

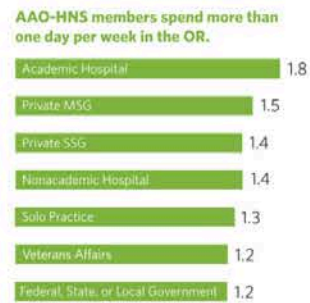
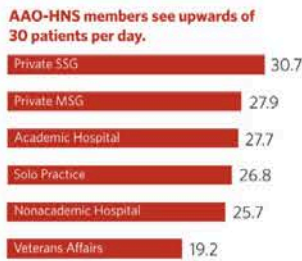


**Prove your company as a leader in the specialty to 12,000 of the world's leading otolaryngology-head and neck surgeons**

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**Where AAO-HNS members work:**



[More about our readers](#)

Sources:  
2022 Otolaryngology Workforce Report

**Display Ad Package: One simple buy. 11 ads each month. 20% SOV.**

Online	Bulletin eNewsletters	OTO News eNewsletters
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<b>Monthly package rate: \$6,000</b>	Included	Included	Included
<b>Ads per month</b>	ROS banner ads rotate in the following positions: <ul style="list-style-type: none"> <li>• Five home page positions</li> <li>• Five positions on the "current issue channel"</li> <li>• One position on two other channel pages</li> <li>• Five positions on all article pages</li> </ul>	One banner in two monthly eNewsletters.	One banner ad in four weekly newsletters per month.*
<b>Average monthly metrics</b>	<ul style="list-style-type: none"> <li>• 59,000 average total ad impressions</li> <li>• 10,000 users</li> </ul> <small>Data collected Jan. 1-Nov. 30, 2023</small>	<ul style="list-style-type: none"> <li>• 24,000 emails delivered</li> <li>• 53% unique open rate</li> </ul> <small>Data collected Jan. 1-Oct. 31, 2023</small>	<ul style="list-style-type: none"> <li>• 50,000 emails delivered</li> <li>• 49.59% unique open rate</li> </ul> <small>Data collected Jan. 1-Nov. 30, 2023</small>
<b>Description</b>	<p>The <i>Bulletin</i> is the official member publication of the American Academy of Otolaryngology-Head and Neck Surgery. It is the go-to resource for more than 12,000 members for critical information on practice and patient care, including clinical updates, legislative and regulatory issues, state-of-the-art education and research.</p> <p>The <i>Bulletin</i> online content hub features approximately 25 new articles each month.</p>	<p>Articles from the <i>Bulletin</i> are pushed to all AAO-HNS members twice each month.</p> <p>The <i>Bulletin eTOC</i> deploys the first Monday of each month.</p> <p>The <i>Bulletin EXTRA</i> deploys the third Monday of each month (except December, which deploys the second Monday).</p>	<p><i>OTO News</i> is an AAO-HNS digest of the most important clinical, research, and practice management information critical to AAO-HNS members, delivered in a timely, weekly* format.</p> <p>Advocacy, coding, payment and policy changes, education, and research are heavily featured as well as AAO-HNS/F programs and services.</p> <p>Deploying on Thursdays, four <i>OTO News</i> newsletters per month* are sent to all AAO-HNS members.</p>
	<a href="#">View the site</a>	<a href="#">View an eTOC example</a> <a href="#">View an EXTRA example</a>	<a href="#">View an issue</a>



#### Limited

Just five advertisers share the online publication and all six newsletters.



#### Affordable

\$6,000 per month for all 11 ads per month.\*



#### Wide reach

More than 12,000 AAO-HNS member otolaryngologists and related practitioners.

\*Five issues of *OTO News* in February, May, August and October. Three issues in July, November and December. No change in rate.

