



## 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.

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### Publishing & Editorial Office

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**Wiley Publishing Office**  
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### 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
<b>Total Free Print Circulation</b>	<b>15,548</b>



### 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 and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,350	\$1,800	\$1,250
3x	\$2,300	\$1,750	\$1,225
6x	\$2,250	\$1,700	\$1,200
12x	\$2,200	\$1,650	\$1,175
18x	\$2,150	\$1,600	\$1,150
24x	\$2,100	\$1,550	\$1,125
36x	\$2,050	\$1,500	\$1,100
48x	\$2,000	\$1,475	\$1,075
60x	\$1,950	\$1,450	\$1,050

#### Classified Advertising Page Rates

Frequency	King Page	1/2 Page	1/4 Page
1x	\$2,175	\$1,650	\$1,075
3x	\$2,125	\$1,625	\$1,050
6x	\$2,075	\$1,600	\$1,025
12x	\$2,050	\$1,575	\$1,000

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

3- or 4-color process: \$1,500

**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.

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

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## Issuance & Closing Dates

**Frequency:** 12x per year.

**Mailing Date:** 1st of each month.

**Closing Dates:**

Cover Date	Space Reservation	Material Due	Inserts Due
January 2016	12/4/15	12/10/15	12/17/15
February 2016	1/2/16	1/11/16	1/19/16
March 2016	2/4/16	2/9/16	2/18/16
April 2016	3/4/16	3/9/16	3/18/16
May 2016	4/4/16	4/8/16	4/18/16
June 2016	5/4/16	5/8/16	5/16/16
July 2016	6/3/16	6/10/16	6/17/16
August 2016	7/2/16	7/10/16	7/17/16
September 2016	8/4/16	8/10/16	8/19/16
October 2016	9/2/16	9/9/16	9/19/16
November 2016	10/4/16	10/10/16	10/17/16
December 2016	11/4/16	11/10/16	11/18/16

**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"**

All ads must be set to trim size with live matter 1/4" from final trim size.

Ad Sizes, Non-Bleed	Width	Height
King page	9 7/8"	13 7/8"
Island half	7 3/8"	10"
1/2 page vertical	4 7/8"	13 5/8"
1/2 page horizontal	9 7/8"	7"
1/4 page vertical	4 7/8"	7"
Ad Sizes, Bleed	Width	Height
King page	11 1/8"	15 1/4"
King spread	22"	15 1/4"
1/2 page horizontal spread (gutter bleed only)	20 3/4"	7"
Island half spread (gutter bleed only)	15 5/8"	10"

## Submission of Display 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 Kathy Clark at [kclark@pminy.com](mailto:kclark@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.

**Paper Stock:** 40 lb. coated; 10pt. C25

**Halftone Screen:** 133

**Type of Binding:** Perfect. Publication jogs to the head.

## 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.

## Contacts

**Send all insertion orders, advertising material, and insert samples to:**

### Pharmaceutical Media Inc.

Attn: Susan Tagliaferro, Production Manager  
 ENTtoday (issue, month/date)  
 30 East 33rd Street, New York, NY 10016  
 P: 212-904-0378 - F: 212-685-6126 - E:stagliaferro@pminy.com

**Ship inserts to:**

### Cenveo Publisher Services

Attn: Joann Gorner  
 ENTtoday (issue, month/date)  
 3575 Hempland Road, Lancaster, PA 17601  
 P: 717-285-6807



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