

# 2020 Advertising Rate Card

## The Laryngoscope



**The Laryngoscope**, the official Journal of the Triological Society and the American Laryngological Society, has published continuously since 1890 and is the peer-reviewed journal of choice for general and subspecialty otolaryngologists and related healthcare practitioners. Each monthly issue includes original research and review papers, either clinically or research oriented, in Otolaryngology, Allergy/Rhinology, Cranial Base Surgery, Facial Plastic and Reconstructive Surgery, Head and Neck surgery, Laryngology, Otology and Neurotology, Pediatric Otolaryngology, Sleep Medicine, and Thyroid/Parathyroid. **The Laryngoscope** also includes papers presented at the Annual and Section Meetings of the Triological Society, as well as the popular "Triological Best Practice" articles, "How I Do It" articles, and Contemporary Reviews. **The Laryngoscope** provides critical and cutting edge information on the entire spectrum of Otolaryngology to a global readership of physicians, residents, and other research and clinical professionals with an interest in the field.

### Advertising & Sales Office

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### Publisher & Editorial Office

**Wiley**  
101 Station Landing, Suite 300, Medford, MA 02155  
**Vickie Thaw**: Journal Publishing Manager  
E: [vthaw@wiley.com](mailto:vthaw@wiley.com)

### Circulation

**Total Circulation:** 2,551

**Coverage:** United States and International

**Circulation Verification:** Sworn Statement

**Markets Served:** Otolologists, otolaryngologists, head and neck surgeons, allergy/rhinology, sleep disorders, thyroid/parathyroid, and other research and clinical professionals with an interest in the field.

[www.laryngoscope.com](http://www.laryngoscope.com)

### Editorial Information

**Editor:** Samuel H Selesnick

**Managing Editor:** Elizabeth Fetterma

**Origin of Editorial:** Peer-reviewed, 100% submitted

**2018 Impact Factor:** 2.343

**ISI Journal Citation Reports® Ranking**

**2018:** 12/42 (Otorhinolaryngology); 78/136 (Medicine Research & Experimental)

### Advertising Information

**Ask about digital advertising opportunities in *The Laryngoscope***

**Earned Rates:** Earned page rate is determined by the number of insertions per year in *The Laryngoscope* and *ENTtoday*. (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).

**Display Advertising Incentive:** Advertise in three issues and receive one free ad. Free ad must be the same size or smaller.

**Policy on Ad Placement:** Stacked.

**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.

**Classified Advertising Incentive:** Place an ad in the same month in both *The Laryngoscope* and *ENTtoday* and receive a 20% discount off the cost of both ads.

### Black & White Advertising Rate

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,480	\$1,250	\$1,175
3x	\$1,430	\$1,225	\$1,150
6x	\$1,375	\$1,175	\$1,070
12x	\$1,325	\$1,125	\$995
24x	\$1,275	\$1,095	\$945
36x	\$1,225	\$1,045	\$895

### Classified Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,325	\$1,050	\$840
3x	\$1,275	\$1,020	\$815
6x	\$1,250	\$995	\$790

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

4-color process: \$1,625

**Cover and Premium Positions** (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
All other positions:	10%

Positions available on a non-cancelable basis.

**WILEY**

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## The Laryngoscope

### Issuance & Closing Dates

**Frequency:** Monthly

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

Cover Date	Space Reservations	Materials Due	Inserts Due
January	11/25/19	11/29/19	12/6/19
February	12/20/20	12/30/20	1/3/20
March	1/24/20	1/31/20	2/7/20
April	2/24/20	2/28/20	3/6/20
May	3/27/20	4/3/20	4/10/20
June	4/24/20	5/1/20	5/8/20
July	5/22/20	5/29/20	6/5/20
August	6/26/20	6/3/20	7/10/20
September	7/24/20	7/31/20	8/7/20
October	8/21/20	8/28/20	9/4/20
November	9/25/20	10/2/20	10/9/20
December	10/23/20	10/30/20	11/6/20

### Bonus Distribution

January	Triological Society Section Meetings
April	COSM – Combines Otolaryngology Spring Meeting
September	American Academy of Otolaryngology – Head and Neck Surgery (AAO-HNS)

### Mechanical Requirements

**Trim Size:** 8.25" x 10.875"

**Live Area:** 7.75" x 10.375"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.125"	11.125"
1/2 page horizontal	8.5"	5.5625"

### Paper Stock

- Inside pages: 40lb. Dependoweb.
- Covers: 10pt. C2S

### 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): Prior to submitting file via FTP, contact Susan Tagliaferro at [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)
- Set up document to trim size and include 1/8" bleed.
- All fonts and 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.

**Halftone Screen:** 133

**Type of Binding:** Perfect.

### Insert Requirements

- Multi-page inserts are to be furnished folded.
- Delivered Size: 8.5" x 11.125"
- Trimming: 0.125" all four sides. Keep live matter 0.5" from trim.
- Jogs to head.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 2,800

### Contacts

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

#### Pharmaceutical Media, Inc.

Attn: Susan Tagliaferro

LARY, Issue

30 East 33rd Street, New York, NY 10016

P: 212-904-0365 ~ E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

**Ship inserts to:**

#### Sheridan PA (SPA)

Attn: Angie Myers

LARY, Issue \_\_\_\_

450 Fame Avenue

Hanover, PA 17331

717-632-3535 X8131

E: [angie.myers@sheridan.com](mailto:angie.myers@sheridan.com)