



## Volume 9 Rate Card

Effective January 2014

*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

#### Cunningham Associates, Inc.

180 Old Tappan Road, Old Tappan, NJ 07675

Rich Devanna, Advertising Sales Executive

P: 201-767-4170 ~ F: 201-767-8065 ~ E: rdevanna@cunnasso.com

Valerie Marvin, Classified Advertising

P: 201-767-4170 ~ F: 201-767-8065 ~ E: vmarvin@cunnasso.com

### Publisher & Editorial Office

#### Wiley

111 River Street, Hoboken, NJ 07030

Publisher: Lisa Dionne

Steve Jezzard, Ad Manager-Healthcare

P: 781-388-8532 ~ E: sjezzard@wiley.com

Dave Surdel, Dir. - Reprint Sales

P: 781-388-8487 ~ E: commercialreprints@wiley.com

Kurt Polesky, Business Development Manager

P: 781-388-8560 ~ E: kpolesky@wiley.com

### Editorial Information

Physician Editor: Robert H. Miller, MD

### Circulation

<b>Total Print Circulation:</b>	14,508
Allergy	435
Allergy/Immunology	3,206
Otology/Neurotology	131
Otolaryngology	8,710
Pediatric Allergy	91
Head and Neck Surgery	146
Plastic Surgery	319
TRIO Members	1,470

**Coverage:** United States and International

### Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year. Space purchased by a parent company and its subsidiaries are combined for accounting for earned rate. Space purchased in *ENTtoday* can be combined with space purchased in *The Laryngoscope* for frequency discount.

**Agency Commission:** 15%

**Increased Exposure Discount:**

(For placements in a single publication, NOT combined)

- Advertise in three issues and receive one free ad.
- Advertise in six issues and receive two free ads.
- Advertise in twelve issues and receive two ads in each issue for the price of one insertion, and also receive the highest earned frequency rate.

**King Plus Four Program (ENTtoday Only):** Any four page or larger A size ad unit is eligible to be converted to four or more king-size ROB pages for the A-size cost.

**Policy on Ad Placement:** Ads will be placed run of book between and within articles, and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

### Black & White Advertising Rates

Frequency	King page	King 1/2 Page	Island 1/2 Page	1/4 Page
1x	\$2,300	\$2,115	\$1,745	\$1,365
3x	\$2,275	\$2,050	\$1,705	\$1,220
6x	\$2,165	\$1,865	\$1,615	\$1,180
12x	\$2,115	\$1,810	\$1,555	\$1,145
18x	\$2,085	\$1,775	\$1,530	\$1,115
24x	\$1,990	\$1,745	\$1,505	\$1,085
36x	\$1,960	\$1,705	\$1,465	\$1,065
48x	\$1,930	\$1,665	\$1,440	\$1,045
60x	\$1,895	\$1,645	\$1,395	\$1,025

### Classified Advertising Page Rates

Frequency	King Page	King 1/2 Page	Island 1/2 Page	1/4 Page
1x	\$2,150	\$1,975	\$1,625	\$1,030
3x	\$2,115	\$1,960	\$1,605	\$1,020
6x	\$2,065	\$1,920	\$1,575	\$1,000
12x	\$2,035	\$1,895	\$1,555	\$980

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

**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.

**Color Rates:**

In addition to earned B&W Rate:

Standard Color:	\$655
Matched Color:	\$845
4-color process	\$1,470

**Inserts:** Rates are determined using the B&W earned rate per number of insert pages, plus 10%. Please check with your sales rep for print run quantity before sending inserts.





**Other services:** Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic). Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

### Submission of Display Ads

- Preferred format: PDF (preferably PDFx1A).
- Graphic files: QuarkXpress and Adobe Illustrator or Photoshop files with all support files including fonts. Save as EPS, TIFF, or PDF, CMYK format only. Images at 300 DPI; line art at 1200 DPI. PDF files: No OPI; No ICC profiles.
- Fonts: Use Type 1 Adobe Fonts; True Type fonts are not acceptable.
- Proofs: Color ads must be accompanied by a digital color proof such as a Kodak Approval or other SWOP certified proof; hard copy proof for B&W.
- Wiley assumes no responsibility for final printing of the ad in the event that a quality color proof is not provided.

### Insert Requirements

- King insert supplied size: Trim with bleed is 11"x15¼". Inserts must have ⅛" bleed on top, left, right and foot trims. Text must be at least ¼" from final trim; in addition we recommend ⅜" on the left and right sides.
- Submit a sample of insert for approval.
- Quantity: 15,000.
- Carton packing preferred-quantity, publication and issue must be marked on outside of carton.
- A service charge will be rendered for special printer services or unusual inserts which cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval. Consult your sales representative for rates and more information.

**Paper Stock:** 50 lb.; covers: 10pt.C25

**Halftone Screen:** 133

**Type of Binding:** Saddle stitched

### Issuance & Closing

**Frequency:** 12x per year

**Mailing Date:** Approximately the first of every month

**Closing Dates:**

Cover Date	Space Reservation	Material Due	Inserts Due
January	12/09/13	12/16/13	12/27/13
February	1/08/14	1/15/14	1/27/14
March	2/10/14	2/17/14	2/25/14
April	3/10/14	3/17/14	3/26/14
May	4/08/14	4/15/14	4/25/14
June	5/08/14	5/15/14	5/26/14
July	6/09/14	6/16/14	6/25/14
August	7/09/14	7/15/14	7/25/14
September	8/08/14	8/15/14	8/25/14
October	9/08/14	9/15/14	9/25/14
November	10/08/14	10/15/14	10/27/14
December	11/10/14	11/17/14	11/25/14

### Bonus Distribution:

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:** 10⅞" x 15"

Page Sizes, Non-Bleed	Width	Height
King page	9⅞"	13⅞"
Island half	7⅜"	10"
King 1/2 page vertical	4⅞"	13⅞"
King 1/2 page horizontal	9⅞"	7"
1/4 page vertical	4⅞"	7"

  

Page Sizes, Bleed	Width	Height
King page	11⅞"	15¼"
King spread	22"	15¼"
Island half spread	15⅞"	10"
King 1/2 page horizontal spread	20¾"	7"

All ads must be set to trim size and with live ad art or text at least 1/4" from final trim size.

### Contacts

Ship all advertising material as well as two insert examples to:

Cunningham Associates  
 ENT, Vol \_\_\_\_, Issue \_\_\_\_  
 180 Old Tappan Road Old Tappan, NJ 07675  
 P: 201-767-4170 ~ F: 201-767-8065  
 E: ktamalonis@cunnasso.com

### Contracts and Insertion Orders:

Cunningham Associates  
 Attn: Kathy Tamalonis  
 ENT, Vol \_\_\_\_, Issue \_\_\_\_  
 180 Old Tappan Road, Old Tappan, NJ 07675  
 P: 201-767-4170 ~ F: 201-767-8065  
 E: ktamalonis@cunnasso.com

### Ship inserts to:

Cenveo Publisher Services  
 Attn: Joann Gorner  
 ENT, Vol \_\_\_\_, Issue \_\_\_\_  
 3575 Hempland Road  
 Lancaster, PA 17601  
 Phone: (717) 285-6807