



ENT Today

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.

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Readership: 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.

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Reach

Print	Total Print (Controlled Circulation)	14,487
	Frequency	12 issues per year

Rates

Pricing

Pricing below is in USD and is established based on publication origin.

Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2022 Price
Full Page Mono	\$ 2,625.00
Full Page Colour	\$ 4,285.00
Half Page Mono	\$ 2,025.00
Half Page Colour	\$ 3,680.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	15%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Half Page Mono
1x	\$ 2,625.00	\$ 2,625.00
3x	\$ 2,546.00	\$ 2,546.00
6x	\$ 2,468.00	\$ 2,468.00
12x	\$ 2,389.00	\$ 2,389.00
24x	\$ 2,310.00	\$ 2,310.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,660.00	

Issue Deadlines

Issue date	Booking Deadline	Materials Due	Inserts Due
17:1 January 2022	12/01/2021	12/08/2021	12/15/2021
17:2 February 2022	01/03/2022	01/10/2022	01/17/2022
17:3 March 2022	02/01/2022	02/08/2022	02/11/2022
17:4 April 2022	03/01/2022	03/08/2022	03/15/2022
17:5 May 2022	04/01/2022	04/08/2022	04/15/2022
17:6 June 2022	05/02/2022	05/06/2022	05/13/2022
17:7 July 2022	06/01/2022	06/08/2022	06/15/2022
17:8 August 2022	07/01/2022	07/08/2022	07/15/2022
17:9 September 2022	08/01/2022	08/08/2022	08/15/2022
17:10 October 2022	09/01/2022	09/08/2022	09/15/2022
17:11 November 2022	10/03/2022	10/07/2022	10/14/2022
17:12 December 2022	11/01/2022	11/08/2022	11/15/2022



Print Ad Specifications

Journal Trim Size 10.875" x 15"

Page Sizes	Non-Bleed	Bleed
King Page	9.875" x 13.875"	11.125" x 15.25"
Half Page - Vertical	4.875" x 13.625"	
Half Page - Horizontal	9.875" x 7.0"	
Quarter Page	4.875" x 7.0"	
Three Quarter Page - Horizontal	9.875" x 10.0"	
Three Quarter Page - Vertical	7.375" x 13.625"	
Island Half	7.375" x 10.0"	15.625" x 10.0"

Contact your Account Manager for sizes of other opportunities.

Print Ad Specifications

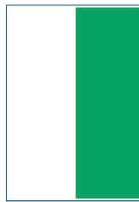
Full Page Ad Non-Bleed

Ad size:
9.875"
x
13.875"



Half Page Ad Vertical

Ad size:
4.875"
x
13.875"



Half Page Ad Horizontal

Ad size:
9.875"
x
7.0"



Quarter Page Ad

Ad size:
4.875"
x
7.0"



Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads

Ad size:
728px
x
90px



MPU Digital Display Ads

Ad size:
300px
x
250px



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