

# 2020 Advertising Rate Card

## 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

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### Publisher & Editorial Office

#### Editorial Office

Physician Editor: Alexander G. Chiu, MD

#### Wiley Publishing Office

**Lisa Dionne Lento**, Publisher, [ldionnelen@wiley.com](mailto:ldionnelen@wiley.com)

**Samara Kuehne**, Staff Editor, [skuehne@wiley.com](mailto:skuehne@wiley.com)

### Circulation

**Total Circulation:** 14,466 – Publisher's 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.

Circulation:	
Members of The Triological Society (includes members of the American Laryngological Association)	1,688
Members of the American Broncho-Esophagological Association (who are not included above)	176
Neurotology/Otolaryngology	139
Otolaryngology	7,970
Allergy/Immunology	3,432
Allergy	350
Pediatric Allergy	76
Head and Neck Surgery	126
Facial Plastic Surgery	456
<b>Total Circulation</b>	<b>14,413</b>

[www.enttoday.org](http://www.enttoday.org)



### Advertising Information

#### Ask about digital advertising opportunities in ENTtoday

**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	\$2,500	\$1,925	\$1,325
3x	\$2,450	\$1,875	\$1,300
6x	\$2,400	\$1,825	\$1,275
12x	\$2,350	\$1,775	\$1,250
18x	\$2,300	\$1,725	\$1,225
24x	\$2,250	\$1,675	\$1,200
36x	\$2,200	\$1,625	\$1,175
48x	\$2,150	\$1,575	\$1,150
60x	\$2,100	\$1,550	\$1,125

### Classified Advertising Page Rates

Frequency	King Page	1/2 Page	1/4 Page
1x	\$2,225	\$1,700	\$1,125
3x	\$2,175	\$1,675	\$1,100
6x	\$2,125	\$1,650	\$1,075
12x	\$2,100	\$1,625	\$1,050

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

3 or 4-color process: 1,600

**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	Insert Due
January	12/3/18	12/7/18	12/14/18
February	1/2/19	1/7/19	1/11/19
March	2/1/19	2/8/19	2/15/19
April	3/1/19	3/8/19	3/15/19
May	4/1/19	4/5/19	4/12/19
June	5/1/19	5/8/19	5/15/19
July	6/3/19	6/10/19	6/17/19
August	7/1/19	7/8/19	7/15/19
September	8/1/19	8/8/19	8/15/19
October	9/3/19	9/9/19	9/16/19
November	10/1/19	10/7/19	10/11/19
December	11/1/19	11/8/19	11/15/19

#### Bonus Distribution

January	Triological Society of America
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"
1/2 page horizontal spread	20.75"	7"
(gutter bleed only)		
Island half spread	15.625"	10"
(gutter bleed only)		

### Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Susan Tagliaferro at [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com) prior to submitting a file via FTP.
- Set up document to trim size with text at least 0.25" 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 15.25", includes 0.125" trim from head, foot, and face; no gutter grind off. Text must be at least 0.125" from final trim. Jogs to head.
- Island insert supplied size: 8.125" x 11", includes 0.125" 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-stitched

### Contacts

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

#### Pharmaceutical Media Inc.

Attn: Susan Tagliaferro, Production Manager

ENTtoday (issue)

30 East 33rd Street, New York, NY 10016

P: 212-904-0378 - E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

#### Ship inserts to:

Hess Print Solutions (HPS)

Attn: Audrey Thomas

ENTtoday (issue)

3765 Sunnybrook Road

Brimfield, OH 44240

E: [audreyt@bangprinting.com](mailto:audreyt@bangprinting.com)