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2023 Advertising Rate Card

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.





Editor-in-Chief: Robin Lindsay, MD

Audience:

The most comprehensive list available in Otolaryngology, comprised of members of the prestigious Triological Society, and supplemented by the AMA Otolaryngology list. *ENT Today* uses 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, Otology/Neurotology, Pediatric Allergy and Facial Plastic Surgery.

Learn more about the Otorhinolaryngology Portfolio >>

Print Circulation by Region

Learn more >>

Reach

Print	Total Print (Controlled Circulation)	14,487
	Frequency	12 issues per year
Digital	Unique Visitors on Wiley Online Library	
	Average Monthly Page Views	
	0 , 0	

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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	2023 Price
Full Page Mono	\$ 2,685.00
Full Page Color	\$ 0.00
Half Page Mono	\$ 2,025.00
Half Page Color	\$ 0.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissiona	ble to bona-fide agencies.

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	\$ 2,685.00	\$ 2,025.00
Зх	\$ 2,630.00	\$ 1,975.00
6х	\$ 2,575.00	\$ 1,920.00
12x	\$ 2,525.00	\$ 1,865.00
24x	\$ 2,425.00	\$ 1,765.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,640.00	

Issue Deadlines

lssue date	Booking Deadline	Creatives Due	Inserts Due
18:1 January 2023	01-12-2022	08-12-2022	16-12-2022
18:2 February 2023	03-01-2023	09-01-2023	18-01-2023
18:3 March 2023	01-02-2023	08-02-2023	16-02-2023
18:4 April 2023	01-03-2023	08-03-2003	17-03-2023
18:5 May 2023	03-04-2023	07-04-2023	18-04-2023
18:6 June 2023	01-05-2023	05-05-2023	18-05-2023
18:7 July 2023	01-06-2023	08-06-2023	19-06-2023
18:8 August 2023	03-07-2023	07-07-2023	18-07-2023
18:9 September 2023	01-08-2023	07-08-2023	18-08-2023
18:10 October 2023	01-09-2023	08-09-2023	18-09-2023
18:11 November 2023	02-10-2023	06-10-2023	18-10-2023
18:12 December 2023	01-11-2023	06-11-2023	15-11-2023

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Digital Statistics for ENT Today

Banner Advertising

Explore the world's broadest and deepest collection of online resources. Place your banners on the **Wiley Online Library**, one of the most heavily trafficked online resources for scientific, medical, and scholarly content.

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Additional Opportunities

Webinars	Virtual Events	ePDF Advertising*
Article Discovery Packages	Essential Knowledge Briefing	Custom Projects

*ePDF ads only available on select publications

Additional advertising opportunities are subject to approval by society/journal

For More Information

Michael Perlowitz, mperlowitz@pminy.com or visit us at corporatesolutions.wiley.com

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Advertising Specifications



Print Ad Specifications

Journal Trim Size	
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10.875" x 15"

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
King Page	250.825 x 352.425 mm 9.875" x 13.875"	
Half Page - Vertical	123.825 x 352.425 mm 4.875" x 13.875"	
Half Page - Horizontal	250.825 x 177.8 mm 9.875" x 7.0"	
Quarter Page	123.825 x 177.8 mm 4.875" x 7.0"	
Three Quarter Page - Vertical	187.325 x 346.075 mm 7.375" x 13.625"	
Three Quarter Page - Horizontal	250.825 x 254.0 mm 9.875" x 10.0"	
Island Half	187.325 x 254.0 mm 7.375" x 10.0"	

Print Ad Specifications



Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

Overview Digital Specifications (pdf)

Leaderboard	MPU
Digital Display Ads	Digital Display Ads
Ad size:	Ad size:
728px	300px
x	x
90px	250px

Submit Your Creatives

Print Advertising	Submit all creatives to mperlowitz@pminy.com All print ads must have a minimum resolution of 300dpi
Digital Advertising	Submit all creatives to mperlowitz@pminy.com
Cover Tip/Belly Bands & Inserts Materials	Submit materials to: mperlowitz@pminy.com

Contact Information

Print Production	mperlowitz@pminy.com
Digital Production	mperlowitz@pminy.com
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212-904-0374

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