## 2024 Deadlines and *Bulletin* Editorial Calendar

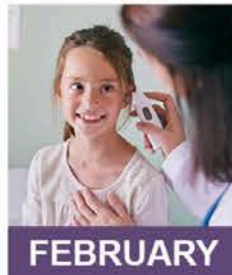
The goal of the *Bulletin* is to provide access to content that can be used by otolaryngologist-head and neck surgeons for quality patient care and public health.

The following deadlines are for full-month ad placements for both display and classified ads. Ads can be purchased any time during the month, but full monthly rates will apply. Advertiser materials will post on the first day of each month. Materials received after the first will post 2-3 business days after receipt.



**JANUARY**

**Comprehensive Otolaryngology**  
Space/materials deadline:  
Nov. 21, 2023



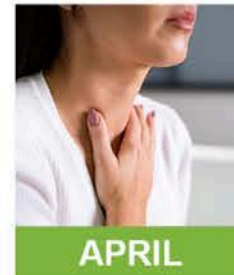
**FEBRUARY**

**Kids ENT Health/Pediatric**  
Space/materials deadline:  
Jan. 18, 2024



**MARCH**

**Otology/World Hearing Day/  
Sleep Awareness Week**  
Space/materials deadline:  
Feb. 16, 2024



**APRIL**

**Voice, Airway, and Swallowing/  
World Voice Day**  
Space/materials deadline:  
March 18, 2024







**Allergy/Annual Meeting/Better Hearing & Speech Month**  
Space/materials deadline:  
April 17, 2024



**Advocacy/Geriatric**  
Space/materials deadline:  
May 17, 2024



**Research & Quality/ Head and Neck/Endocrine**  
Space/materials deadline:  
June 17, 2024



**OTO Experience/Sleep Disorders**  
Space/materials deadline:  
July 18, 2024



**Rhinology/World Sinus Health Awareness Month/Education**  
Space/materials deadline:  
Aug. 19, 2024



**Neurology/ Member Engagement**  
Space/materials deadline:  
Sept. 17, 2024



**Facial Plastic and Reconstructive Surgery/International**  
Space/materials deadline:  
Oct. 18, 2024



**Patient Safety and Quality Improvement/Annual Report**  
Space/materials deadline:  
Nov. 14, 2024

*Dates and editorial themes are subject to change.*

## Bulletin Classifieds

The specialty's most important classifieds

AAO-HNS members use the *Bulletin* as a go-to source for classifieds—either for employment or education courses and meetings. This important section of the *Bulletin* is featured as a dedicated channel.



### Employment

Fill your open positions



### Courses

Drive registrations for your courses and meetings



click to enlarge

### Dedicated

An entire channel of the *Bulletin* is dedicated exclusively to classified ads.

[View the classified channel](#)

### Affordable

\$1,100 per month for your message to reach more than 12,000 AAO-HNS members.

### Promoted

The classified channel is promoted from the home page and in two *Bulletin* newsletters each month, and in *OTO News*.

### Featured

Pin your ad to the top of the classified channel for maximum visibility!

# Rates

## Display Ad Package

One buy, 11 ads per month—six of them emailed to more than 12,000 AAO-HNS members!

### Package includes:

- Five ROS ads in the online *Bulletin*
- One banner ad in the *Bulletin eTOC*
- One banner ad in the *Bulletin EXTRA*
- One banner ad in four weekly\* issues of *OTO News* monthly

### Frequency rate options:

- Per month: \$6,000
- 6x: \$5,500
- 9x: \$5,375
- 12x: \$5,250

[Insertion Order/Specs](#)



\*Five issues in February, May, August and October. Three issues in November and December. No change in rate.

## Classified Advertising

### *Bulletin* Classified Ads per month: \$1,100

- Each ad includes a logo/image, headline, teaser and up to 500 words of body copy.

### *Bulletin* Featured Classified Ads per month: \$2,000

- Same as above, but ad is pinned to the top of the page.
- Two available

[Insertion Order/Specs](#)



All rates are net. No agency discounts apply. Cancellations are non-refundable.

# Contact



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