

Volume 9 Rate Card

Effective January 2014

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

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Circulation

Total Print Circulation: 14,508

Coverage: United States and International

Circulation Verification: Sworn Statement

We use the best and largest 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 make sure we capture the entire otolaryngology physician universe. We then add other lists from the American Medical Association, including a large complement of Allergy and Immunology physicians, and all Allergy, Head and Neck Surgery, Otolaryngology/Neurotology, Pediatric Allergy and Facial Plastic Surgery physicians.

Free Physician Print Circulation List

Triological Society Members	1,470
AMA Otolaryngology	7,687
AMA Residents in Otolaryngology	1,023
Total Otolaryngology	10,180
Allergy	435
Allergy & Immunology	3,206
Head & Neck Surgery	146
Otology/Neurotology	1,131
Pediatric Allergy	91
Facial Plastic Surgery	319
Total Free Print Circulation	15,508

Free Online Maximizes Usage

The ENTtoday website (www.enttoday.org) is free to all global users online with no access restrictions or subscription charge. It is a companion website to the journal *The Laryngoscope*, also from the Triological Society, and online advertising and sponsorship packages for both publications are available.

ENTtoday in print is sent for free with no subscription charge to vital members of the otolaryngology, ear, nose, and throat care community. It is a companion publication to the journal *The Laryngoscope*, also from the Triological Society. Print and online advertising and sponsorship packages are available for both publications.

Triological Society Digital Network

ENTtoday is a companion website to the journal *The Laryngoscope*, also from the Triological Society, and online advertising and sponsorship packages for both publications are available. Each month, *The Laryngoscope* online averages*:

- +54,600 unique visitors
- +66,800 visits
- +186,200 page views

Exclusive Electronic Newsletter (ENTupdate)

Exclusively target newsletter subscribers through banner advertising on the electronic ENTupdate sent via e-mail on the upload of the current issues (Frequency: 12x per year). The ENTupdate is a monthly resource featuring articles from ENTtoday and *The Laryngoscope*.

- Circulation: 13,300 and growing opt-in recipients (44% US based)

Paid Print Circulation

Institutions, and individuals that don't qualify for free print issues, are charged \$_____ globally for a print subscription, which includes shipping and handling.



ENT Update

A monthly opportunity with special outreach to an email list of over 13,000 names in otolaryngology, including Triological Society members, and the prestigious list of authors, reviewers, editorial board members and others involved with the journal The Laryngoscope. Over 5,800 email addresses are from the US, with the balance from around the globe. Each month, the ENTupdate highlights several articles from the current issues of ENTtoday and The Laryngoscope, with links to full issues of each publication.

Advertising Information

There are two publications from the renowned Triological Society with print and online advertising, sponsorship, and other opportunities. Contact your sales representative to see how participating in one or both can maximize your reach and message to the best audience in otolaryngology and related fields. Each month, the ENTupdate highlights several articles from the current issues of ENTtoday and The Laryngoscope, with links to full issues of each publication

Agency Commission: 15%

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 rep for information on premium positions.

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

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Black & White Advertising Rates

Frequency	King page	1/2 Page	1/2 Page Island	1/4 Page
1x	\$2,300	\$2,115	\$1,745	\$1,365
3x	\$2,275	\$2,050	\$1,705	\$1,220
6x	\$2,165	\$1,865	\$1,615	\$1,180
12x	\$2,115	\$1,810	\$1,555	\$1,145
18x	\$2,085	\$1,775	\$1,530	\$1,115
24x	\$1,990	\$1,745	\$1,505	\$1,085
36x	\$1,960	\$1,705	\$1,465	\$1,065
48x	\$1,930	\$1,665	\$1,440	\$1,045
60x	\$1,895	\$1,645	\$1,395	\$1,025

Classified Advertising Page Rates

Frequency	King Page	3/4 Page	1/2 Page	1/4 Page
1x	\$2,150	\$1,915	\$1,580	\$1,000
3x	\$2,115	\$1,860	\$1,530	\$970
6x	\$2,065	\$1,920	\$1,575	\$1,000
12x	\$2,035	\$1,895	\$1,555	\$980

Cover and Preferred Position:

In addition to earned B&W rate:

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	10%

Positions available on a non-cancelable basis.

Color Rates:

In addition to earned B&W Rate:

4-color process:	\$1,470
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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.

Frequency: 12x per year

Mailing Date: Approximately the 1st of every month

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	12/09/13	12/16/13	12/27/13
February	1/08/14	1/15/14	1/27/14
March	2/10/14	2/17/14	2/25/14
April	3/10/14	3/17/14	3/26/14
May	4/08/14	4/15/14	4/25/14
June	5/08/14	5/15/14	5/26/14
July	6/09/14	6/16/14	6/25/14
August	7/09/14	7/15/14	7/25/14
September	8/08/14	8/15/14	8/25/14
October	9/08/14	9/15/14	9/25/14
November	10/08/14	10/15/14	10/27/14
December	11/10/14	11/17/14	11/25/14



Bonus Distribution:

Issue	Conference
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: 10-7/8" x 15"

Page Sizes, Non-Bleed	Width	Depth
King page	10-1/16"	13-7/8"
King spread	20-1/8"	13-7/8"
3/4 page horizontal	10-1/16"	10"
3/4 page vertical	7"	13-7/8"
Island half	7"	10"
Island half spread	16-1/2"	10"
1/2 page vertical	4-3/4"	13-1/8"
1/2 page horizontal	10-1/16"	7"
1/2 page horizontal spread	20-1/8"	7"
1/4 page vertical	4-3/4"	7-1/4"
Page Sizes, Bleed	Width	Depth
King page	11-1/8"	15-1/4"
King spread	22-1/4"	15-1/4"
3/4 page horizontal	11-1/8"	11-1/4"
3/4 page vertical	8-1/8"	15-1/4"
Island half	8-3/4"	11-1/4"
Island half spread	17-1/2"	11-1/4"
1/2 page vertical	5-9/16"	15-1/4"
1/2 page horizontal	11-1/8"	7-3/4"
1/2 page horizontal spread	22-1/4"	7-3/4"
1/4 page vertical	5-9/16"	8-1/8"

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 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.; cvers: 10pt.C2S

Halftone Screen: 133

Type of Binding: Saddle stitched

Contacts

Ship all advertising material as well as two insert examples to:

Pharmaceutical Media Inc.
 ENT, Vol ____, Issue ____
 30 E 33rd St # 4
 New York, NY 10016
 Tel: 212-685-5010
 E: Mperlowitz@pminy.com

Contracts and Insertion Orders:

Pharmaceutical Media Inc.
 Attn: Michael R. Perlowitz
 30 E 33rd St # 4
 New York, NY 10016
 Tel: 212-685-5010
 P: 212-904-0374 ~ F: 212-685-6126
 E: Mperlowitz@pminy.com

Ship inserts to:

Conveo Publisher Services
 Attn: Joann Gorner
 ENT, Vol ____, Issue ____
 3575 Hempland Road
 Lancaster, PA 17601
 P: (717) 285-6807

