/10/18	1/17/18
March	2/5/18	2/9/18	2/16/18
April	3/5/18	3/9/18	3/16/18
May	4/4/18	4/10/18	4/17/18
June	5/4/18	5/10/18	5/17/18
July	6/4/18	6/8/18	6/15/18
August	7/6/18	7/10/18	7/16/18
September	8/3/18	8/10/18	8/17/18
October	9/4/18	9/10/18	9/17/18
November	10/4/18	10/10/18	10/17/18
December	11/5/18	11/9/18	11/16/18

Bonus Distribution

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

Mechanical Requirements

Trim Size: 10.875" x 15"

Page Sizes, Non-Bleed	Width	Height
King page	9.875"	13.875"
Island half	7.375"	10"
1/2 page vertical	4.875"	13.625"
1/2 page horizontal	9.875"	7"
1/4 page vertical	4.875"	7"
Ad Sizes, Bleed	Width	Height
King page	11.125"	15.25"
King spread	22"	15.25"
1/2 page horizontal (gutter bleed only)	20.75"	7"
Island half spread (gutter bleed only)	15.625"	10"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Susan Tagliaferro at stagliaferro@pminy.com prior to submitting a file via FTP.
- Set up document to trim size with text at least 1/4" from the final trim size.
- All fonts & graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- King insert supplied size: 11" x 15 1/4", includes 1/8" trim from head, foot, and face; no gutter grind off. Text must be at least 1/4" from final trim. Jogs to head.
- Island insert supplied size: 8 1/8" x 11", includes 1/8" trim from head. No gutter grind-off. Jogs to head.
- Supply multiple-leaf inserts folded.
- Quantity: 17,000
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.

Paper Stock

- Orion Gloss, self-cover

Halftone Screen: 133

Type of Binding: Saddle stitch

Contacts

Ship all insertion orders, advertising material, and two insert examples to:

Pharmaceutical Media Inc.

Attn: Susan Tagliaferro, Production Manager
ENTtoday (issue, month)
30 East 33rd Street, New York, NY 10016
P: 212-904-0378 - E:stagliaferro@pminy.com

Ship inserts to:

Hess Print Solutions (HPS) Attn:
Audrey Thomas ENTtoday (issue, month)
3765 Sunnybrook Road
Brimfield, OH 44240
E: audreyt@bangprinting.com